



॥ तमसो मा ज्योतिर्गमय ॥

VISION

To provide equal opportunities for value based global education for creating an Enlightened Society

MISSION

To establish and facilitate educational institutions in the region for providing affordable value based global education to all who aspire to study and to create opportunities to educators, social workers and philanthropists to serve society



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CURRICULUM FOR

Four Years Bachelor of Business Administration (B.B.A. Hons.)

Sem I & II

w.e.f Academic Year 2023-24

Constituent Institute:

**B.R.C.M. COLLEGE OF BUSINESS
ADMINISTRATION**



Course Curriculum
Four Years
Bachelor of Business Administration (BBA Hon.)

The Course Curriculum for Four Years Bachelor of Business Administration (BBA Hons.), Sem I & II proposed and drafted by **Academic and Curriculum Committee of Management, BBA under the faculty of Management** in the meeting held on _____ and recommended to '**BOARD OF STUDIES**' for approval.

Dr. Mrunal Joshi, Chairman, Academic & Curriculum Committee Management (BBA)	Place of the meeting <u>B.R.C.M. College of Business Administration</u>	Sign
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The proposed Course Curriculum was approved by **Board of Studies, Management** under the Faculty of Management in the meeting held on _____ and was recommended to the '**FACULTY**' for approval.

Dr. Jimmy Kapadia Chairman, Board of Studies - Management	Place of Meeting <u>S. R. Luthra Institute of Management</u>	Sign
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The Course Curriculum approved by the **Faculty of Management** in the meeting held on _____ and was recommended to '**ACADEMIC COUNCIL**' for approval.

Dr. Jimmy Kapadia Chairman & Dean, Faculty of Management	Place of Meeting <u>S. R. Luthra Institute of Management</u>	Sign
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The Course Curriculum approved by the '**Academic Council of SarvajaniK University**' in the meeting held on _____.

Prof. Persi Engineer Chairman, Academic Council & Hon'ble Provost, SarvajaniK University	Place of Meeting <u>SarvajaniK University Office</u>	Sign
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B.B.A.(Hons.) Degree Course Structure (w.e.f. Academic Year 2023-24)

Semester 1

No.	Course Code	Course Type	Course Name	Credit			CAT					TEE			Total	
				Theory	Practical	Total	Mid Sem	Quiz	Practical Assignment	Attendance	Total	TEP	TET	Total		
1	BMBA21101	Major	Principles of Economics	4	-	4	10	5	15	10	40	-	60	60	100	
2	BMBA21102		Principles of Management	4		4	10	5	15	10	40	-	60	60	100	
3	BMBA22103	Minor	Financial Accounting	3	1	4	10	5	15	10	40	20	40	60	100	
4	BMBA23104	Multi-Disciplinary	IT Skills	3	1	4	10	5	15	10	40	20	40	60	100	
5	BMBA24105	Ability Enhancement Courses (AEC)	Communication and Soft Skills - 1	2		2	5	3	7	5	20	-	30	30	50	
6	BMBA25106	Skill Enhancement Courses (SEC)	Emotional skills for Workplace	2		2	5	3	7	5	20	-	30	30	50	
7	BMBA26107	Value Added Courses (VAC)	Health, Wellness and Yoga	2		2	5	3	7	5	20	-	30	30	50	
Total Credit/ Evaluation				20	2	22						220			330	550

Total Credits	22
Total number of contact hours per week	20 hours + 04 hours Practical



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BMBA21101 Principles of Economics

Course Code: BMBA21101	Semester: I
Name of the course: Principles of Economics	Credits: 4
Course Type: Major	Duration: 60 hours

Course Description:

This course is designed as an introduction to the subject matter of economics which is highly relevant to understanding the functioning of the economy and the world around us. This course seeks to introduce the ways in which economists view the world and to teach to utilize these ways of thinking when approach economic problems and questions.

The course will consider basic economic principles that govern consumer and producers' behaviour. Participants will be exposed to the economic way of thinking and learn about the functioning of a modern market economy. The course covers how micro-macro-economic principles affect the decision-making process of businesses. By the end of the semester students should be economically literate citizens.

Course Objectives:

- ☞ To create students' interest in the study of economics and develop students critical thinking and analytical abilities around concepts of economics
- ☞ To make students understand key economic principles, theories and relate it to the world they live in
- ☞ To provide a framework of basic analytical tools useful in the understanding of economic and social issues
- ☞ To introduce the essential principles for an understanding of fundamental economic problem
- ☞ To develop preliminary knowledge of economic concepts for understanding of national and international economy
- ☞ To equip students to use economic reasoning to problems of business

Course Learning Outcomes:

This course will enable students to:

CLO 1	Demonstrate knowledge and understanding of core economic concepts, tools, and models to address economic problems
CLO 2	Apply economic concepts to real world scenarios, and use that analysis to make informed judgements and decisions
CLO 3	Interpret, analyse, and depict economic information in diagrams, tables, and graphs



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CLO 4	Communicate economic knowledge, ideas, and analysis, both orally and in writing
CLO 5	Reflect on the nature and implications of assumptions and value judgements in economic analysis and policy
CLO 6	Understand the mechanism of demand and supply, decision making and choices of consumers and producers, and the measurement of National Income and the basic principles of Macroeconomic concepts and theory

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.

Module	Topics covered	No. of Lectures	Weightage
1	Introduction to economics- <ul style="list-style-type: none"> ■ What is economics ■ Why Study economics ■ Gregory Mankiw’s Ten Principles of economics ■ The basic economic problem ■ Production Possibility Curve ■ Definitions of economics ■ Microeconomics and Macroeconomics ■ Nature and scope of economics ■ Important Concepts: Economic goods and Free Goods, Price, and Value, Want and Need 	15	25%
2	Theory of Demand and supply- <ul style="list-style-type: none"> ■ Theory of demand ■ Utility Analysis ■ Meaning of Demand and Determinants of Demand ■ Law of Demand ■ Demand forecasting ■ Theory of Supply ■ Meaning of supply and Determinants of Supply ■ Law of Supply 	15	25%
3	The Elasticity of demand- <ul style="list-style-type: none"> ■ Introduction to elasticity of demand ■ The Economic concept of elasticity ■ The Price elasticity of demand and its determinants ■ Computing the Price elasticity of demand ■ Significance of Price elasticity of demand in business decisions ■ The Income elasticity of demand ■ Interpreting the Income elasticity of demand ■ The Cross-price elasticity of demand 	15	25%



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Module	Topics covered	No. of Lectures	Weightage
	Significance of cross-price elasticity of demand in business decisions		
4	National Income (NI) Accounting- ■ Basic Concepts of National Income ■ National Income accounting and Gross Domestic Product ■ Gross National Product ■ Net National Product ■ The Circular Flow of Income in a two-sector economy and in a four-sector economy ■ Significance and need of national income accounting ■ Difficulties of national income accounting The meaning of Money- ■ Banks and the money supply	15	25%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Principles of Economics	Karl E. Case, Ray C. Fair, Sharon E. Oster	Pearson publication 12 th Edition
2	Modern Microeconomics: Theory and Application	H. L Ahuja	Sultan Chand Publication
3	Advanced Microeconomics	M. John Kennedy	Himalaya Publication
4	Principles of Economics	D.M. Mithani	Himalaya Publication
5	Principles of Economics	Prem Bhutani	Taxmann Allied Services (P) Ltd
6	Economics	Paul Samuelson, William Nordhaus	Tata McGraw Hill
7	Introduction to Positive Economics	Richard Lipsey	Oxford University Press
8	Introduction to Economics	Stephan Dobson	MacMillan
9	Principles of Economics	N. Gregory Mankiw	ThomsonSouth Western



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Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks

Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



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BMBA21102 Principles of Management

Course Code: BMBA21102	Semester: 1
Name of the course: Principles of Management	Credits: 4
Course Type: Major	Duration: 60 Hours

Course Description:

This course will help students to develop fundamental knowledge of Management discipline. It would serve as a foundation for other management related courses in this program. It will emphasize on the functions of management viz. Planning, Organising, Staffing, Directing and Controlling. It will also generate awareness about terminology used in the field of management.

