

THE MAHATMA GANDHI UNIVERSITY
BACHELOR IN BUSINESS ADMINISTRATION (HONOURS)
SYLLABUS

(As per AICTE Norms)

MGU-BBA (Honours)

(2024 Admission Onwards)



Faculty: Management Sciences

**Expert Committee: Business Administration/Management
Studies(UG)**

Programme: Bachelor in Business Administration (Honours)

**Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India**

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Preface

All India Council for Technical Education (AICTE), as per the Provisions of All India Council for Technical Education Act, 1987 (For short, “AICTE Act”) as mentioned in its Chapter 2-g Shall Regulate Under Graduate (UG) courses in Management (BBA/BMS) and Computer Application (BCA) along with Post Graduate Courses in Management (MBA/MMS) and Computer Applications (MCA) from the Academic Year 2024-25. Accordingly, all the existing institutes offering or intending to offer UG Courses in Management (BBA/BMS) and Computer Applications (BCA) are required to take AICTE Approval from the Academic Year 2024-25.

In this context, colleges under Mahatma Gandhi University, Kottayam, already running Under Graduate courses in Management (BBA/ BMS) and existing /new institutes intending to offer UG Courses in Management (BBA/BMS) are required to follow the curriculum frameworks provided by AICTE in April 2024 and July 2024.

Further, an Expert Committee was constituted for the implementation of the AICTE Regulations. The committee drafted the regulations for the BBA programme, namely MGU_ BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024, as per the model Curriculum for the UG programme in Bachelor in Business Administration provided by AICTE in April 2024 and July 2024. The Curriculum has been drafted as per the programme outcome provided by AICTE in their model curriculum. AICTE has envisioned that the programme outcome should be achieved annually.

With deep gratitude, the Chairperson and expert committee members of the Board of Studies extend their heartfelt thanks to everyone whose dedication and contributions have made this remarkable endeavour a resounding success.

Expert Committee

1. Dr. Bindu Gopinath, Associate Professor, Department of Business Administration, NSS College, Rajakumari (Convenor).
2. Mr. Binuraj C.R., Assistant Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
3. Ms. Melby Joseph, Assistant Professor, Department of Business Administration, Marian College, Kuttikkanam (Member).
4. Dr. Sunil Abraham Thomas, Assistant Professor, Department of Economics, Union Christian College, Aluva (Member).
5. Mr. Ajish A., Assistant Professor, Department of Commerce, Govt. College, Tripunithura (Member)
6. Mr. Jacob Bose, Assistant Professor, PG Department of Management in Hospitality and Tourism, Marian College, Kuttikkanam [Autonomous] (Member)
7. Mr. Sanu Varghese, Assistant Professor, Department of Commerce, Sacred Heart College, Thevara, Ernakulam (Member)
8. Ms. Jayasree S.K., Assistant Professor, Department of Commerce, Devaswom Board College, Thalayolaparambu, Kottayam (Member)
9. Mr. Tharthiose Paul, Associate Professor, Department of Business Administration, BPC Piravom (Member)
10. Ms. Sangeetha Kumari, Associate Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
11. Dr. Anju E.N., Assistant Professor, Department of Business Administration, Sree Narayana Arts and Science College, Kumarakom (Member)

External Expert

1. Dr. Chandrasekar K.S., Chairman, PG Management Board of Studies

Meritorious Contributors

1. Dr. Sopna V. Muhammed, Associate Professor, Department of Business Administration, MES College, Marampally
2. Dr. Mishel Elizabeth Jacob, Assistant Professor, Department of Business Administration, Baselius College, Kottayam
3. Mr. Jithesh K. S., Assistant Professor, Department of Business Administration, MES College, Erumely.

Program Objectives

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

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Programme Outcomes At the end of First Year (Y1-POs):

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

Programme outcome at the end of the Second Year (Y2-POs):

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

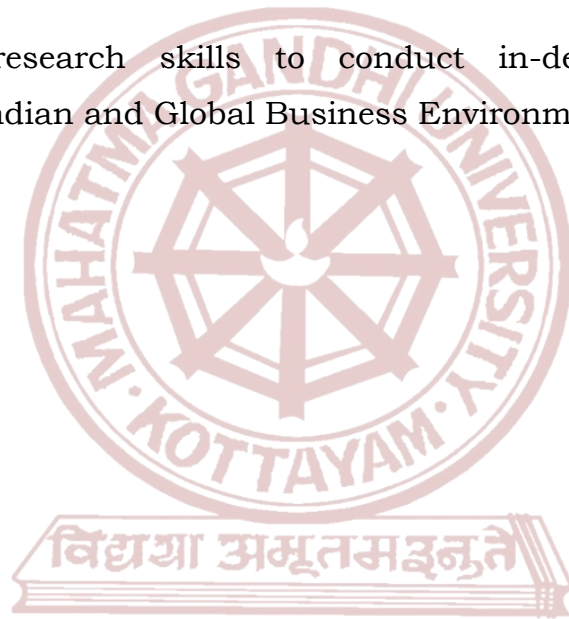
Program outcome at the end of Third Year: Bachelor in Business Administration (BBA) (Y3-POs):

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

Programme outcome at the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research) (Y4-POs)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.

