

**FYBBA SEMESTER-II (NEP 2026)**

**COURSE STRUCTURE**

*Note: Click on the subject name or subject code to access the link to subject details.*

| <b>Sr. No</b>  | <b>Particular</b>   | <b>Subject Code</b> | <b>Credits</b> | <b>Page. No.</b> |
|--|---|---------------------|----------------|------------------|
| <b>MAJOR CORE</b>                                    |   |                     |                |                  |
| 1  | <a href="#">Principles of Marketing II</a>                  | 26BB2-A101          | 2              | 2                |
| 2  | <a href="#">Financial Accounting</a>                        | 26BB2-A102          | 2              | 4                |
| 3  | <a href="#">Human Resource Development</a>                  | 26BB2-A103          | 2              | 5                |
| <b>VSC - VOCATIONAL SKILL COURSE (Compulsory)</b>    |   |                     |                |                  |
| 4  | <a href="#">Business Economics (Macro)</a>                  | 26BB2-C104          | 2              | 7                |
| <b>MINOR</b>   |   |                     |                |                  |
| 5  | <a href="#">Principles of Management</a>                    | 26BB2-F107          |                | 9                |
| <b>GE/OE- GENERIC/OPEN ELECTIVE (Optional)</b>       |   |                     |                |                  |
| 6  | <a href="#">Business Mathematics and Statistics</a>         | 26BB2-G112          | 4              | 11               |
| <b>SEC - SKILL ENHANCEMENT COURSE (Compulsory)</b>   |   |                     |                |                  |
| 7  | <a href="#">Soft Skills for Business</a>                    | 26BB2-H113          | 4              | 13               |
| <b>AEC - ABILITY ENHANCEMENT COURSE (Compulsory)</b> |   |                     |                |                  |
| 8  | <a href="#">English for Business Communication II</a>       | 26BB2-I108          | 2              | 15               |
| <b>VEC - VALUE EDUCATION COURSE (Compulsory)</b>     |   |                     |                |                  |
| 9  | <a href="#">Environmental Science and Sustainability II</a> | 26BB2-J109          | 2              | 17               |
| <b>CC – Co-curricular Courses</b>                    |   |                     |                |                  |
| 10   | <a href="#">Physical Education</a>                          | 26BB2-K110          | 2              | 20               |
| <b>Total Credits</b>                                 |   |                     | <b>22</b>      |                  |

| <b>Course Code:</b><br>26BB2-A101  | <b>Course: Principles of Marketing-II</b>                   |   | <b>Marks: 50</b><br><b>Credits: 2</b> |
|--|---|---|---------------------------------------|
| <b>Course Objectives:</b>  |   |   |                                       |
| <ol style="list-style-type: none"> <li>To study the concept and elements of marketing mix.</li> <li>To understand various conventional marketing system like service marketing, rural marketing and new trends in the field of marketing.</li> </ol> |   |   |                                       |
| <b>Course Outcome:</b>   |   |   |                                       |
| After completing the course, the student shall be able to-   |   |   |                                       |
| <b>CO1:</b> Understand the marketing mix and significance of each element of marketing mix.  |   |   |                                       |
| <b>CO2:</b> Understand classification of marketing and recent trends in marketing.   |   |   |                                       |
| <b>Unit</b>  | <b>Unit Title</b>   | <b>Contents</b>   | <b>No. of Lectures</b>                |
| I  | Elements of Marketing Mix                                   | 3.1 Marketing mix-Meaning, scope and importance, product mixconcept, product characteristics- intrinsic and extrinsic and Product Life Cycle (PLC).<br>3.2 Price mix-meaning, elements, importance, factors influencing pricing and pricing methods.<br>3.3 Place mix-meaning, importance, channels of distribution and intermediaries.<br>3.4 Promotion mix- meaning, definitions, importance and limitations.<br>3.5 People mix-meaning, concepts, elements, importance and limitations.<br>3.6 Process mix-meaning, importance and limitations.<br>3.7 Physical evidence- meaning, importance, components and limitations. | 15                                    |
| II   | Classification of Marketing and Recent Trends in Marketing. | 4.1 Product marketing and Service marketing- features, importance and functions.<br>4.2 Rural marketing-meaning, features, its contribution to Indian economy, problems and measures to improve rural market.<br>4.3 Recent trends in Marketing- concept, features and importance. <ul style="list-style-type: none"> <li>• Green Marketing</li> <li>• Digital Marketing</li> <li>• Viral Marketing</li> <li>• Social Media Marketing</li> </ul> 4.4 Emerging concepts in marketing such as Memes Marketing, Surrogate Advertising etc.   | 15                                    |
| Total No. of Lectures  |   |   | <b>30</b>                             |