Course Objectives:

- ☞ To make learners aware of scientific application of management principles
- ☞ To develop systematic and rational thinking approach towards problem-solving
- ☞ To make learners aware of application of management process in business situations
- ☞ To develop analytical skills using fundamentals of management

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand the fundamentals of Management, relevance of the environment to Management and Duties of Managers towards its stakeholders.
CLO 2	Learn about the planning process considering the strengths, weaknesses, opportunities and threats. Develop the understanding of rational decision making and forecasting.
CLO 3	Learn about the significance of Coordination throughout the organisation. Develop the understanding of Organisation structure with the concepts of departmentation, authority, responsibility and accountability in Organising function.
CLO 4	Learn about various importance of staffing and directing in management towards getting things done through and with the people. Develop the understanding of the Controlling process and manage the resistance toward it for successfully achieving the predetermined objectives.

Teaching Pedagogy:

Teachers are expected to impart knowledge along with traditional teaching through new and innovative pedagogical approaches like Reading, Group Discussions,



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Lectures, Roleplays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extracurricular activities.

Module	Topics covered	No. of Lectures	Weightage
1	<p>Introduction:</p> <ul style="list-style-type: none"> ● Meaning and Definition considering various approaches ● Characteristics of Management ● Management Process [Input, Process (Planing, Organising, Staffing, Directing, Controlling) Output] ● Levels of Management ● Functional Management ● Managerial Roles ● Managerial Skills ● Management Vs. Administration ● Management as a Science or Art ● Management as a Profession ● The Organisational Environment ● Managers' Responsibility towards Society ● Corporate Social Responsibility: Meaning and Features ● Corporate Governance (only concept) <p>What is case study and caselet?</p>	15	25%
2	<p>Planning:</p> <ul style="list-style-type: none"> ● Meaning and Definition ● Characteristics of Planning ● Significance of Planning ● Mission, Objectives and Goals ● Classifications of Planning <ul style="list-style-type: none"> ○ On Scope and Degree of Details ○ On Time Horizon ○ On Frequency of Use ○ On Specificity ● Planning Premises ● Steps in the Planning Process ● Barriers to Effective Planning ● Steps to make planning Effective ● Management by Objectives (MBO) <ul style="list-style-type: none"> ○ Concept, Features, Phases. ● SWOT analysis 	15	25%



	<ul style="list-style-type: none"> • Steps in the Rational Decision-making Process • Group Decision Making <p>Caselet of Planning</p>		
3	<p>Coordination:</p> <ul style="list-style-type: none"> • Meaning, Definition and Significance • Types of Coordination • Techniques of Coordination • Caselet of Coordination <p>Organising:</p> <ul style="list-style-type: none"> • Meaning Organising and Organisation Structure • Principles of organising • Process of organising • Span of Management (Concept only) • Types of Organisation <ul style="list-style-type: none"> ○ Line Organisation ○ Line and Staff Organisation ○ Committee Organisation ○ Matrix Organisation • Departmentalisation: Functional, Product, Geographical, Process, Time-based • Authority, Responsibility and Accountability • Process of Delegation • Centralisation Vs. Decentralisation 	15	25%
4	<p>Directing:</p> <ul style="list-style-type: none"> • Meaning, Characteristics, Importance • Techniques of Directing • Principles of Directing • Elements of Directing (Only Overview): Motivation, Communication, Leadership <p>Supervision:</p> <ul style="list-style-type: none"> • Meaning, Characteristics, Approaches. <p>Controlling:</p> <ul style="list-style-type: none"> • Meaning & Definition, Characteristics, Importance. • Steps in the Control Process • Types of Control <ul style="list-style-type: none"> ○ Internal ○ External ○ Operational ○ Financial ○ Structural 	15	25%



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	<ul style="list-style-type: none"> ○ Strategic ○ Informational ● Characteristics of Effective Control ● Reasons for Resistance to Control ● Strategies to Overcome Resistance to Control 		
Caselet of Directing and Controlling			

Note: Caselet is an important tool to apply the knowledge of the subject. In each chapter, two additional lectures can be allotted for caselet study.

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Principles of Management Text and Cases	Pravin Durai	Pearson, 2 nd Edition
2.	Principles and Practice of Management	Prasad, L. M.	Sultan Chand & Sons, Seventh Edition
3	Management Text and Cases	Rao, V. S. P.	Excel Books
4	Management: A Global, Innovative and Entrepreneurial Perspective	Wehrich H, Cannice M.- V. & Koontz H.	McGraw Hill (India) Private Limited

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40	60

Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



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BMBA22103 Financial Accounting

Course Code: BMBA22103	Semester: First
Name of the course: Financial Accounting	Credits: 4
Course Type: Minor	Duration: 60

Course Description:

This graduate course introduces the basic concepts and principles of accounting for preparing financial statements such as income statements (financial performance) and balance sheets (financial position). The course focuses on a detailed understanding of accounting information system, accounting concepts, accounting principles, accounting cycle, recording of transactions, and financial statement concepts.

Course Objectives:

- ☞ The objective of this course is to introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements.
- ☞ Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.
- ☞ To provide conceptual knowledge about Financial Accounting, Book-Keeping and Final Accounts.

Course Learning Outcomes:

This course will enable students to:

- ☞ The module will acquaint the students with the language of accounting and help to develop the ability to record and use accounting data.
- ☞ Identify events that need to be recorded in the accounting records.
- ☞ Describe the role of accounting information and its limitations
- ☞ Equip with the knowledge of booking keeping, accounting cycle and rule of Debit and credit.
- ☞ Students will recognize commonly used financial statements, their components and how information from business transactions flows into these statements
- ☞ Determine the useful life and value of the depreciable asset
- ☞ Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
- ☞ Students do possess required skill and can also be employed as Tally data entry operator



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Module-wise Learning Outcomes:

Module	This course will enable students to:
1	CLO 1. The module will acquaint the students with the language of accounting and help to develop the ability to record and use accounting data. CLO 2. Acquire conceptual knowledge of basics of accounting. CLO.3. Identify events that need to be recorded in the accounting records. CLO.4. Describe the role of accounting information and its limitations
2	CLO.1. Equip with the knowledge of accounting process. CLO.2. Equip with the knowledge of booking keeping, accounting cycle and rule of Debit and credit. CLO.3 preparation of final accounts of sole trade and company.
3	CLO.1 The module will acquaint the student with knowledge of Identification property, plant, and equipment and Calculation of Depreciation on Assets. CLO.2 The module will develop knowledge to calculate depreciated value assets and how to enter it in the books of account CLO.2 Equip with the knowledge of profit and loss on the disposal of assets and their entry in the books of account
4	CLO 1. The module will help student to calculate the value of stock of inventory CLO 2. Demonstrate proper financial statement presentation of inventory CLO 3 Helps students to work with well-known accounting software i.e. TALLY PRIME CLO 4 Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in TALLY PRIME software

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Lectures, Assignments, Practical, Tests, Presentations, Participation in academic and extra – curricular activities

Module	Topics	No. of Lectures	Weightage
1	Introduction to Financial Accounting and its concepts	08	15%



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	Meaning, functions and limitations of financial accounting, various accounting concepts & convention, nature of accounts and rules of debit and credit, fundamentals accounting assumptions.		
2	Book-Keeping and Final Accounts Preparation of journal, ledger, various subsidiary books, trial balance, Final Accounts of Company and Sole Trader Final accounts of company as per company act 2013.	38	50%
3	Depreciation Depreciation Meaning, objectives and methods of depreciation, examples of depreciation calculation (Straight Line Method and Diminishing Balance Method without retrospective effect)	08	15%
4	Inventory valuation and Computerized Accounting (Tally) FIFO, LIFO, Weighted Average Method, Introduction to computerised Accounting, Advantages and Disadvantages of Computerised Accounting, functions keys of Tally.	6	20%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Introduction to Accounting	T. S. Grewal	Sultan Chand & Co
2	Modern Accounting	Hanif and Mukherjee	Tata McGrawHill
3	Principles of Accounting	Rupam Gupta	Sultan Chand & Co
4	Tally. ERP 9 includes concept of GST	Vishnu Priya Singh	Asian Computech Book

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks (40 Practical + 20 Practical)



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Internal Evaluation:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	08 Marks
Practical Assignment/Exam	07 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



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BMBA23104 IT Skills

Course Code: BMBA23104	Semester: I
Course Name: IT Skills	Credits: 4
Course Type: Multi-Disciplinary	Duration: 60 Hours

Course Description:

This course introduces computer applications for use including a brief introduction to computer concepts, computer operating systems, software and hardware. It introduces the student to different Office suits, (Word processing, Presentation and Spreadsheets) including different operating system and productivity tools for collaborative teamwork.