3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.



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SYLLABUS INDEX - SEMESTER 1

3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)								
Course Code	Title of the Course	Type of the Course CC, MDE, VAC, SEC etc.	Credit	Hours / week	Hour Distribution /Week			
					L	T	P	O
MG1CCRBBA100	Principles and Practices of Management (Business Administration)	CC	4	4	4	0	0	0
MG1CCRBBA101	Financial Accounting (Business Administration)	CC	4	4	4	0	0	0
MG1CCRBBA102	Business Statistics and Logic (Business Administration/ Business Statistics)	CC	4	4	4	0	0	0
MG1CCRBBA103	Business Communication - 1 (Business Administration)	CC	3	3	3	0	0	0
MG1MDEBBA100	Indian Systems of Health and Wellness (Business Administration)	MDE	2	2	2	0	0	0
MG1VACBBA100	Environmental Science and Sustainability (Business Administration)	VAC	2	2	2	0	0	0
	AEC English	AEC	3	3	3	0	0	0
	AEC - Other Languages	AEC - OL	3	3	3	0	0	0
	TOTAL CREDIT AND HOURS		25	25				



Mahatma Gandhi University Kottayam

Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Principles and Practices of Management					
Type of Course	CORE COURSE					
Course Code	MG1CCRBBA100					
Course Level	NA					
Course Summary	<p>This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organisational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organisational success.</p> <p>Course Objectives:</p> <ol style="list-style-type: none">1. To understand the basic concepts, principles, and theories of Management2. To examine the essential functions of Managers3. To analyze the impact of globalization, diversity, and ethics on management4. To develop skills in strategic planning, decision-making, and leadership					
Semester	One	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand management principles and demonstrate how they are used to solve practical business problems	U, A	Y1-PO1	1
2	Compare and contrast different management theories and their effectiveness in various organisational contexts.	An, E	Y1-PO3	2
3	Design a management strategy for a hypothetical or real organisation using a mix of management theories and practices.	C	Y1-PO4	5
4	Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios	C	Y1-PO4	10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	Introduction to Management: Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical- Scientific, Administrative and Bureaucratic, Human Relations, Quantitative, Systems, and Contingency approaches; Management as a science and an art; Functions of management: Planning, organizing, directing, and controlling		CO1, CO2, CO3
2	Planning, Organizing and Staffing Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision making- Importance and steps, Organisational structure, types of organisational structures: Functional, divisional, matrix; Authority, responsibility, and		CO1, CO2, CO3

	delegation, Centralization Vs Decentralization of authority- Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – recruitment, selection		
3	Directing and Controlling Meaning and nature of directing, Leadership, Motivation, Communication (meaning and importance) in management; Controlling-meaning and steps in controlling, control process, essentials of sound control system, methods of establishing control.		CO1, CO2, CO3
4	Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis, Ethical issues in management, Corporate social responsibility (CSR)		CO4

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Seminars and Presentations, Assignments, Case Studies		
Assessment Types	MODE OF ASSESSMENT		
	A. Continuous Comprehensive Assessment (CCA)		
	Sl. No	Component	Marks
	1	Test (Best out of two)	15
	2	Group Project and Presentation	15
	Total Marks		30
	B. End Semester Evaluation Maximum Marks: 70		
	Sl. NO	Component	Max. Marks
	2	Written Examination	5x3=15

		2-hour exam	each	
			Short Essay -3 out of 6 questions -5 marks each)	3x5=15
			Essay Question: 2 questions of 20 marks each from a choice of 4 questions (Long Essay and Case study)	2x20=40
		Total Marks		70

Submit a hardcopy of the ppt and also maintain a digital copy in the department.

Project Guidelines:

Each group selects a management theory or approach (e.g., Scientific Management, Administrative Theory, Bureaucratic Management, Human Relations, Quantitative Approach, Systems Approach, Contingency Approach).

Research the selected theory, including its historical background, key contributors, core principles, and practical applications.

Analyze a real-world case or organisation that has successfully implemented this management approach.

Prepare a 15–20-minute presentation, including visual aids (e.g., slides, charts) to illustrate key points.