**Suggested Readings:**

| <b>Sr. No.</b> | <b>Title of the Book</b> | <b>Author/s</b> | <b>Publication</b> |
|----------------|--------------------------|-----------------|--------------------|
|----------------|--------------------------|-----------------|--------------------|

|    |                                   |  |                   |
|----|-----------------------------------|--|-------------------|
| 1. | Marketing Management              | Philip Kotler & Keven Lane Keller                        | Pearson India     |
| 2. | Marketing Management              | V. S. Ramaswamy , S. Namakumari                          | Macmillan         |
| 3. | Marketing In India Text and cases | S. Neelamrgham   | Vikas Publication |
| 4. | Textbook of Marketing             | Keith Blois  | Oxford            |
| 5. | Marketing - Cases Insights        | Paul Baines , Chris Fill , Kelly page<br>Piyush K. Sinha | Oxford            |
| 6. | Foundational of Marketing         | John Fahy & David Jobber                                 | Tata McGraw Hill  |

| <b>Course Code:</b><br><b>26BB2-A102</b>   | <b>Course: Financial Accounting</b>                       |   | <b>Marks: 50</b><br><b>Credits: 2</b> |
|--|---|---|---------------------------------------|
| <b>Course Objectives:</b><br>To comprehend the fundamental accounting concepts and conventions & to acquire the fundamental knowledge of Accounting Process<br>To demonstrate the ability to prepare Trading and Profit & Loss Account and Balance Sheet for a sole proprietary business.  |   |   |                                       |
| <b>Course Outcome:</b><br>After completing the course, the student shall be able to:<br><b>CO1:</b> Demonstrate a clear understanding of the definition and objectives of financial accounting & understand the fundamental process of accounting.<br><b>CO2:</b> Prepare Trading and Profit & Loss Account and Balance Sheet for sole proprietary businesses. |   |   |                                       |
| <b>Unit</b>  | <b>Unit Title</b>   | <b>Contents</b>   | <b>No of Lectures</b>                 |
| I  | Introduction to Financial Accounting & Accounting Process | Definition and Objectives of Financial Accounting<br>Accounting Concepts and Conventions, Introduction to Accounting Standards, Golden Rules<br>Accounting Standards<br>Generally Accepted Accounting Principles (GAAP)<br>International Financial Reporting Standards (IFRS)<br>Uses of Financial Accounting<br>1.7 Accounting Process- Journal Entries, Ledger Posting, Introduction to Subsidiary Books- Cash Book (Problems on Journal Entries & Cash Book) | 15                                    |
| II   | Preparation of Final Accounts                             | 2.1 Preparation of Trial balance<br>2.2 Introduction of Trading and Profit & Loss proprietary business Account and Balance Sheet of sole proprietary business<br>2.3 Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business with adjustments. (Problems on Sole Proprietary business)  | 15                                    |
| Total No. of Lectures  |   |   | 30                                    |

**Suggested Readings:**

| <b>Sr. No.</b> | <b>Title of Book</b> | <b>Author/s</b>                               | <b>Publication</b>     |
|----------------|----------------------|---|------------------------|
| 1              | Financial Accounting | Dr. S. N. Maheshwari and Sharad K. Maheshwari | Vikas Publishing House |

|   |  |                                 |  |
|---|--|---------------------------------|--|
| 2 | Financial Accounting                     | Dr. V. K. Goyal                 | Prentice Hall India Learning Private Limited |
| 3 | Cost Accounting: Principles and Practice | Dr. M. N. Arora                 | Vikas Publishing House                       |
| 4 | Cost Accounting: A Managerial Emphasis   | Dr. S. P. Jain and K. L. Narang | Kalyani Publishers                           |

|                                    |   |                                 |
|------------------------------------|---|---------------------------------|
| <b>Course Code:<br/>26BB2-A103</b> | <b>Course: Human Resource Development</b> | <b>Marks: 50<br/>Credits: 2</b> |
|------------------------------------|---|---------------------------------|

**Course Objectives:**

1. To introduce students to the basic concepts of Human resource Development.
2. To acquaint students with scenarios of Human resource mobility & separation & preparing them to successfully navigate through these scenarios.
3. To introduce students to performance appraisal methods & process.

**Course Outcomes:**

After completing the Course, the students shall be able to:

CO1: Understand the relevance & need of Human Resource development

CO2: Analyze & compare Human Resource Mobility across various sectors w.r.t. causes, effects & solutions

CO3: Understand the performance appraisal methods & process.

| Unit | Unit Title          | Contents  | No of Lectures |
|------|---------------------|---|----------------|
| I    | Introduction to HRD | <p><b>1.1 Human Resource Development</b><br/> 1.1.1 Meaning &amp; features of HRD<br/> 1.1.2 Learning &amp; Development Culture: Learning organizations, Role of HR in creating learning organizations</p> <p><b>1.2 Career Planning</b><br/> 1.2.1 Concept of Career &amp; Career stages<br/> 1.2.2 Career Planning Process<br/> 1.2.3 Benefits of Career Planning to employees<br/> 1.2.4 Relevance of Career planning in Job-Hopping landscape</p> <p><b>1.3 Succession Planning</b><br/> 1.3.1 Meaning, Need<br/> 1.3.2 Factors affecting succession planning<br/> 1.3.4 Difference between Career Planning &amp; Succession Planning</p> | 11             |