Objective of the course:

- Creating awareness about latest IT Skills required in Industry.
- Creating awareness about all set of IT Peripherals to be used.
- To make student feel more confident while using different sets of hardware.

Module :1

CLO 1: To explain different types of hardware for input and output devices in various forms of computers.

CLO 2: To explain usage of various types of System, Application and driver base software.

CLO 3: To understand the meaning and application of different types of networks in an organisation.

CLO 4: To identify the use of varied next generation technologies Like cloud computing, cloud storage, network sharing and security.

CLO 5: To know different aspects in detail for different mobile operating system and safe guarding from hacking issues arising out of it.

CLO 6: To understand different communication and collaboration tools being used in any organisation.

Module 2:

CLO 7: To understand and know usage of search engines.

CLO 8: To understand and know usage and basics of different Office suites.

CLO 9: To be able of preparing formal documents required for reporting using office suits.

CLO 10: To understand varied page layouts into the documents prepared with the use of office suit.



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CLO 11: To inculcate features like text formatting, equations, smart art and images into the different office suit applications.

CLO 12: To know importance and be able to prepare table of contents by adding cross references and bibliography.

Module 3:

CLO 13: To perform various functions of office suits like find and replace, creating and modifying tables, to execute grammar and spell check functions, mail merge, conversion of document into other file formats.

CLO 14: To understand in detail about the use of spreadsheets as tool of office suit.

CLO 15: To be able to perform variety of functions using spreadsheets.

Module 4:

CLO 16: To understand in detail about the use of spreadsheets as tool of office suit at advance level.

CLO 17: To be able to perform variety of functions using spreadsheets at advance level.

Pedagogy:

Audio-visual lectures, Practical sessions in Lab, Assignments and Presentations.

Unit	Topics	No. of Lectures	Weightage
1	<p>Introduction to IT Tools.</p> <ol style="list-style-type: none"> 1. Introduction to IT Hardware (Input-output Devices, Storage Devices, Network Devices). 2. Different types of software (System, Application, Programming, Drivers etc.) 3. Internet and extra net with its way of working. 4. Technologies in IT for Business (Cloud computing, Cloud storage, Network sharing, Security and Privacy) 5. Mobile Operating Systems (User Interface, Applications, Data Safety, Hacking Issues etc.) 6. Communication and Collaboration tools (E-mails, G-Meet, Zoom, Skype, Messenger, YouTube Live etc.) 	15	25%



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Unit	Topics	No. of Lectures	Weightage
2	<p>Application of IT Tools and Basics of Office Suites / G-Suite - (Word processor, Presentation, Spreadsheets)</p> <ol style="list-style-type: none"> 1. Search engines and its mechanism. 2. Usage of Office suites in management. 3. Basics of Office suites and its extensions and shortcuts. <ol style="list-style-type: none"> a) Creating Documents, Save Document. b) Dynamic Page Layouts (Header, footer, Water mark, Page break, Section break, End notes) c) Text Formatting, inserting equations, Smart art, Inserting images and bookmarks. d) Table of content with captions – cross references and bibliography, e) Find and replace function, Grammar & Spell check. f) Creating, Modifying and filling Tables. g) Working with Mail Merge. h) Protecting Document, Printing Page. 	15	25%
3	<p>Office Suites / G-Suite – Spread sheets (Practical Exercise on Machine – Lab Sessions)</p> <p>Basics Workbook, worksheet, workspace, Formatting workbook, Conditional formatting, working with charts, Sorting data, Auto filter.</p> <p>Functions Mathematical, Financial, Statistical, Logical, Counting, Date and Time, Text Functions, Total and Subtotal function</p>	15	25%
4	<p>Office Suites / G-Suite – Spread sheets (Advance) (Practical Exercise on Machine – Lab Sessions)</p> <p>Functions Mathematical, Statistical, Lookup & Reference Formulas, Date and Time, Working with Pivot Table, Text to Columns, Data Validation & Conditional Formatting, Macros.</p>	15	25%



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Suggested Readings:

1. Computer Application in Management By Ritendra Goel.
2. Fundamental of Computer By P. Mohan.
3. PC Software for windows made simple By R K Taxali.

Assessment Pattern:

Continuous Assessment Theory + Practical (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks (30 Practical + 30 Theory)

Continuous Assessment:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	07 Marks
Attendance	05 Marks
Practical exam	20 Marks
Total Continuous Assessment Theory + Practical	40 Marks



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BMBA24105 Communication and Soft Skills-1

Course Code: BMBA24105	Semester: 1
Name of the course: Communication and Soft Skills-1	Credits: 02
Course Type: Ability Enhancement Course	Duration: 30 hours

Course Description:

This course would help the students realise that Organisational goals can be achieved by developing appropriate soft skills in individuals. Correct and comprehensive communication and soft skills in the course would let the students be eligible for better employment and it will help them to increase their productivity as a professional.

Course Objectives:

- To inculcate communication and soft skills in future managers for organisational success.
- To develop the essential communication and soft skills in the professionals to help them survive in the diverse and dynamic business world.
- To improve the communication and soft skills of students in the digital world today.

Course Learning Outcomes:

CLO 1: To perform competently as managers in competitive business world.

CLO 2: To practice accurate communication skills in culturally diverse corporate house.

CLO 3: To manage correspondence effectively in technologically advanced businesses today.

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Module	Topics covered	No. of Lectures	Weightage
1	Reading Skills- Benefits of reading Different types of reading Tips for effective reading.	09	30%



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2	Public Speaking Language Content Body Language Practice Pronunciation Presentation Skills Great Helpers while making Presentation. Steps to a Successful Presentation Format of the Presentation	12	40%
3	Listening Skills Techniques of effective listening Barriers to listening.	09	30%

Books:

1. Business Communication by Asha Kaul Eastern Economy Edition Prentice Hall India Publication
2. Vibrant English by Board of Editors Orient Blackswan Private Ltd.
3. Effective Business Communication by Asha Kaul Prentice Hall India, 2004
4. Soft skills: Know Yourself and Know the World by Dr. K. Alex S.CHAND Paperback
5. English and Soft skills by S.P.Dhanavel Paperback
6. Life Skills (Jeevan Kaushal) Facilitators' Guidelines UGC New Delhi
7. Managing Soft Skills for Personality Development by B.N.Ghosh Tata McGraw-Hill 2012
8. The Ace of Soft Skills_ Attitude, Communication, Etiquette for Success by Gopalaswamy Ramesh, Mahadevan Ramesh Pearson Education 2011
9. Communication Skills and Soft Skills An Integrated Approach by E. Suresh kumar and Sreepihari Pearson Education 2011

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
20 Marks	30 Marks

Continuous Assessment Theory:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks



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Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	07 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	
Attendance	05 Marks
Total Continuous Assessment Theory	20 Marks



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BMBA25106 Emotional Skills for Workplace

Course Code: BMBA25106	Semester: I
Name of the course: Emotional Skills for Workplace	Credits: 2
Course Type: Skill Enhancement Course	Duration: 30 hours

Course Description:

This course is designed to impart requisite emotional skills for workplace among the young professionals. Also, this course will help future managers to realize importance of resilience building as a measure to reduce stress at work and life and developing emotional intelligence. Learning this course can bring significant positive changes in one's life – both personally and professionally.