References

MGU-BBA (HONOURS)

SUGGESTED READINGS

Text Books (Latest Editions):

Syllabus

1. Prasad, L. M, Principles and Practice of Management, Sultan Chand & Sons-New Delhi.
2. Tripathi P C Principles of Management, *Tata McGraw Hill Publishing Company Ltd.*
3. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
4. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
5. Weihrich, H., & Koontz, H. (1993). Management: A global perspective. (No Title). McGRAW Hill
6. Koontz, H., O'Donnell, C., & Weihrich, H. (1986). Essentials of management (Vol. 18). New York: McGraw-Hill.

Other References:

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

Reflective Exercises and Cases:

1. ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
2. Review of Lincoln Electric Co. by Norman Berg.
3. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
4. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing| W88C34-PDF-ENG <https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
5. http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C
6. Organisational Change and CEOs/LDS0028.html



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Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Financial Accounting					
Type of Course	CORE COURSE					
Course Code	MG1CCRBBA101					
Course Level	NA					
Course Summary	<p>This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalising, ledger posting, preparation of trial balance and final accounts in sole trading and familiarise the company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.</p> <p>Course Objectives:</p> <ol style="list-style-type: none">1. To provide an understanding of the application of various principles and practices of accounting.2. To demonstrate knowledge of the accounting cycle process and the basic steps involved in accounting.3. To apply the knowledge of systematic maintenance of books of accounts to real-life business.4. To estimate annual financial statements for sole proprietorships forms of business and familiarize with the company form of business.					
Semester	One	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Identify the application of various principles and practices of accounting in the preparation of accounting statements.	U	Y1-PO1	2
2	Familiarize the Annual Financial statements of Company form of business	U	Y1-PO1	1
3	Demonstrate knowledge of the process of the accounting cycle.	A	Y1-PO3	1
4	Apply the knowledge of systematic maintenance of books of accounts to real-life business.	A, An	Y1-PO4	10
5	Estimate Annual Financial statements of Sole proprietorship	An	Y1-PO4	2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	Introduction to Accounting, Accounting system and process Meaning, Need for accounting and accounting information systems, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation, accounting process, contingent assets and liabilities, Fictitious assets.		CO1
2	Recording transactions and Trial balance Transactions Rule of debit and credit, Entry in Journal, Understanding the concepts of Subsidiary		CO2

	books (such as Purchases, Sales, Returns, Receivables, and Payables; theory only), Simple cash book, Cash book with Cash, Bank and Discount Columns (Simple problems only), Entry in Ledger, Trial balance preparation.		
3	Final Accounts Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns with basic adjustments such as stock, accrued, pre-paid & outstanding entries, depreciation and provisions, Importance of disclosures in final accounts.		CO3, CO5
4	Introduction to company Kinds, share capital, issue of shares (concepts only), schedules to accounts (understand concepts only), Financial statements as per Companies Act- 2013, Familiarisation with the content and format of Income statement and Balance sheet (horizontal and Vertical), Green Accounting- need and objectives, Sustainability Reporting- need and methods.		CO2

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Interactive Lectures and Discussions, Case Studies and Real-Life Applications Assignments, Quizzes		
Assessment Types	MODE OF ASSESSMENT		
	A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 30)		
	Sl. No	Component	Marks
	1	Test (Best out of two)	15
	2	Assignments (Group)	15
	Total Marks		30
	Sl. No	Component	Max. Marks

	2	Written Examination 2- hours exam	Short Answer- 5 out of 8 questions- 2 marks each (from all units; no problem-based questions included in this section)	5x2=10
			Short Essay - 4 questions 5 marks each (out of 6 choices; up to two questions from unit 1, 2 and 3 (including 2-3 problem-based questions from units 2 and/ or 3); one question from units 4).	4x5=20
			Essay Question: 2 questions of 20 marks each from a choice of 4 questions comprising of 1 problem-based question each from Unit 2 and 3 and 2 theory questions from unit 1, 2 and 3.	20x2=40
		Total Marks		70
B.End Semester Evaluation (Maximum Marks: 70)				

Assignments

- A. Based on Profit and Loss account and balance sheet of an existing private and/ or public limited company, oral presentation accompanied by slides and written record summarizing key insights and observations to be made. (5 marks)
- B. Prepare a report on the Green Accounting Practices or Sustainability initiatives of at least one Indian company. The report should include sections such as a brief introduction to the company, regulatory requirements in the industry with respect to Green Accounting/sustainability practices, practices adopted by the company, suggestions, etc. (4 marks)

Submit a hardcopy of the ppt and also maintain a digital copy in the department.

References

1. Jain S.P., & Narang K L., Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.

4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish K Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications.

AICTE Suggested Cases

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



MGU-BBA (HONOURS)

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Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)
Course Name	Business Statistics and Logic
Type of Course	CORE COURSE
Course Code	MG1CCRBBA102
Course Level	NA
Course Summary	<p>Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.</p> <p>Business Statistics helps to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions, it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To establish importance of logical reasoning in human inquiry. 2. To demonstrate data handling skills and summarize data with clarity. 3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario. 4. To understand business problems and make decisions using appropriate statistical models and explain trends.