|                       |   |  |    |
|-----------------------|---|--|----|
| II                    | Managing Human Resource Mobility & Separation | <b>2.1 Promotion</b><br>2.1.1 Meaning, Types of promotions<br>2.1.2 Need of Promotion<br>2.1.3 Basis of promotion<br>2.1.4 Features of sound promotion policy<br><b>2.2 Demotion</b><br>2.2.1 Meaning & circumstances in which demotion is adopted<br>2.2.2 Demotion policy<br><b>2.3 Transfer</b><br>2.3.1 Meaning<br>2.3.2 Reasons for transfer<br>2.3.3 Transfer policy<br><b>2.4 Separation</b><br>Lay-off, Retrenchment, Discharge, VRS | 11 |
| III                   | Performance Appraisal                         | 3.1 Meaning<br>3.2 Objectives of Performance Appraisal   | 8  |
|                       |   | 3.3 Process of Performance Appraisal<br>3.4 Methods of Performance Appraisal<br>3.5 Barriers to Effective Performance Appraisal & Ways to overcome the barriers  |    |
| Total no. of lectures |   |  | 30 |

**Suggested Readings:**

| Sr. No. | Title of Book                           | Author/s      | Publication         |
|---------|---|---------------|---------------------|
| 1       | Human Resource Management               | L.M. Prasad   | Sultan Chand & Sons |
| 2       | Human Resource Management: Text & Cases | K. Aswathappa | McGraw-Hill         |

| <b>Course Code: 26BB2-C104</b>  | <b>Course: Business Economics (Macro)</b>         | <b>Marks: 50</b><br><b>Credits: 2</b>  |                        |
|---|---|--|------------------------|
| <b>Course Objectives:</b><br>1. To introduce the fundamental concepts of macroeconomics and national income.<br>2. To develop understanding of business cycle fluctuations and inflation in an economy.<br>3. To familiarize students with fiscal and monetary policies used for economic stabilization.  |   |  |                        |
| <b>Course Outcomes:</b><br>After completion of the course, students will be able to:<br><b>CO1:</b> Explain the Basic Concepts of Macroeconomics, Central Economic Problems, and National Income Measures.<br><b>CO2:</b> Analyse the phases of Business Cycles and the Causes and Effects of Inflation.<br><b>CO3:</b> Evaluate the role of Fiscal and Monetary Policy in managing economic stability. |   |  |                        |
| <b>Unit No.</b>   | <b>Unit Title</b>                                 | <b>Content</b>   | <b>No. of Lectures</b> |
| I   | Introduction to Macroeconomic and National Income | 1.1 Introduction to Macroeconomics:<br>1.1.1 Meaning, Nature and Scope and Importance and Limitations of Macroeconomics<br>1.1.2 Central Problems of Economy<br>1.2 National Income:<br>1.2.1 Circular flow of income in a 4-sector economy<br>1.2.2 National Income Aggregates: Gross Domestic Product (GDP), Gross National Product (GNP)<br>1.2.3 Nominal GDP and Real GDP<br>1.2.4 Per Capita Income | 10                     |

|                       |                               |  |    |
|-----------------------|-------------------------------|--|----|
| II                    | Business Cycles and Inflation | <p>2.1 Inflation:</p> <p>2.1.1. Meaning of Inflation</p> <p>2.1.2. Measurement of Inflation: CPI and WPI</p> <p>2.1.3. Types of inflation: Demand-pull and Cost Push and its Causes</p> <p>2.1.4. Effects of inflation</p> <p>2.2 Business Cycles:</p> <p>2.2.1 Meaning of Business Cycle</p> <p>2.2.2 Phases of business cycles: Prosperity, Recession, Depression, Recovery</p>                        | 10 |
| III                   | Macroeconomic Policies        | <p>3.1 Macroeconomic Policies: Meaning and Objectives</p> <p>3.2 Fiscal policy:</p> <p>3.2.1. Meaning of Fiscal Policy</p> <p>3.2.2. Instruments of Fiscal Policy and its applications</p> <p>3.3 Monetary policy:</p> <p>3.3.1. Meaning of Monetary Policy</p> <p>3.3.2. Monetary Policy Committee</p> <p>3.3.3. Instruments of Monetary Policy (Quantitative and Qualitative) and its applications</p> | 10 |
| Total No. of Lectures |                               |  | 30 |