Course Objectives:

- ☞ To explain the techniques for preventing and managing stress
- ☞ To enhance the level of emotional intelligence
- ☞ To understand importance and approaches of resilience building

Course Learning Outcomes:

This course will enable students to:

CLO 1	Manage stress and its damaging effects from life and career
CLO 2	Improve their emotional intelligence skill
CLO 3	Appreciate importance of resilience in life
CLO 4	Grasp strategies of resilience building

Teaching Pedagogy

Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Self-assessment tests, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, and Experiential Exercises.

Module	Topics covered	No. of Lectures	Weightage
1	<u>Stress, Coping and Stress Management</u> ■ Stress, Stress Management and Coping ■ Distress, versus Eustress ■ Process of Stress ■ Stress and its effects ■ Relaxation and Breathing exercises ■ Stress, Emotional Intelligence and Resilience ■ Concept of Mindfulness	10	33%



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Module	Topics covered	No. of Lectures	Weightage
2	<p>Emotional Intelligence</p> <ul style="list-style-type: none"> ■ Understanding Emotions ■ Concept and Dimensions of Emotional Intelligence ■ Managing your Emotions ■ Testing Emotional Intelligence ■ Developing Emotional Intelligence ■ Developing Social Intelligence 	10	34%
3	<p>Resilience Building</p> <ul style="list-style-type: none"> ■ The importance of resilience ■ Assessing your resilience ■ Approaches to Resilience building ■ The language of resilience ■ Strengthening four pillars of personal resilience – Confidence, Social Support, Adaptability, Purposefulness ■ 7 Crucial Cs as ingredients of Resilience 	10	33%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Comprehensive Stress Management	Greenberg, Jerrold S.	McGraw Hill
2	Emotional Intelligence Pocketbook Little Exercises for An Intuitive Life	Hasson, Gill	Capstone, John Wiley & Sons Ltd
3	Build your Resilience	Robertson, Donald J.	
4	Building Resilience in children and teens	Ginsburg, Kenneth R; Jablow, Martha M.	American Academy of Pediatrics Publishing
5	Building resilience for success: A Resource for Managers and Organizations	Cooper, Cary L.; Flint, England Jill; and Pearn, Michael	Palgrave Macmillan
6	The Emotionally Intelligent Office: 20 Key Emotional Skills for the Workplace		The School of Life 2018



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Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
20 Marks	30 Marks

CAT Evaluation:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor +	07 Marks
Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	
Attendance	05 Marks
Total Continuous In-semester Evaluation	20 Marks



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BMBA26107 Health, Wellness and Yoga

Course Code: BMBA26107	Semester: I
Name of the course: Health, Wellness and Yoga	Credits: 2
Course Type: Value Added Course	Duration: 30 hours

Course Description:

The modern lifestyle and managerial jobs do not provide the human body with sufficient physical activity to enhance or maintain adequate health. In reality, our way of life and unhealthy food habits is a serious threat to our health that increases the deterioration rate of the human body and leads to premature illness and mortality. Hence, this course will enable students how to take control of their personal lifestyle habits so that they can maintain healthy lifestyle and realize their highest potential for well-being.

Course Objectives:

- ☞ To help understand the importance of a healthy lifestyle
- ☞ To familiarize students about fitness, wellness and yoga
- ☞ To convey the importance of sleep and food on health
- ☞ To create awareness about various types of nutrients
- ☞ To provide understanding of healthy diet

Course Learning Outcomes

This course will enable students to:

CLO 1	Gather concepts of Health and wellness dimensions.
CLO 2	Measuring importance of yoga and physical activity in maintaining healthy lifestyle
CLO 3	Acquire health-related and performance-related components
CLO 4	Assess importance of sleep and food in maintaining health
CLO 5	Compare types of nutrients
CLO 6	Achieve healthy and balanced diet and eating habits

Teaching Pedagogy

Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Self-assessment tests, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, and Experiential Exercises.



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Module	Topics covered	No. of Lectures	Weightage
1	<ul style="list-style-type: none"> ■ Ayurveda- Definition of Health -Physical and Psychological aspects ■ Concept of Wellness ■ The Seven Dimensions of Wellness ■ Behaviour that contribute to Healthy Lifestyle ■ Dinacarya – Daily Regimen for health and Wellness ■ Physical Activity, Health and Quality of Life ■ Sitting Disease: A 21st- Century Chronic Disease <p>Activity 1.1 Daily Physical Activity Log Activity 1.2 Wellness Lifestyle Questionnaire</p>	10	33%
2	<ul style="list-style-type: none"> ■ Benefits of a Comprehensive Fitness Program ■ Yoga way of life – Relevance to Health and Wellness ■ Physical Activity and Exercise Defined ■ Types of Physical Fitness ■ The four states of existence/ consciousness ■ The five layered consciousness of individuals ■ Sleep and Food – impact on health 	10	33%
3	<ul style="list-style-type: none"> ■ Concept of Nutrition ■ Sources of Nutrients – Carbohydrates, Fats (Lipids), Proteins, Vitamins, Minerals, Water, Nuts, Soy Products, Probiotics ■ Unprocessed, Processed, and Ultra-Processed Foods ■ A Healthy Diet ■ Achieving a Balanced Diet ■ Choosing Healthy Foods ■ Benefits of Foods ■ Vegetarianism ■ Nutrient Supplementation ■ Proper Nutrition: A Lifetime Prescription for Healthy Living 	10	34%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Lifetime Physical Fitness & Wellness - A Personalized Program	Hoeger, Werner W.K. Hoeger, Sharon A. Hoeger, Cherie I. Meteer, Andrew D.	Cengage Publication
2	Nutrition and Dietetics (With Indian Case Studies)	Joshi, Shubhangini A	McGraw Hill Education



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3	Indian Knowledge System: Concepts and Applications	Mahadevan, B.; Bhat, V. R.; Nagendra, P. R.N.	PHI Learning Pvt. Ltd.
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Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
20 Marks	30 Marks

CAT Evaluation:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	07 Marks
Attendance	05 Marks
Total Continuous In-semester Evaluation	20 Marks



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B.B.A.(Hons.) Degree Course Structure

Semester 2

No.	Course Code	Course Type	Course Name	Credit			CAT					TEE			Total	
				Theory	Practical	Total	Mid Sem	Quiz	Practical Assignment	Attendance	Total	TEP	TET	Total		
1	BMBA21201	Major	Management Accounting	4	-	4	10	5	15	10	40	-	60	60	100	
2	BMBA21202		Organisational Behaviour	4	-	4	10	5	15	10	40	-	60	60	100	
3	BMBA22203	Minor	Managerial Economics	4	-	4	10	5	15	10	40	-	60	60	100	
4	BMBA23204/ BMBA23205/ BMBA23206/ BMBA23207	Multi-Disciplinary	Cyber Security/ Emerging Technologies for effective Management/ Literature and Society/ Event Planning and Hospitality	4	-	4	10	5	15	10	40	-	60	60	100	
5	BMBA24208	Ability Enhancement Courses (AEC)	Business Communication	2	-	2	5	3	7	5	20	-	30	30	50	
6	BMBA25209	Skill Enhancement Courses (SEC)	Managerial Skills	2	-	2	5	3	7	5	20	-	30	30	50	
7	BMBA26210	Value Added Courses (VAC)	Environment and Sustainability	2	-	2	5	3	7	5	20	-	30	30	50	
Total Credit/ Evaluation				22	-	22						220			330	550
Total Credits							22									
Total number of contact hours per week							22 hours									



BMBA21201 Management Accounting

Course Code: BMBA21201	Semester: 2
Name of the course: Management Accounting	Credits: 4
Course Type: Major	Duration: 60 Hours

Course Description:

This course will help students to analyse the financial statements of the business organisation. It will assist students to apply various tools like ratio analysis and fundflow statement to understand the financial position of the firm. It will also develop skill of cost planning and cost control in the business. This course may also emphasis on short-term decision making in the filed of cost accounting.