	5. To demonstrate the knowledge on the process of organizing data and conduct statistical treatment.					
Semester	One	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Outline the relevant concepts of Statistics to a given context/business scenario	U	Y1-PO1	1
2	Demonstrate data handling skills with clarity and logical reasoning.	A	Y1-PO4	2
3	Organize business data and conduct statistical treatment.	A	Y1-PO3	1
4	Evaluate and interpret data using appropriate statistical techniques.	E, C	Y1-PO4	2
5	Explain data trends using appropriate statistical models	A	Y1-PO3	2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean theory only and harmonic mean-theory only, measures of dispersion - range, quartile		CO1, CO2

	deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Concepts of Skewness and kurtoses and its importance.		
2	Correlation and Regression Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error- theory only. Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients.		CO2, CO3
3	Probability and Probability distributions Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions (theory only) – binomial, poisson and normal distributions.		CO3, CO4
4	Introduction to Logic Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.		CO4

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning. <i>Note to instructor:</i> Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc.							
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 30) <table><tr><td>Sl. No</td><td>Component</td><td>Activity</td><td>Marks</td></tr></table>				Sl. No	Component	Activity	Marks
Sl. No	Component	Activity	Marks					

		1	Test (Best out of two)		15
		2	Assignments (Individual/ Group)	Provided below	15
		Total Marks			30
		B. End Semester Evaluation (Maximum Marks: 70)			
Sl. NO	Component	Activity	Max. Marks		
2	Written Examination of 2 hours	Short answer of 2 mark each (from last two units)5 questions out of 8	2 X 5 = 10		
		Short Essay -4 questions 5 marks each (out of 6 choices (problem and theory)	4 X5 = 20		
		Essay Question: 2 questions of 20 marks each from a choice of 4 questions (problem and case study)	2X 20 = 40		
Total Marks			70		

Assignments

- A. Using EXCEL and the statistical concepts studies in this course, students should analyse any real-world data and interpret the results. Primary or Secondary data may be used for this purpose. For example, calculate mean, median, mode, standard deviation, and range of sales data from a local vendor or environmental indicators such as air quality index, water usage, or carbon emissions; finding out the correlation and regression coefficient with expenditure and income data from 50 students (5 marks) (group)
- B. To understand and identify the skewness and kurtosis of a given dataset using real-life data. Choose a real-life dataset. This could be from sources such as:

- Public datasets available online (e.g., government databases)
- Data from a project at work or school.
- Personal data you have collected (e.g., daily step count, expenses).

Calculate basic statistics (mean, median, mode, standard deviation) of the chosen numerical variable.

Identify skewness and kurtosis and visualise data using histogram. Also overlay the normal distribution curve for comparison (4 marks) (individual).

Reference:

Textbooks (Latest Editions):

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

Reference Research Paper:

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

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Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)				
Course Name	Business Communication-I				
Type of Course	CORE COURSE				
Course Code	MG1CCRBBA103				
Course Level	NA				
Course Summary	<p>This course focuses on bringing in perspective the importance of Business Communication for organisations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organisational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the concept, process, and importance of Business Communication. 2. To help students in understanding the basic principles and techniques of business communication. 3. To train students to acquire and master written communication for the corporate world. 4. To sensitize students to understand Business Communication in Global and Cross-Cultural context. 				
Semester	One	Credits			3
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		3	0	0	0
Pre-requisites, if any	NA				

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.	U	Y1-PO1	4
2	Apply the skills of effective letter writing and be able to create various kinds of Business letters.	A	Y1-PO2	9
3	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.	An	Y1-PO2, Y1-PO4	1,9
4	Able to present in front of audience with confidence and expertise.	S	Y1-PO2	4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Module	Course description	Hrs	CO No.
1	Introduction to Communication in Organisations Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.		CO1
2	Written Communication Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation.		CO2

3	Interpersonal Communication Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho).		CO3
4	Digital Communication Social media and individual, social media & organisations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organisational websites.		CO4

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Seminars and Presentations, Assignments, Case Studies, Group Discussions											
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 25) <table><tr><td>Sl. No</td><td>Component</td><td>Activity</td><td>Marks</td></tr><tr><td>1</td><td>Test (Best out of two)</td><td></td><td>10</td></tr></table>				Sl. No	Component	Activity	Marks	1	Test (Best out of two)		10
Sl. No	Component	Activity	Marks									
1	Test (Best out of two)		10									

		2	Presentation using tools specified in Unit 3 (PPT, Infographics, Prezi, Visme, Sway, Zoho etc.) – Individual	Business /Management related presentation	15
	Total Marks				25
	B. End Semester Evaluation (Maximum Marks: 50)				
	Sl. No	Component	Activity		Max. Marks
	1	Record Submission & Practical Test	Record submission as per point No.4 in Reflective Exercises & Cases (10 Marks)		20
		Practical Test- Written - random pick from a basket of questions (10 Marks)			
2	Written Examination 1.5 hours	Short Essay - 2 out of 4 questions 5 marks each		2x5=10	
		Essay Question: 2 questions of 10 marks each from a choice of 4 questions (long essay and case study)		2x10=20	
Total Marks					50

Reference:

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.