#### Suggested Readings:

| Sr. No | Title of Book                      | Author/s                              | Publication                      |
|--------|------------------------------------|---------------------------------------|----------------------------------|
| 1      | Macro Economics: Theory and Policy | Ahuja H. L                            | S Chand and Co. Ltd. New Delhi.  |
| 2      | Macroeconomics                     | N. Gregory Mankiw                     | Worth Publishers, New York       |
| 3      | Economics                          | Paul A. Samuelson                     | McGrew Hill, New York Edition,   |
| 4      | Macro Economics: Theory and Policy | Dwivedi D. N                          | Tata McGraw Hill, New Delhi      |
| 5      | Macro Economics: Theory and Policy | Ackley G                              | Macmillan Publications, New York |
| 6      | Macroeconomic Theory               | Jhingan M. L.                         | Vrinda Publication, New Delhi    |
| 7      | Monetary Economics                 | Gupta S. B                            | S. Chand Publications, New Delhi |
| 8      | Principles of Macroeconomics,      | Rangarajan, C & Dholakia Bakul H.     | Tata McGraw Hill, New Delhi.     |
| 9      | Macroeconomics                     | Dornbusch, Rudiger & Fischer, Stanley | Tata McGraw Hill, New Delhi      |

| <b>Course Code: 26BB2-F107</b>  | <b>Course: Principles of Management</b> |  | <b>Marks: 50<br/>Credits: 2</b> |
|---|---|--|---------------------------------|
| <b>Course Objectives:</b><br>1. To study the Fundamentals of Management<br>2. To study various Functions of Management  |   |  |                                 |
| <b>Course Outcome:</b><br>After completing the course, the student shall be able to<br><b>CO1:</b> Understand the Fundamentals of Management.<br><b>CO2:</b> Understand the various functions of Management |   |  |                                 |
| <b>Unit</b>   | <b>Unit Title</b>                       | <b>Contents</b>  | <b>No. of Lectures</b>          |
| 1   | Introduction to Management              | 1.1 Management: - Meaning, Nature, Importance.<br>1.2 Role of Managers.<br>1.3 Difference between Management and Administration.<br>1.4 Management as a Science, Art & Profession. | 10                              |

|                       |                      |  |    |
|-----------------------|----------------------|--|----|
| <b>II</b>             | Managerial Functions | 2.1 Forecasting:- Meaning, Need ,Types.<br>2.2 Planning:- Meaning, Importance, Types, Process Advantages, Disadvantages.<br>2.3 Organizing:- Meaning and Importance<br>2.4 Staffing:- Meaning and Importance<br>2.5 Direction:- Meaning and Importance.<br>2.6 Co-ordination:- Meaning and Importance.<br>2.7 Controlling:- Meaning, Importance and Process<br>2.8 Delegation of Authority:- Meaning and Importance<br>2.9 Decentralization: - Meaning and Importance<br>2.10 Decision Making:- Meaning and Types<br>2.11 Motivation:- Meaning and Importance. | 15 |
| Total No. of Lectures |                      |  | 30 |

**Suggested readings**

| Sr. No. | Name of the Book                                    | Author   | Publication                         |
|---------|---|--|-------------------------------------|
| 1       | Management Concepts and Strategies                  | J.S. Chandan   | Vikas Publishing House              |
| 2       | Principles of Management                            | Harold Koontz , Heinz Wehrich<br>A. Ramachandra Arysri | McGraw hill companies               |
| 3       | Management A Global and Entrepreneurial Perspective | Heinz Wehrich , Mark V. Cannice, Harold Koontz         | McGraw hill companies               |
| 4       | Management – 2008 Edition                           | Robert Kreitner ,<br>MamataMohapatra                   | Biztantra Management For Flat World |
| 5       | Introduction to Management                          | John R. Schermerhorn                                   | Wiley India Pvt. Ltd.               |
| 6       | Principles of Management                            | P.C. Tripathi, P.N. reddy                              | McGraw hill Companies               |
| 7       | Management Text and Cases                           | R. SatyaRaju , A. Parthasarthy                         | PHI learning Pvt. Ltd               |
| 8       | Management (Multi-Dimensional Approach )            | H. R. Appannaiah, G. Dinakar ,<br>H.A. Bhaskara        | Himalaya Publishing House           |
| 9       | Principles of Management                            | L M Prasad   | Himalaya Publishing House           |

|   |  |  |
|---|--|--|
| <b>Course Code:</b><br><b>26BB2-G112</b>  | <b>Course: Business Mathematics and Statistics</b> | <b>Marks: 100</b><br><b>Credits: 4</b> |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To develop the basic understanding of numbers &amp; their operations.</li><li>2. To understand the concept of Commercial Mathematics, competitive aptitude &amp; Numerical Ability.</li><li>3. To understand the role, importance and applications of statistics in business.</li><li>4. To know the main properties of each measure of Central Tendency and select the most appropriate one for use with a given set of data.</li></ol> |  |  |

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Understand numbers & their operations with ratio and proportion.