Course Objectives:

- To enable students to interpret and analyse the financial statement to understand the financial health of the business organisation.
- To make students understand usage of various information required for various decisions at various managerial levels.
- To acquaint students to learn various techniques and prepare various reports required at various managerial levels to take managerial decisions and control.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Read and understand the financial statements of business organisation
CLO 2	Calculate and interpret various ratios to measure efficiency of the business
CLO 3	Prepare fund flow statement on the basis of financial position of the business
CLO 4	Understand relevance of budget as a planning tool through preparation of various types of budgets viz. flexible budget and cash budget.
CLO 5	Calculation of various variances using the standard costing as a cost controlling tool.
CLO 6	Understand relation between cost, volume (sales) and profit in business and to take various short-term decisions viz. make or buy, product mix, adding or dropping a product line.

Module	Topics covered	No. of Lectures	Weightage
1	Introduction and Analysis of Financial Statement Introduction: Concept of Cost Accounting and Management Accounting, Difference between Cost	9	15%



	Accounting, Management Accounting and Financial Accounting, Role and Scope of Management Accounting. Analysis of Financial Statements: Comparative statement, Trend percentage and Common-size statement.		
2	Ratio Analysis and Fund Flow Statement Ratio Analysis: Meaning and Importance of Ratio Analysis, Limitations of Ratio analysis, Types of Ratio: Liquidity and Solvency Ratio, Profitability Ratio, Efficiency Ratios Fund Flow Statement: Statement Showing changes in Working Capital, Adjusted Profit and Loss Account, Fund Flow Statement, Adjustments	21	35%
3	Budget, Standard Costing and Variance Analysis Budget: Meaning and Significance of Budget, Concept of Zero based Budget, Cash Budget and Flexible Budget. Standard Costing: Meaning, Advantages and Limitations of Standard Costing, Setting of Standards, Determination of Standard Cost Variance Analysis: Computation of Variance: Material Cost (Usage and Price) Variance , Labour (Efficiency and Rate) Variance, Overhead (Variable and Fixed) Variance, Sales (Price and Volume) Variance, Profit (Selling Price and Sells Volume) Variance	18	30%
4	Cost Volume Profit Analysis and Decision Making Meaning and Significance of marginal costing, break even analysis (example including one key factor), differential cost, relative cost, analysis through case study in the following decision	12	20%



	making areas: Make or buy decision, lease or buy, determination of product mix, adding or dropping a product line and expand or contract.		
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Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Management Accounting	R S N Pillai & Bagavathi	S.Chand And Company Limited
2.	Cost and Management Accounting	M N Arora	Himalaya PublicationHouse
3	Cost & Management Accounting ICSI(Inter Executive Programme)	S N Maheshwari	Sultan Chand & Sons
4	Management Accounting: Text, Problems and Cases	M Y Khan, P K Jain	McGraw-Hill Education
5.	https://www.icmai.in/upload/Students/Syllabus-2012/Study Material New/Inter-Paper10.pdf		

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40	60

Continuous Assessment:

Mid Semester Examination	10
Quiz (At the end of each module)	05
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05
Attendance	10
Total Continuous Assessment Theory	40



BMBA21202 Organisational Behaviour

Course Code: BMBA21202	Semester: II
Name of the course: Organisational Behaviour	Credits: 4
Course Type: Major	Duration: 60 hours

Course Description:

This course is designed to explain the fundamentals of organizational behaviour at individual, group and organization level. It helps to improve organizational effectiveness by effectually managing its people's behaviours at the workplace.

Course Objectives:

- ☞ To explain basic elements determining human behaviour in an organization
- ☞ To impart the skills to modify the human behaviour in an organization for enhancing organisational effectiveness
- ☞ To understand the concepts of organizational behaviour and its application in managing people

Course Learning Outcomes:

This course will enable students to:

CLO 1	Learn the foundations of individual and group behaviour
CLO 2	Understand how the process of perception operates in the contexts of organisation setting
CLO 3	Identify strategies to change the attitude of employees in organisational setting
CLO 4	Apply the major personality domains and theories to better manage one's own behaviour and the behaviour of others
CLO 5	Acquire techniques to develop effective teams in the organisation
CLO 6	Formulate the effective strategies to manage conflict in the organisation
CLO 7	Generate functional strategies to modify individual and group behaviour

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.



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Module	Topics covered	No. of Lectures	Weightage
1	<ul style="list-style-type: none"> ■ Introduction, meaning and definition ■ Implications for organisational and individual success ■ Shortcomings of OB ■ Discipline contributing to OB ■ Interactionist theory ■ Meaning and definition of perception ■ Factors affecting perception ■ Sensation vs. Perception ■ Perceptual process ■ Common perceptual distortions ■ Attribution Theory ■ Perception and organisation 	15	25%
2	<ul style="list-style-type: none"> ■ Definition and characteristics of attitude ■ Components of attitude ■ Functions of attitude ■ Factors affecting formation of attitude ■ Major job attitudes ■ Changing attitude ■ Attitude, values, and OB ■ Meaning and importance ■ Theories of motivation ■ Using extrinsic, benefits and intrinsic rewards to motivate employees ■ Persuasion and influence 	15	25%
3	<ul style="list-style-type: none"> ■ Meaning and definition of personality ■ Determinants of personality ■ Personality framework: the Myers - Briggs Type Indicator, the big five personality model ■ The dark triad ■ Other personality attributes relevant to OB ■ Linking an individual's personality and values to the workplace ■ Meaning and definition of group ■ Difference between group and team ■ Types of groups ■ Stages of group development ■ Group decision making ■ Types of teams ■ Creating effective teams 	15	25%
4	<ul style="list-style-type: none"> ■ Definition of conflict and transitions in conflict thoughts ■ Types of conflict ■ The conflict process ■ Levels of conflict ■ Conflict resolution ■ Conflict Management Styles ■ Conflict stimulation strategies 	15	25%



Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Organisational Behaviour	Aswathappa, K.	Himalaya Publishing House
2	Contemporary Organizational Behavior: From Ideas to Action	Elsbach, K D Kayes, Anna Kayes, D. C.	Pearson Education India. (2016)
3	Behaviour in Organizations: Global edition	Greenberg, Jerald	Pearson Education India. (2014).
4	Essentials of Organizational Behavior	Robbins, Stephen Judge, Timothy	13 th Edition Pearson Education India.

Assessment Pattern:

Continuous Assessment Theory Evaluation (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks

CAT Evaluation:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous In-semester Evaluation	40 Marks



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BMBA22203 Managerial Economics

Course Code: BMBA22203	Semester: II
Name of the course: Managerial Economics	Credits: 4
Course Type: Minor	Duration: 60 hours

Course Description:

This course is designed and aimed at presenting and developing a microeconomic approach to business decisions. The concepts and problems are analysed from the perspective of the firm and the manager's decisions. This course provides an overview of economic tools and analytic approaches available to the manager for business decision making. The emphasis in this course is on production and cost analysis under different market conditions, decision making under uncertainty. The course will enable the students to investigate major areas of management decision making in the context of various business-oriented organizations for which economic analysis is a useful input. It shows how and economist's understanding of certain phenomenon may aid in the process of management.