4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication.
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.
6. Rajendra Pal Korahill, –Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
7. Ramesh, MS, & C. C Pattanshetti, –Business Communication, R. Chand & Co, New Delhi.
8. Rodriquez M V, –Effective Business Communication Concept, Vikas Publishing Company.

References:

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

Reflective Exercises and Cases:

1. Preparing on curriculum vitae/resume and cover letter.
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
3. Case study- Barry and effective communication barriers <http://www.lrii.cn/encrm1.0/public/upload/CommunicationCaseStudy1.pdf>
4. Prepare a record book of various letters mentioned in UNIT II. List of letters to be written in the record book.

Sales Letters

1. New Product Launch: Announcing and promoting a new product to existing and potential customers.
2. Seasonal Sale Promotion: Informing customers about an upcoming seasonal sale or special discount event.
3. Service Upgrade Offer: Encouraging clients to upgrade to a premium service with highlighted benefits.
4. Loyalty Program Invitation: Inviting valued customers to join an exclusive loyalty program with special perks.

Complaint & Follow-up Letters

1. Product Defect Complaint/wrong supply of goods: Addressing an issue with a defective product received by a customer.
2. Service Delivery Delay Complaint: Complaining about a delay in the delivery of a service or product.
3. Follow-up on Unresolved Issue: Following up on a previously reported

issue that has not been resolved.

4. Complaint About Poor Customer Service: Reporting unsatisfactory customer service experience and seeking resolution.

Promotion Letters

1. Employee Promotion Announcement: Announcing the promotion of an employee to a higher position within the company.
2. Internal Promotion Application: Applying for an internal promotion by highlighting qualifications and achievements.

Job Application Letters

1. Application for Software Developer Role: Seeking a position as a Software Developer at a tech startup.
2. Application for Sales Representative Job: Applying for a Sales Representative position in a reputed sales company.
3. Application for Human Resources Specialist: Applying for a Human Resources Specialist position in a multinational corporation.

Cover Letters

1. Cover Letter for an Accounting Job: Emphasizing accounting qualifications and professional achievements.
2. Cover Letter for a Customer Service Position: Detailing customer service skills and experience in previous roles.
3. Cover Letter for an Internship: Applying for an internship by outlining educational background and career aspirations.

Resumes

1. Resume for a Senior Executive Role: Highlighting extensive leadership experience and strategic achievements.
2. Resume for a Recent Graduate: Emphasizing academic achievements, internships, and relevant coursework.
3. Resume for an Administrative Assistant: Highlighting administrative skills, organisational abilities, and professional experience.

Resignation Letters

1. Resignation for Personal Reasons: Resigning due to personal or family matters requiring attention.
2. Resignation Due to Relocation: Resigning because of moving to a different city or country.
3. Resignation for Retirement: Announcing retirement and resigning from the current position.



Mahatma Gandhi University Kottayam

Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Indian Systems of Health and Wellness					
Type of Course	MULTIDISCIPLINARY ELECTIVE COURSE					
Course Code	MG1MDEBBA100					
Course Level	NA					
Course Summary	<p>This course aims to emphasize the significance of maintaining a healthy lifestyle by educating students on the essential aspects of physical and mental well-being. It seeks to raise awareness about lifestyle-related diseases and equips students with knowledge and strategies for effective stress management.</p> <p>Course Objectives:</p> <ol style="list-style-type: none">1. To understand the importance of a healthy lifestyle.2. To familiarize students about physical and mental health.3. To create an awareness of various lifestyle related diseases.4. To provide understanding of stress management.					
Semester	One	Credits			2	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	0	0	0	
Pre-requisites, if any	NA					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Explain the concept and nature of health, wellness and its various implications	U	Y1-PO1, Y1-PO3	10

2	Demonstrate adequate knowledge on well-being and promotion of healthy behaviour	U	Y1PO1	10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Course description	Hrs	CO No.
1	Introduction to Health & Wellness: Definition of Health, Importance of health in everyday life, Components of health – physical, social, mental, spiritual and its relevance, Concept of wellness, Mental health and wellness, Determinants of health behaviour, Health and Wellness at work place.		CO1
2	Mind Body and Well-Being: Mind body connection in health – concept and relation, Implications of mind- body connection, Wellbeing – why it matters? Digital wellbeing.		CO2
3	Deficiency & Diseases: Malnutrition, under nutrition and over nutrition, Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks.		CO1
4	Indian system of well being Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health, happiness and well-being in India.		CO2