**CO2:** Develop Mathematical competence for various interest-related transactions and other commercial calculations.

**CO3:** Recognise the importance and applications of statistics in business.

**CO4:** Understand basic role of Central Tendency – Mean, Median, Mode & their features.

| Unit                  | Unit Title                  | Contents   | No. of Lectures |
|-----------------------|-----------------------------|--|-----------------|
| I                     | Introduction to Mathematics | 1.1 Numbers & Their Operations.<br>1.2 HCF & LCM.<br>1.3 Equations & Their Solutions.<br>1.4 Ratio & Continued Ratio.<br>1.5 Proportion – Continued Proportion, Direct Proportion, Inverse Proportion.<br>1.6 Variation – Direct & Inverse Variation, Joint Variation<br>1.7 Percentage.   | 15              |
| II                    | Commercial Mathematics      | 2.1 Concept of present value and future value<br>2.2 Simple interest and Compound interest<br>2.3 Nominal and effective rate of interest<br>2.4 Ordinary annuity and Annuity due<br>2.5 Sinker fund<br>2.6 Present value and future value of annuity<br>2.7 Equated Monthly Instalments (EMI) by reducing balance and flat interest methods. | 15              |
| III                   | Introduction to Statistics  | 3.1 Data Condensation: Data, Variable, Constant.<br>3.2 Classification: Concept of Classification, Objectives of Classification, Types of Classification.<br>3.3 Frequency Distribution–Cumulative Frequency and Cumulative Frequency Distribution.<br>3.4 Graphs & Diagrams   | 15              |
| IV                    | Measure of Central Tendency | 4.1 Concept of Measure of Central Tendency.<br>4.2 Types of Measures of Central Tendency – Mean, Median, Mode.<br>4.3 Determination of Mode and Median Graphically.<br>4.4 Empirical Relation Between Mean, Median & Mode.<br>Combined Mean.   | 15              |
| Total No. of Lectures |                             |  | 60              |

**Suggested Readings:**

| Sr. No. | Title of the Book                                 | Author/s                      | Publication      |
|---------|---|-------------------------------|------------------|
| 1       | A Textbook of Business Mathematics and Statistics | A. V. Rayarikar & P. G. Dixit | Nirali Prakashan |

|   |   |                                |                  |
|---|---|--------------------------------|------------------|
| 2 | Business Mathematics for BBA / B.Com    | V. Rayarikar & Anagha Medhekar | Nirali Prakashan |
| 3 | Fundamentals of Mathematical Statistics | S. C. Gupta & V. K. Kapoor     | S. Chand & Sons  |

|                                   |   |                                       |
|-----------------------------------|---|---------------------------------------|
| <b>Course Code:</b><br>26BB2-H113 | <b>Course: Soft Skills for Business</b> | <b>Marks: 50</b><br><b>Credits: 2</b> |
|-----------------------------------|---|---------------------------------------|

**Course Objectives:**

1. To foster intrapersonal mastery by equipping students with emotional intelligence and selfmanagement tools to enhance personal productivity and resilience.
2. To develop professional social intelligence by training students in conflict resolution, team synergy, and the ethical etiquette required to navigate corporate environments.

**Course Outcomes:**

After completing the Course, the students shall be able to:

**CO1:** Apply emotional intelligence and self-management tools to enhance personal productivity and resilience

**CO2:** develop professional social intelligence in conflict resolution, team synergy, and the ethical etiquette required to navigate corporate environments

| Unit                 | Unit Title                                      | Contents   | No of Lectures |
|----------------------|---|--|----------------|
| I                    | Self-Awareness & Mastery                        | <ol style="list-style-type: none"> <li>1. Self-Awareness &amp; Mastery: Understanding personality traits (The Big Five Model), SWOT analysis for career mapping, and developing a growth mindset.</li> <li>2. Emotional Intelligence (EQ): The five pillars of EQ (Selfawareness, Self-regulation, Motivation, Empathy, Social Skills) and their role in workplace harmony.</li> <li>3. Time &amp; Energy Management: Beyond the "to-do list"—Prioritization using the Eisenhower Matrix, managing digital distractions, and meeting deadlines.</li> <li>4. Stress Management &amp; Resilience: Recognizing burnout, techniques for maintaining composure under pressure, and the "Circle of Influence</li> </ol>  | 15             |
| II                   | Interpersonal Dynamics & Professional Etiquette | <ol style="list-style-type: none"> <li>1. Relationship Building: The art of networking, building rapport, and the "Elevator Pitch" (personal branding).</li> <li>2. Conflict Resolution: Understanding different conflict styles (Thomas-Kilmann Model) and moving from confrontation to collaboration.</li> <li>3. Team Synergy: Stages of group development (Tuckman's Model: Forming, Storming, Norming, Performing) and the role of an active listener vs. a passive observer.</li> <li>4. Corporate Grooming &amp; Etiquette:</li> <li>5. Social Etiquette: Handshakes, introductions, and dining decorum.</li> <li>6. Digital Etiquette: Professionalism on LinkedIn, Slack, and Zoom (Netiquette).</li> <li>7. Office Politics: Navigating power dynamics ethically.</li> </ol> | 15             |
| Total No of Lectures |   |  | 30             |

**Suggested Readings:**

| Sr. No. | Title of Book            | Author/s              | Publication               |
|---------|--------------------------|-----------------------|---------------------------|
| 1       | Soft Skills for Business | S.M. Rai & Urmila Rai | Himalaya Publishing House |
| 2       | Soft Skills for Success  | G.K. Murthy           | Viva Books                |