Course Objectives:

- ☞ The main objective of this course is to learn how the techniques and theories of microeconomics can be used to explain how firms and consumers behave
- ☞ A secondary objective is to understand when the behavior of firms and consumers is efficient from society's perspective
- ☞ The emphasis throughout the course is on problem solving and familiarize the students with concepts and analytical tools in managerial economics applied in a variety of day-to-day business situations
- ☞ To develop students critical thinking and analytical abilities is resolving business problems by employing various tools and techniques of managerial economics
- ☞ To develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in wide variety of industries

Course Learning Outcomes:

This course will enable students to:

CLO 1	Develop an understanding of the applications of managerial economics and apply the economic way of thinking to individual decisions and business decisions
CLO 2	Apply economic principles to management decisions



CLO 3	Understand the concepts of cost, nature of production and its relationship to business operations
CLO 4	Integrate the concept of price and output decisions of firms under various market structure
CLO 5	Identify a problem and formulate a proposed solution, using high level economic reasoning
CLO 6	Comprehend the role of managerial economics in decision making

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.

Module	Topics covered	No. of Lectures	Weightage
1	Introduction to managerial economics- <ul style="list-style-type: none"> ■ Meaning and definition of managerial economics ■ Managerial decision-making and forward planning ■ The nature and scope of managerial economics ■ Role and Responsibilities of a managerial economist in Business ■ Fundamentals principles in managerial economics ■ Incremental principle ■ Equi-marginal principle ■ discounting principle 	15	25%
2	Theory of production- <ul style="list-style-type: none"> ■ Concept of Production function ■ Significance of production function in managerial decision making ■ Theory of production with one variable input ■ The Law of variable proportions ■ Theory of production with two variable inputs ■ The laws of Returns to Scale ■ Concept of Isoquants, Iso-cost line, MRTS ■ Optimum factor combination Theory cost- <ul style="list-style-type: none"> ■ Cost of Production and Cost Curves ■ Cost of Production in the Short Run ■ Cost of Production in the Long Run ■ Relation between marginal cost and average cost 	15	25%



3	<p>Market structure and pricing practices-</p> <ul style="list-style-type: none"> ■ Pricing and output decisions in perfect competition ■ meaning and importance of perfect competition ■ Pricing and Output Decisions in Monopoly ■ The Implications of Perfect Competition and Monopoly for Managerial Decision Making ■ Monopolistic competition ■ Competition with differentiated products ■ Oligopoly and strategic behaviour ■ oligopoly models ■ Cartels ■ The Fundamental Challenge for Firms in Imperfect Competition: The Reality of Monopolistic Competition and Oligopoly 	15	25%
4	<p>Inflation-</p> <ul style="list-style-type: none"> ■ Meaning and types of Inflation ■ Hyperinflation ■ Stagflation ■ Remedy for stagflation ■ Concept of inflationary gap by Keynes ■ Anti-Inflationary measures ■ Phillips curve ■ Deflation ■ Effects of deflation ■ Disinflation 	15	25%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Managerial Economics- Economic Tools for Today's Decision Makers	Paul G. Keats, Philip K. Y. Young, Stephen E. Erfle	Pearson publication 7 th Edition
2	Managerial Economics- Analysis, Problems and Cases	P. L. Mehta	Sultan Chand Publication
3	Business Economics	H. L Ahuja	Sultan Chand Publication
4	Managerial Economics	D.M. Mithani	Himalaya Publication
5	Managerial Economics	G.S. Gupta	Tata McGraw Hill
6	Essentials of Managerial Economics	P.N. Reddy	Himalaya Publication
7	Modern Microeconomics: Theory and Application	H. L Ahuja	Sultan Chand Publication



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8	Managerial Economics: Application, Strategy and Tactics	Mcguigan, Moyers, Harris	South-Western College Publication 14 th Edition
9	Managerial Economics in a Global Economy	Dominick Salvatore	Thomson Southwestern

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks

Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



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BMBA23204 Cyber Security

Course Code: BMBA23204	Semester: II
Course Name: Cyber Security	Credits: 4
Course Type: Multi-Disciplinary	Duration: 60 Hours

Course Description:

The evolution of Information Communication Technology (ICT) and the rapid growth of it has raised various complex questions which need to be addressed. A need has been felt to address cyber security issues in a way that even students from non-technical streams will also develop a complete picture of the cyber security issues. The syllabus has been prepared with an aim to create more awareness about cyber security issues.

Course Objectives:

- ☞ To develop foundations of Cyber security. To systematically educate the students about the cyber-crime and impact of cyber-crime.
- ☞ To systematically educate the students for various social media and security concerns with regard to social media platforms.
- ☞ To develop foundations for digital payment and security concerns involved in digital payment.
- ☞ To systematically educate the students for digital device security and tools and technologies for cyber security.

Course Learning Outcomes:

This course will enable students to:

CLO 1	understand the concept of Cyber security and issues and challenges associated with it. understand cyber-crimes, their nature, its impact and the legal remedies.
CLO 2	appreciate various privacy and security concerns of Social media platforms and understand the reporting procedure of inappropriate content.
CLO 3	to understand the basic concept digital payments, common fraud related to digital payment and preventive measures against digital payment frauds.
CLO 4	to understand the basic security aspects related to Computer and Mobiles and will be able to use basic tools and technologies to protect it.

Teaching Pedagogy: Lecture, Presentation, Case Discussion, Role Play, Field Assignments, Class Tests



Unit	Topics	No. of Lectures	Weightage
1.	<p>Introduction to Cyber security Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security</p> <p>Cyber-crime and Cyber law Classification of cyber-crimes, Common cyber-crimes- cyber-crime targeting computers and mobiles, cyber-crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber-crimes, Remedial and mitigation measures.</p>	18	(30%)
2.	<p>Social Media Overview and Security Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content.</p>	15	(25%)
3.	<p>Digital Payments Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorised banking transactions.</p>	15	(25%)
4.	<p>Digital Devices Security, Tools and Technologies for Cyber Security</p>		



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	End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus.	12	(20%)
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Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1.	Cyber Crime Impact in the New Cyber Security Understanding	R. C Mishra	Millennium. Auther Press. Edition 2010.
2.	Cyber Crimes, Computer Forensics and Legal Perspectives	Sumit Belapure and Nina Godbole,	Wiley India Pvt. Ltd. (First Edition, 2011)
3.	Security in the Digital Age: Social Media Security Threats and Vulnerabilities	Henry A. Oliver	Create Space Independent Publishing Platform. (Pearson , 13 th November, 2001)
4.	Electronic Commerce	Elias M. Awad	Prentice Hall of India Pvt Ltd.
5.	Cyber Laws: Intellectual Property & E-Commerce Security	Kumar K	Dominant Publishers.
6.	Network Security Bible	Eric Cole, Ronald Krutz, James W. Conley	2nd Edition, Wiley India Pvt. Ltd.
7.	Fundamentals of Network Security	E. Maiwald	McGraw Hill
8.	Introduction to Cyber Security: Guide to the world of Cyber Security	Anand Shinde	Notion Press, 2021

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
40 Marks	60 Marks



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Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	5 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor +	15 Marks
Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



BMBA23205 Emerging Technologies for Effective Management

Course Code: BMBA23205	Semester: 02
Name of the course: Emerging Technologies for Effective Management	Credits: 04
Course Type: Multi-Disciplinary	Duration: 60

Course Description:

Emerging technologies play a vital role in developing a new business and also contribute to the way existing business are conducted. This subject explores these emerging technologies and their impact on businesses.

Course Objectives:

- ☞ To orient students about emerging technologies and its implications to business. To orient student with Big Data and Internet of Things (IoT) and its implications in business.
- ☞ To orient students with emerging techniques like Cloud Computing, Blockchain and Machine Learning and its applications in business.
- ☞ To orient students with emerging techniques like Artificial Intelligence (AI), and its implications in business.
- ☞ To orient students with emerging technologies like Intelligent Sensors, Augmented Reality (AR), Virtual Reality (VR), Drones and Robotics and its implications in business.