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) <ul style="list-style-type: none"> Conduct interactive sessions and classes by health/medical/Ayush practitioners. Students will have to create a comprehensive report and presentation on any one topic highlighting key findings and recommendations for promoting mental/ physical wellness in communities. A suggestive list of projects topics is provided below.
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Assessment Types	MODE OF ASSESSMENT			
	A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 15)			
	Sl. No	Component	Activity	Marks
	1	Internal Exam 30 minutes (Best out of two)	Multiple Choice Question (30 questions of 1 mark each) (The marks obtained to be converted to 10)	10
	2	Assignments	(Any assignment topic related to the course objective)	5
	Total Marks			15
	B. End Semester Evaluation (Maximum Marks: 35)			
	Sl. No	Component	Activity	Max. Marks
	1	Project Presentation (Final Assessment)	Project presentation (Group project – 3 students in a group) 15 marks for project report and 20 marks for project presentation. (List of topics provided below)	35
	Total Marks			35

Project Topics

- ✓ The Role of Mental Health in Overall Wellness
- ✓ The Comprehensive Definition of Health: Exploring the Multi-Dimensional Nature of Well-being
- ✓ The Role of Health in Daily Life: Enhancing Quality of Life Through Healthy Practices
- ✓ Components of Health: Analyzing the Interconnectedness of Physical, Social, Mental, and Spiritual Health
- ✓ Understanding Wellness: Beyond the Absence of Disease
- ✓ Mental Health and Wellness: Strategies for Promoting Mental Well-being in Modern Society
- ✓ Exploring the Mind-Body Connection: Understanding Its Impact on Physical Health

- ✓ Implications of the Mind-Body Connection in Chronic Disease Management
- ✓ Well-Being: Its Importance and How to Enhance It
- ✓ Digital Well-Being: Balancing Technology Use for Better Health
- ✓ Mind-Body Interventions: Evaluating Their Effectiveness in Promoting Well-Being
- ✓ The Impact of Malnutrition on Public Health: Addressing Under-nutrition and Over-nutrition
- ✓ Understanding the Human Body Systems and Common Diseases: Prevention and Management
- ✓ The Sedentary Lifestyle Epidemic: Assessing the Risks and Solutions
- ✓ Health Risks of Modern Lifestyles: Balancing Convenience with Well-being
- ✓ Nutritional Deficiencies and Their Impact on Health: Identification and Intervention
- ✓ Health Beliefs in India: Understanding Traditional and Modern Perspectives
- ✓ AYUSH: A Comprehensive Overview of India's Traditional Health Systems
- ✓ Indigenous Health Perspectives: The Role of Traditional Knowledge in Modern Health Practices
- ✓ Happiness and Well-being in India: Cultural and Societal Influences
- ✓ Integrating Traditional and Modern Health Systems in India: Challenges and Opportunities.

"This is a list of project topics, but it is not an exhaustive list."

Text Books / References:

1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge
2. C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease management.

Syllabus



Mahatma Gandhi University Kottayam

Programme	BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)					
Course Name	Environmental Science and Sustainability					
Type of Course	VALUE ADDED COURSE					
Course Code	MG1VACBBA100					
Course Level	NA					
Course Summary	<p>This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2. This course will equip students to make decisions that consider environmental consequences. 3. This course will enable future business graduates to become environmentally sensitive and responsible managers. 					
Semester	One	Credits		2	Total Hours	
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	0	0	0	2

Pre-requisites, if any	NA
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COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGUPO
1	Understand the basic environmental concepts and issues relevant to the business and management field.	U, R	Y1-PO1	6,10
2	Recognize the interdependence between environmental processes and socioeconomic dynamics.	U, An	Y1-PO3	6
3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	E	Y1-PO3	1
4	Identify possible solutions to curb environmental problems caused by managerial actions.	An, E	Y1-PO4	1
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	A, C	Y1-PO4	10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Course description	Hrs	CO No.
1	Understanding Environment, Natural Resources, and Sustainability: Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues.		CO1
2	Ecosystems, Biodiversity, and Sustainable Practices: Various natural ecosystems, learning about their structure, functions, and ecological		CO2

	<p>characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.</p> <p>Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.</p>		
3	<p>Environmental Pollution, Waste Management, and Sustainable Development</p> <p>Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.</p>		CO1
4	<p>Social Issues, Legislation, and Practical Applications</p> <p>Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations.</p>		CO2