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| 3 | Soft Skills: Enhancing Personal and Professional Success | Dr. Soma Mahesh Kumar | McGraw Hill Education |
|---|--|-----------------------|-----------------------|

| <b>Course Codes:</b><br><b>26BB2-I108</b>  | <b>Course: English for Business Communication</b> | <b>Marks: 50</b><br><b>Credits: 2</b>  |                        |
|--|---|--|------------------------|
| <b>Course Objectives:</b>  |   |  |                        |
| <ol style="list-style-type: none"> <li>To develop effective soft skills.</li> <li>To know the recent trends in corporate communication.</li> </ol> |   |  |                        |
| <b>Course Outcome:</b>   |   |  |                        |
| After completing the course, the student shall be able to  |   |  |                        |
| <b>CO1:</b> Demonstrate effective soft skills  |   |  |                        |
| <b>CO2:</b> Demonstrate the use of recent trends in corporate communication  |   |  |                        |
| <b>Unit</b>  | <b>Unit Title</b>                                 | <b>Contents</b>  | <b>No. of Lectures</b> |
| I  | Introduction to Soft Skills                       | 1.1 Meaning, Need and Importance of soft skills.<br>1.2 Elements of soft skills. <ul style="list-style-type: none"> <li>Grooming, Manners &amp; Etiquettes,</li> <li>Effective Listening &amp; Speaking</li> <li>Interview Skills, Resume Writing and Job Application Letter.</li> <li>Oral Presentation • Group Discussion.</li> <li>Problem-solving skills</li> <li>Time management abilities</li> </ul>   | 15                     |
| II   | Recent trends in corporate Communication          | 2.1 Technologies used in Business Communication – • <ul style="list-style-type: none"> <li>Blog writing</li> <li>Websites</li> <li>Social Media Network: LinkedIn, WhatsApp, Twitter, Facebook, Instagram, YouTube</li> <li>Video Conferencing</li> <li>Email</li> </ul> 2.2 Etiquettes in Social Media Communication.<br>2.3 Branding Communication and Signage communication<br>2.4 Emotional Intelligence and Critical thinking<br>2.5 Resume writing and interview preparation (physical and virtual). | 15                     |
| Total No. of Lectures  |   |  | 30                     |

**Suggested Readings:**

| <b>Sr. No.</b> | <b>Title</b>                             | <b>Author</b>               |
|----------------|--|-----------------------------|
| 1              | Business Communication                   | K. K.Sinha                  |
| 2              | Business Correspondence & Report Writing | R. C. Sharma & Krishan Moha |

|    |                                      |   |
|----|--------------------------------------|---|
| 3  | Communication                        | C.S. Rayudu                                 |
| 4  | Business Communication               | Asha Kaul                                   |
| 5  | Soft Skills                          | Dr. Alex                                    |
| 6  | Essentials of Business Communication | Rajendra Pal & Korlahalli                   |
| 7  | Managerial Communication             | P. D. Chaturvedi & Mukesh Chaturvedi        |
| 8  | Business Communication               | Prasad, Sona                                |
| 9  | Business Communication               | Jain V. K                                   |
| 10 | Business Communication               | Rai, Urmila                                 |
| 11 | Business Communication               | Hiremath, Saroj                             |
| 12 | Business Communication               | Ashish, Aishwarya                           |
| 13 | Business Communication               | ICMR – ICFAI Centre for Management Research |

|  |   |                                       |                        |
|--|---|---------------------------------------|------------------------|
| <b>Course Code:</b><br>26BB2-J109  | <b>Course: Environmental Studies and Sustainability -II</b> | <b>Marks: 50</b><br><b>Credits: 2</b> |                        |
| <p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students to policy framework of environmental protection in India.</li> <li>2. To provide students an in-depth understanding of various categories of E-Waste, related environmental hazards and E-Waste Management.</li> <li>3. To create awareness among students about environmental impacts of AI and Data Centers.</li> <li>4. To acquaint students with environmental compliances and approval for corporates in India.</li> </ol> |   |                                       |                        |
| <p><b>Course Outcomes:</b></p> <p>After completing the Course, the students shall be able to:</p> <p><b>CO1:</b> Understand Constitutional and legal framework for environmental protection in India.</p> <p><b>CO2:</b> Understand &amp; Practice responsible handling &amp; disposal of E-Waste in individual &amp; professional capacity.</p> <p><b>CO3:</b> Understand environmental impacts of Data centers.</p> <p><b>CO4:</b> Know environmental compliance requirements for corporates in India.</p>                       |   |                                       |                        |
| <b>Unit</b>  | <b>Unit Title</b>   | <b>Contents</b>                       | <b>No. of Lectures</b> |