Course Learning Outcomes:

This course will enable students to:

CLO 1	learn basics of emerging technologies and its implications to business. Students will be able to learn basics of Big Data and Internet of Things (IoT).
CLO 2	learn basics of Cloud Computing, Blockchain and Machine Learning and its applications in business.
CLO 3	learn basics of Artificial Intelligence (AI), Text Analytics using AI and few AI learning techniques.
CLO 4	learn basics of techniques like Intelligent Sensors, Augmented Reality (AR) and Virtual Reality (VR) and use of Drones and Robotics for business.

Teaching Pedagogy: Lecture, Presentation, Case Discussion, Role Play, Field Assignments, Class Tests.



Module	Topics covered	No. of Lectures	Weightage
1.	<p>Introduction to Emerging Technologies and Its Applications to Business.</p> <ul style="list-style-type: none"> • Evolution of New Technologies • Needs of Contemporary Business • Challenges of E-commerce Business Enterprise • Bird's-eye view of Emerging Technologies • Mapping Emerging Technologies to Business Requirements <p>Big Data Overview and Analysis</p> <ul style="list-style-type: none"> • Sources of Big Data (volume) • Different kinds of Big Data-Numbers, Text, Audio, Video (Variety) • Data Generation Rate and Processing Time (Velocity) <p>Internet of Things (IoT) and Industrial Internet of Things (IIoT)</p> <ul style="list-style-type: none"> • Overview of Internet of Things • Use cases of Internet of Things • Industrial Internet of Things (IIOT) 	15	25%
2.	<p>Basics of Cloud Computing</p> <ul style="list-style-type: none"> • Cloud Computing • Cloud Service Models • Creating a Cloud Application • Setting up Cloud Services <p>Basics of Blockchain</p> <ul style="list-style-type: none"> • Introduction to Blockchain • Salient features of Blockchain • Application of Blockchain to Business • Incorporating Blockchain Technology <p>Basics of Machine Learning</p> <ul style="list-style-type: none"> • Machine Learning • Clustering • Decision Trees, Random Forests, and Gradient Boosting • Machine Learning Use Cases 	15	25%



3.	<p>Introduction to Artificial Intelligence (AI)</p> <ul style="list-style-type: none"> • What is Artificial Intelligence (AI)? • Computing, Data and AI Models • AI and Business applications <p>Text Analytics Using AI</p> <ul style="list-style-type: none"> • Unstructured Text and Audio Data • How AI Helps with Text Analytics <p>AI Learning Techniques</p> <ul style="list-style-type: none"> • Learning Using Human-in-the-loop Approach • Reinforcement Learning 	15	25%
4.	<p>Visualisation Techniques</p> <ul style="list-style-type: none"> • Augmented Reality (AR) • Virtual Reality (VR) <p>Drones and Robotics for Business</p> <ul style="list-style-type: none"> • Drones for Industry • Robotics <p>Intelligent Sensors</p> <ul style="list-style-type: none"> • Sensor Types • Sensors Around Us • Sensors Synergy with AI 	15	25%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Emerging Technologies for Effective Management	Rahul Dubey	Cengage, 2023

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
40 Marks	60 Marks

Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	5 Marks



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Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	15 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



BMBA23206 Literature and Society

Course Code: BMBA23206	Semester: 2
Name of the course: Literature and Society	Credits: 4
Course Type: Multi-disciplinary	Duration: 60 hours

Course Description:

Literature is replica of society and human life. It encompasses varied arts, cultures, and languages. Literature mirrors historical, psychological, and philosophical inferences. Literature is vivid representation of contemporary time and politics also. Literature and Society thus reflect the holistic picture of the human life and the world.

Course Objectives:

- ☞ To enable learner to be more empathetic towards the diverse opinions, thoughts, and perspectives.
- ☞ To improve communication skills in learners and to develop their personality comprehensively.
- ☞ To rekindle the sense of appreciation in learners towards literary works of art.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand contemporary society and its intricacies more empathetically.
CLO 2	Appreciate varied styles of writing in literary texts.
CLO 3	comprehend diverse political views objectively.
CLO 4	Recognize historical and cultural implications on literature and on society.

Teaching Pedagogy:

Teachers are expected to impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Module	Topics covered	No. of Lectures	Weightage
1	Macbeth by William Shakespeare Reading and deciphering text Thematic analysis-socio-historical implications. Themes of sovereignty, treason, ambition, guilt, death, loss.	15	25%



2	Animal Farm by George Orwell Reading and deciphering the text Thematic analysis-socio-political and historical implications. Theme of language, revolution, violence, exploitation, corruption	15	25%
3	Tughlaq by Girish Karnad Reading and deciphering the text Thematic analysis-socio-political and cultural historical implications. Theme of power, idealism and social change.	15	25%
4	The Dark Room by R.K.Narayan Reading and deciphering the text Thematic analysis-feminist and social implications. Theme of power dynamics, familial relationships, conflicting tradition and modernity, east-west encounter	15	25%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Macbeth	Shakespeare, William	Cambridge University Press
2	Animal Farm	Orwell, George	London: Penguin Books
3	Tughlaq	Karnad, Girish	Collected Plays, Orford University Press
4	The Dark Room	Narayan R.K.	Indian Thought Publication

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
40 Marks	60 Marks

Continuous Assessment Theory:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks



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Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



BMBA23207 Event Planning and Hospitality

Course Code: BMBA23207	Semester: II
Course Name: Event Planning and Hospitality	Credits: 4
Course Type: Multi-Disciplinary	Duration: 60 Hours

Objectives:

- To familiarize the students with the essentials of Event Management.
- To understand the potential of MICE and Event Tourism.
- To enable the students to take up project work in the above areas.

Pedagogy:

Audio-visual lectures, Assignments, Case Studies and Presentations.

Unit	Topics	No. of Lectures	Weightage
1.	Introduction to Events. Scope - Nature and Importance – Types of Events – Unique features and similarities – Practices in Event Management - Key steps to a successful event.	15	25%
2.	The Dynamics of Event Management. Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.	15	25%
3.	Introduction to MICE (Hospitality and Planning) Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.	15	25%
4.	Event Marketing. Event Marketing – Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Travel Industry Fairs –	15	25%



Unit	Topics	No. of Lectures	Weightage
	Benefits of Fairs – Case Studies of events of National and International importance.		

Suggested Readings:

1. Avrich Barry (1994), EVENT AND ENTERTAINMENT MARKETING, *Vikas*, Delhi.
2. Bhatia A.K. (2001), EVENT MANAGEMENT, *Sterling Publishers*, New Delhi.
3. Panwar J.S. (1998), MARKETING IN THE NEW ERA, *Sage*, New Delhi.

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
40 Marks	60 Marks

Continuous Assessment:

Mid Semester Examination	10 Marks
Quiz (At the end of each module)	05 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	15 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	40 Marks



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BMBA24208 Business Communication

Course Code: BMBA24208	Semester: 2
Name of the course: Business Communication	Credits: 2
Course Type: Ability Enhancement Course	Duration: 30 hours

Course Description:

This course would make the students realise that Organisational goals can be achieved by successful business communication among different stakeholders of the organisation. Correct and comprehensive skills of Business Communication in the course would enable the students to focus on better employee engagement and to increase employee productivity to achieve the organisational goals as future employees.

Course Objectives:

- ☞ To inculcate the skills of Professional Business Correspondence in future managers.
- ☞ To develop written communication skills with the help of theory of communication and with the correct usage of language.
- ☞ To improve the content writing skills of students in the digital world today.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Express and communicate their views and ideas in precise and clear manner.
CLO 2	Practise English language carefully and professionally.
CLO 3	Draft Business Correspondence comprehensively.
CLO 4	Apply better employability skills at the job.