Teaching and Learning Approach	<p>Classroom Procedure (Mode of transaction)</p> <ul style="list-style-type: none"> • Conduct interactive sessions and classes by environmental scientist and consultants. • Students will have to create a comprehensive report and presentation on any one topic highlighting key findings and recommendations for improving environmental and sustainable management in societies. A suggestive list of projects topics is
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	also provided.			
Assessment Types	MODE OF ASSESSMENT			
	Continuous Comprehensive Assessment (CCA) (Maximum Marks: 15)			
	Sl. No	Component	Activity	Marks
	1	Internal Exam 30 minutes (Best out of two)	Multiple Choice Question (30 questions of 1 mark each) (The marks obtained to be converted to 10)	10
	2	Assignments/Dossier	(Any assignment or Dossier topic related to the course objective)	5
	Total Marks			15
	B. End Semester Evaluation (Maximum Marks: 35)			
	Sl. No	Component	Activity	Marks
	1	Project Presentation (Final Assessment)	Project evaluation and viva voce 15 marks for project report and 20 marks for viva voce examination	35
	Total Marks			35

Suggested list of project topics

- ✓ Ecosystem Analysis and Conservation Strategies: Study the structure and function of a local ecosystem and propose strategies for its conservation, both in situ and ex situ.
- ✓ India's Biodiversity and Conservation Efforts: Examine the significance of India as a mega diverse nation and evaluate current conservation efforts and nature reserves.
- ✓ Renewable vs Non-Renewable Resources: Analyze the usage, advantages, and challenges associated with renewable and non-

renewable natural resources in a specific region.

- ✓ Impact of Human Activities on Natural Resources: Investigate the impact of human activities on the availability and quality of natural resources, with a focus on sustainable utilization.
- ✓ Impact of Pollution on Human Health: Assess the effects of air, water, soil, or noise pollution on human health in an urban area.
- ✓ Deforestation and Its Impact on Biodiversity: Explore the causes and consequences of deforestation and propose measures to mitigate biodiversity loss.
- ✓ Climate Change Adaptation and Mitigation Strategies: Evaluate the effectiveness of current strategies to combat climate change and global warming in a specific country or region.
- ✓ Innovative Waste Management Solutions: Investigate and propose innovative methods for waste management, focusing on recycling, composting, and waste-to-energy technologies.
- ✓ Implementation of SDGs in Developing Countries: Case study analysis of the implementation of specific SDGs in a developing country, focusing on successes and challenges.
- ✓ Sustainable Practices in the Fashion Industry: Explore sustainable practices within the fashion industry and assess their impact on environmental conservation.
- ✓ Sustainability in Urban Planning: Investigate how urban planning practices can contribute to achieving sustainability and SDGs in growing cities.
- ✓ Comparative Study of SDG Implementation: Conduct a comparative study of the implementation of SDGs in two different countries, highlighting best practices and areas needing improvement.
- ✓ Technological Innovations in Sustainability: Examine emerging technological trends in sustainability and their potential impact on environmental conservation.
- ✓ Challenges in Promoting Sustainable Practices: Identify and analyze the major challenges faced in implementing sustainable practices in a specific industry or region.
- ✓ Role of Education in Sustainability: Investigate the role of education and awareness programs in promoting sustainability among different age groups.
- ✓ Future Career Opportunities in Sustainability: Explore the future prospects and career opportunities in the field of sustainability, including the skills required and potential job roles.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
- Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.

- Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.
- Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

References

Web links:

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

MGU-BBA (HONOURS)

Syllabus

THE MAHATMA GANDHI UNIVERSITY
BACHELOR IN BUSINESS ADMINISTRATION (HONOURS)
SYLLABUS

(As per AICTE Norms)

MGU-BBA (Honours)

(2024 Admission Onwards)



Faculty: Management Sciences

**Expert Committee: Business Administration/Management
Studies(UG)**

Programme: Bachelor in Business Administration (Honours)

**Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India**

Contents

Sl.No	Title
1.	Expert Committee & External Experts
2.	Syllabus Index
3.	Semester II Courses



MGU-BBA (HONOURS)

Syllabus

Expert Committee

1. Dr. Bindu Gopinath, Associate Professor, Department of Business Administration, NSS College, Rajakumari (Convenor).
2. Mr. Binuraj C.R., Assistant Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
3. Ms. Melby Joseph, Assistant Professor, Department of Business Administration, Marian College, Kuttikkanam (Member).
4. Dr. Sunil Abraham Thomas, Assistant Professor, Department of Economics, Union Christian College, Aluva (Member).
5. Mr. Ajish A., Assistant Professor, Department of Commerce, Govt. College, Tripunithura (Member)
6. Mr. Jacob Bose, Assistant Professor, PG Department of Management in Hospitality and Tourism, Marian College, Kuttikkanam [Autonomous] (Member)
7. Mr. Sanu Varghese, Assistant Professor, Department of Commerce, Sacred Heart College, Thevara, Ernakulam (Member)
8. Ms. Jayasree S.K., Assistant Professor, Department of Commerce, Devaswom Board College, Thalayolaparambu, Kottayam (Member)
9. Mr. Tharthiose Paul, Associate Professor, Department of Business Administration, BPC Piravom (Member)
10. Ms. Sangeetha Kumari, Associate Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
11. Dr. Anju E.N., Assistant Professor, Department of Business Administration, Sree Narayana Arts and Science College, Kumarakom (Member)