|    |  |   |    |
|----|--|---|----|
| I  | Environmental Protection: Policy & Institutional Framework | <p>1.1 Environmental pollution: types, causes, effects and controls;<br/>Air, water, soil and noise pollution</p> <p>1.2 Nuclear hazards and human health risks</p> <p>1.3 Climate change, global warming, ozone layer depletion, acid rain: Causes &amp; Effects</p> <p>1.4 Environmental Policy Framework: Principles of Environmental Law:</p> <ul style="list-style-type: none"> <li>• Sustainable Development</li> <li>• Polluter Pays Principle</li> <li>• Precautionary Principle</li> <li>• Public Trust Doctrine</li> </ul> <p>Environmental Laws in India: Objectives &amp; Scheme •</p> <p>Environmental protection under Indian Constitution: Art.48(A), Art.51(g), Art.21</p> <ul style="list-style-type: none"> <li>• Environment (Protection) Act, 1986</li> <li>• Water (Prevention and control of Pollution) Act, 1974</li> <li>• Air (Prevention and Control of Pollution) Act, 1981</li> <li>• Wildlife (Protection) Act, 1972 • Forest (Conservation) Act, 1980:</li> <li>• National Green Tribunal (NGT) Act, 2010</li> </ul> <p>Institutional Framework:</p> <ul style="list-style-type: none"> <li>• Ministry of Environment, Forest and Climate Change, Government of India</li> <li>• Central Pollution Control Board</li> <li>• State Pollution Control Board</li> </ul> <p>1.5 Role of Judiciary in Environment protection: Public Interest Litigation &amp; Judicial Activism</p> <p>1.6 Introduction to International initiatives for Environmental Protection</p> | 12 |
| II | E-Waste  | <p>2.1 Meaning, Categories of E-Wastes</p> <p>2.2 Effects on environment</p> <p>2.3 Need for E-Waste Management</p>   | 8  |
|    |  | <p>2.4 E-Waste Disposal Methods in India</p> <p>2.5 Issues &amp; Challenges in E-Waste Management</p> <p>2.6 Opportunities in E-Waste Management in India</p> <p>2.7 Indian Framework related to E-Waste Management</p> <ul style="list-style-type: none"> <li>• E-Waste Management Rules, 2022 with latest amendment in 2024 <ul style="list-style-type: none"> <li>○ Extended Producer Responsibility</li> <li>○ Responsibilities of Companies Under E-Waste Rules</li> <li>○ Role of Bulk Consumers</li> <li>○ Penalties for Non-Compliance</li> </ul> </li> <li>• Hazardous and Other Wastes (Management and Transboundary Movement) Rules, 2016</li> <li>• National Action Plan for Chemical and Waste Management</li> </ul> <p>2.8. Case study</p>  |    |

|                       |   |  |    |
|-----------------------|---|--|----|
| III                   | AI & Data Centers:<br>Environmental Impact                    | <p>3.1. Climate Cost of AI:</p> <ul style="list-style-type: none"> <li>• Carbon Footprint of AI: Energy consumption in training AI modules</li> <li>• Data centers</li> <li>• E-Waste &amp; AI Hardware</li> <li>• Cost of Chips &amp; Servers • Short Lifecycle of Hardware</li> <li>• AI Applications:</li> <li>• AI driven algorithms in Cryptocurrency mining</li> <li>• AI for Consumerism</li> <li>• Inefficient algorithms</li> <li>• Greenwashing AI</li> </ul> <p>3.1 Data centers: Meaning &amp; Functions<br/> 3.2 Impact of data centers on Environment<br/> 3.3 Environmental hazards of underwater data centers on Marine Ecosystem<br/> 3.4 Mitigation strategies<br/> 3.5 Green Data Centers</p> | 5  |
| IV                    | Environmental Compliance Requirements for Corporates in India | <p>4.1 Environmental clearances &amp; regulatory approvals<br/> 4.2 CSR obligations under The Companies Act,2013<br/> 4.3 ESG: Meaning, Parameters, Importance of ESG Reporting<br/> 4.4 SEBI's BRSR (Business Responsibility &amp; Sustainability Reporting)<br/> 4.5 Environmental Impact Assessment (EIA)<br/> 4.6 Relevant Case Studies</p>  | 5  |
| Total no. of lectures |   |  | 30 |

### Suggested Readings:

| Sr. No | Title of Book                                       | Author/s               | Publication                                |
|--------|---|------------------------|--|
| 1      | Environmental law and policy in India               | Tripathi               | Himalaya Publishing House                  |
|        | Environmental law and policy in India               | Garba C.P              | Academic Press                             |
| 2      | Sustainable Economic Development &                  | Raj Kumar Sen          | Atlantic Publishers &                      |
|        | Environment   | Kartik C.Roy           | Distributors Pvt Ltd                       |
| 3      | Sustainability Management                           | Deb Prasanna Choudhary | Zorba Books                                |
| 4      | Sustainable Development & Environment               | Snigdha Tripathi       | Ankit Publication                          |
| 5      | Concepts & Approaches for Sustainability Management | Khai Ern Lee           | Springer International Publishing          |
| 6      | Introduction to Sustainable Development             | Martin J.Ossewaarde    | SAGE Publications Pvt Ltd<br>First Edition |

|   |  |   |                                   |
|---|--|---|-----------------------------------|
| 7 | Theory & Practice With Case Studies , Sustainability ,Ethics | Dr.Mark Anthony Camilleri                                     | Springer International Publishing |
| 8 | Resource Management, Sustainable Development and Governance  | Baleshwar Thakur<br>Rajiv Thakur<br>Srikumar<br>Chattopadhyay | Springer International Publishing |