Teaching Pedagogy:

Teachers are expected to impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.



Module	Topics covered	No. of Lectures	Weightage
1	<p>Introduction to Communication -Definition - Process - Importance and Benefits - Types - Barriers - Mode and characteristics of Communication-Level and Flow of Communication</p> <p>Introduction to Business Communication -Professional communication in a Digital, Social, Mobile World - Communication challenges in a Diverse, Global Marketplace - Interpersonal and Organisational Communication</p>	12	40%
2	<p>Grammar- - Tenses - Subject-verb Agreement - Prepositions - Active-passive Voice - Direct-Indirect Speech - Question Tag - Parts of Speech - Correct Usage - Pronunciation - Comprehension - Paragraph Writing- cohesion and coherence</p>	06	20%
3	<p>Business Correspondence - - Business Letters - Sales Letter, Letter of Complaint, Enquiry Letter, Reply to Enquiry and Complaint-Letter of Quotation- Memos- - minutes of meeting - Writing reports</p>	12	40%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Business Communication for Managers	Mehra, Payal	Second Edition Pearson Publication
2	Vibrant English	Board of Editors	Orient Blackswan Private Ltd.
3	Essentials of Business Communication	Pal, Rajendra and Korlahalli, J.S.	Sultanchand & Sons
4	Effective Business Communication	Kaul, Asha	Prentice Hall of India



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Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
20	30

Continuous Assessment Theory:

Mid Semester Examination	05
Quiz (At the end of each module)	03
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	07
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05
Attendance	05
Total Continuous Assessment Theory	20



BMBA25209 Managerial Skills

Course Code: BMBA25209	Semester: II
Name of the course: Managerial Skills	Credits: 2
Course Type: Skill Enhancement Courses (SEC)	Duration: 30 hours

Course Description:

This course is collection of skills that impart crucial corporate skills to young management professionals. Upon completion of this course, students will be able to exercise multiple managerial skills that will enable them to utilise their knowledge of management more effectively.

Course Objectives:

- ☞ To harness critical thinking skills among young management professionals
- ☞ To introduce different decision-making models
- ☞ To make students mindful of approaches to Ethical Decision Making
- ☞ To impart creative problem-solving skills to management students

Course Learning Outcomes:

This course will enable students to:

CLO 1	Assess existing level of critical thinking skill and identify areas of improvement
CLO 2	Reduce common pitfalls/ fallacies in thinking
CLO 3	Examine types of decision making
CLO 4	Identify problems and dilemma in decision making
CLO 5	Gather techniques to foster innovation and creativity in thinking
CLO 6	Analyse the problems critically and find creative solutions

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities

Module	Topics covered	No. of Lectures	Weightage
1	Critical Thinking – ■ Difference between Critical Thinking and Reflective Thinking ■ Concept of Critical Thinking ■ Other modes of thinking and allied skills ■ Important Critical thinking skills at workplace ■ An approach to Critical thinking task ■ Accomplishing Balanced and Unbiased Analysis	10	33%



Module	Topics covered	No. of Lectures	Weightage
	<ul style="list-style-type: none"> ■ Common pitfalls in thinking ■ Practical tips for thinking critically ■ Recognising Fallacies in Arguments 		
2	Decision Making – <ul style="list-style-type: none"> ■ Concept of Decision Making ■ Types of Decision Making ■ Models of Decision Making – Rational Decision-making models ■ Group Decision making ■ Approaches to Ethical Decision Making ■ Problems and dilemmas in decision-making 	10	33%
3	Solving problem critically and creatively - <ul style="list-style-type: none"> ■ Meaning of Creative Thinking ■ Methods for stimulating innovative thinking ■ Practical tips for enhancing creativity ■ Four types of Creativity ■ Enabling Creativity in others ■ Skills assessment (creativity, innovative attitude scale) ■ Problem solving, creativity, and innovation ■ Steps in analytical problem solving ■ Limitations of the analytical Problem-solving model ■ Hints for Applying Problem-Solving techniques 	10	34%

Books:

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Developing Management Skills	David A. Whetten, Kim S. Cameron	Pearson publication 9 th Edition
2	How to Improve Your Critical Thinking & Reflective Skills	Mcmillan, Kathleen & Weyers, Jonathan	Pearson Publication
3	Managing Soft Skills for Personality Development	Ghosh, B.N.	Tata McGraw Hill Education Private Limited

Assessment Pattern:

Continuous Assessment Theory Evaluation (Internal Evaluation)	Term End Examination (External Evaluation)
20 Marks	30 Marks



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Continuous Assessment:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	07 Marks
Attendance	05 Marks
Total Continuous In-semester Evaluation	20 Marks



BMBA26210 Environment and Sustainability

Course Code: BMBA26210	Semester: II
Name of the Course: Environment and Sustainability	Credits: 2
Course Type: Value Added Course	Duration: 30 hours

Course Description:

Environmental Science is an interdisciplinary field that integrates physics, biology, and geography to the study of the environment and the solution of environmental problems. Environment includes all those things on which we are directly or indirectly dependent for our survival, whether it is living component like animals, plants or non-living components like soil, air water.

Course Objectives:

- Creating the awareness about environmental problems among people.
- Imparting basic knowledge about the environment and its allied problems and probable solutions.
- Developing an attitude of concern for the environment.
- Motivating students to participate in environment protection and environment improvement.

Course Learning Outcomes:

Students will able

- CLO 1:** To articulate the interconnected and interdisciplinary nature of environmental studies.
- CLO 2:** To understand earth processes and evaluate alternative energy sources. Also, able to demonstrate an integrative approach to environmental issues with a focus on energy flow.
- CLO 3:** To use knowledge to control pollution, to manage solid waste and understand disaster management.
- CLO 4:** To apply methodological approach for sustainability, water conservation and harvesting with environmental ethics.

Teaching Pedagogy:

To impart the knowledge of the subject traditional teaching methodology like lectures in chalk-duster mode will be used with innovative pedagogical approach like Practical examples from the world, assignments, presentations, quizzes, tests, case studies, participation in extra – curricular activities.



Unit	Topics	No. of Hours	Weightage	
1	Unit 1: Natural Resources: Renewable and non-renewable resources and Environmental Pollution Natural resources and associated problems	12	40	
	Resources – 1) Forest resources 2) Water resources 3) Mineral resources 4) Food resources 5) Energy resources 6) Land resources			Effects and control measures of 1) Air pollution, 2) Water pollution, 3) Soil pollution, 4) Marine pollution, 5) Noise pollution, 6) Nuclear hazards.
	Role of an individual in conservation of natural resources			
2	Unit 2: Ecosystems Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers	09	30	
	Energy flow in the ecosystem– 1. The water cycle, 2. The Carbon cycle, 3. The Oxygen cycle, 4. The Nitrogen cycle, 5. The energy cycle, 6. Integration of cycles in			
	nature, Ecological succession, Food chains			
3	Unit 3: Bio Diversity and its conservation. 1. Introduction, Definition, genetic species and eco system diversity. 2. Bio-geographical classification of India. 3. Value of bio diversity, consumptive use, productive use, social, ethical, aesthetic and option values. 4. Bio diversity at Global, national and local level. 5. India as a mega diversity nation. 6. Hot-spots of bio diversity. 7. Threats to bio diversity, habitat loss, poaching of wild life, man-wild life conflicts. 8. Conservation of bio diversity: in-Situ and Ex-Situ conservation of bio diversity.	09	30	



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Reference Books:

1. Textbook of Environmental Studies for Undergraduates, Erach Bharucha (Universities Press)

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
20 Marks	30 arks

Continuous Assessment:

Mid Semester Examination	05 Marks
Quiz (At the end of each module)	03 Marks
Assignment (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor + Practical Assignment/ Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	07 Marks
Attendance	05 Marks
Total Continuous Assessment Theory	20 Marks