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|------------------------------------|--|---------------------------------|
| <b>Course Code:<br/>26BB2-K110</b> | <b>Course: Physical Education &amp; Sports</b> | <b>Marks: 50<br/>Credits :2</b> |
|------------------------------------|--|---------------------------------|

**Course Objectives:**

1. To develop an understanding of physical fitness, its principles, and the importance of maintaining a personal fitness program.
2. To educate students on the scientific basis of exercise, warm-up, cool-down, and its effects on the body.
3. To emphasize the importance of diet and nutrition in maintaining a healthy lifestyle and enhancing physical performance.
4. To introduce students to modern trends in sports and physical education, along with career opportunities in the field.
5. To encourage students to incorporate an active lifestyle through physical fitness and time management.
6. To provide hands-on experience in fitness and sports activities for overall well-being.

**Course Outcome:**

After completing the course, the student shall be able to:

- CO1:** Recognize the significance of physical fitness and apply key fitness principles to improve overall health and well-being.
- CO2:** Understand the role of exercise in maintaining health, perform proper warm-up and cool-down techniques, and analyze the effects of exercise on body systems.
- CO3:** Identify essential nutrients, create a balanced diet plan, and understand the relationship between diet, behavior, and overall health.
- CO4:** Gain awareness of advancements in sports, explore career options in physical education, and understand government initiatives like Khelo India and Fit India programs.
- CO5:** Develop habits for an active lifestyle, utilize free time for physical activities, and understand the importance of personal effort in fitness.
- CO6:** Actively participate in fitness and sports activities, improving physical endurance, flexibility, and overall fitness.

| Unit | Unit Title                   | Contents  | No. of Lectures |
|------|------------------------------|---|-----------------|
| I    | Physical Fitness             | <ol style="list-style-type: none"><li>1. The Importance of Physical Fitness</li><li>2. Personal Fitness Program<ul style="list-style-type: none"><li>• Daily Activities</li><li>• Diet</li><li>• The Habit of Exercise</li><li>• Exercise Session</li></ul></li><li>3. Principles of Fitness</li><li>4. Progressive Overload</li><li>5. Variety</li><li>6. Rest and Recovery</li><li>7. Reversibility Consistency</li></ol> | 3               |
| II   | Exercise Scientific Approach | <ol style="list-style-type: none"><li>1. Exercise</li><li>2. Importance of Warm Up</li><li>3. Cooling Down</li><li>4. Importance of Regular Exercises</li><li>8. Effect of Exercise and Training on Various Body Systems</li></ol>  | 3               |
| III  | Diet                         | <ol style="list-style-type: none"><li>1. Need of Diet and Nutrition</li><li>2. Classification of Nutrients</li><li>3. Balanced Diet</li></ol>   | 3               |

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|----|---|---|----|
|    |   | 4. Water Balance in the Body<br>5. Better Health through Diet<br>9. Diet and Behavior   |    |
| IV | Changing Trends and Careers in Physical Education | 1. Concept, Aims & Objectives of Physical Education<br>2. Changing Trends in Sports- playing surface, wearable gear and sports equipment, technological advancements<br>3. Career options in Physical Education<br>4. Khelo-India Program and Fit – India Program | 3  |
| V  | Active Lifestyle                                  | 1. Know yourself<br>2. Increase Physical Fitness<br>3. Make good use of your free time<br>4. Active during Weekly holidays<br>5. Know the Value of Efforts  | 3  |
| VI | Participation in Fitness and Sports Activity      | Every student should participate in Fitness & Sports Activity (30 Hours)  | 30 |

#### Suggested Readings:

| Sr. | Title of the Book  | Author/s                      | Publication                                |
|-----|--|-------------------------------|--|
| 1.  | Foundation of Physical Education, Exercise Science and Sports. | Bucher, C. A., & Wuest, D. A. | Tata McGraw Hill Education Private Limited |
| 2.  | Textbook of Applied Measurement Evaluation & Sports Selection. | Kansal, D. K.                 | Sports & Spiritual Science                 |
| 3.  | Advanced Fitness Assessment and exercise prescription          | Hayward, V                    | Human Kinetics,                            |
| 4.  | Physical Activity and Health Guidelines                        | Rahl, R. V                    | Human Kinetics.                            |
| 5.  | Essentials of Physical Education                               | Ajmar Singh                   | Kalyani Publication.                       |
| 6.  | Health, Exercise and Fitness                                   | Muller, J.                    | Sports Publication.                        |
| 7.  | Methods in Physical Education                                  | Kamlesh, M.                   | Friends Publications                       |