External Expert

1. Dr. Chandrasekar K.S., Chairman, PG Management Board of Studies

Meritorious Contributors

1. Dr. Sopna V. Muhammed, Associate Professor, Department of Business Administration, MES College, Marampally
2. Dr. Mishel Elizabeth Jacob, Assistant Professor, Department of Business Administration, Baselius College, Kottayam
3. Mr. Jithesh K. S., Assistant Professor, Department of Business Administration, MES College, Erumely.

SYLLABUS INDEX - SEMESTER 2

COURSE CODE	COURSE COMPONENTS	COURSE	CREDITS	HOURS				
				L	T	P	O	Total
MG2CCRBBA100	CC	Organisation Behaviour (Business Administration)	4	4	0	0	0	4
MG2CCRBBA101	CC	Marketing Management (Business Administration)	4	4	0	0	0	4
MG2CCRBBA102	CC	Business Economics (Business Administration)	4	4	0	0	0	4
MG2VACBBA100	VAC	Indian Constitution (Business Administration/ Business Law)	2	2	0	0	0	2
MG2SECBBA100	SEC	Emerging Technologies and Application (Business Administration)	2	1	0	2	0	3
MG2MDEBBA100	MDE	Media Literacy and Critical Thinking (Business Administration)	2	2	0	0	0	2
	AEC	AEC English	3	3	0	0	0	3
	AEC -OL	AEC - Other Languages	3	3	0	0	0	3
TOTAL CREDIT AND HOURS			24					25



Mahatma Gandhi University

Kottayam

Programme	Bachelor in Business Administration (Honours)				
Course Name	Organisation Behaviour				
Type, of course,	CORE COURSE				
Course Code	MG2CCRBBA100				
Course Level	NA				
Course Summary	<p>This course will cover principles and concepts to understand how individuals interact with each other and their environment in organisational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.</p>				
Semester	2	MGU-BBA (HONOURS) Credits		4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		60			
Pre-requisites					

COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	To develop a basic understanding of the concept of organisational behaviour	U	1	1
2	Demonstrate theoretical knowledge of human behaviour and its implications in the organisation.	A	2	8
3	To understand and examine individual and group behaviour in the workplace to improve the effectiveness of an organisation.	An	3	6
4	To understand organisation culture and analyse leadership styles.	An	3	5
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Introduction to Organisational Behaviour		6 Hrs	
1.1	Meaning, importance, and historical development of organisational behaviour	2	CO1
1.2	Factors influencing organisational behaviour; Contributing disciplines of OB	4	CO1
2: Individual Behaviour		30 hrs	
2.1	Personality, Meaning, Determinants of Personality	3	CO2
2.2	Types of personality: Type A and B, Big Five personality types	3	CO2
2.3	Stages of personality development, Attitude – meaning, components	4	CO2
2.4	Learning- concept, theories-stimulus response theories (classical conditioning theory, operant conditioning theory), Cognitive theories, Social Learning theories	8	CO2

2.5	Perception - concept, perceptual process, factors influencing perception.	4	CO2
2.6	Motivation – Concept, importance; Theories of motivation: Early Theories of motivation – (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation- (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).	8	CO2
Module 3: Group & Team Behaviour			7 hrs
3.1	Group- Concept, Five Stage model of group development; Groupthink and shift.	3	CO3
3.2	Teams; Types of teams; Creating team players from individual building; Individual & Group conflict; e-teams	4	CO3
4: Leadership & Organizational Culture			17 hrs
4.1	Leadership: Concept; Leadership theories - Trait theories, Behavioural theories, Contingency theories, Inspirational Approaches (transformational, charismatic), Authentic leadership;	10	CO4
4.2	Mentoring, self-leadership, Comparison of Indian leadership styles with other countries.	3	CO4
4.3	Organisational Culture: Concept of culture; Impact, Employees and culture; Need and importance of Cross-Cultural management	4	CO4

References

Text Books (Latest Editions):

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

Suggestive Assessment Activities:

CO1:

1.1. Assignment: (Individual/Group 3-5 students)

Analyse real-world organisations (more than one), identify the OB models they use and evaluate their effectiveness in achieving organisational goals. Examine whether these organisations use a single or a Hybrid Model that combines elements of multiple Organisational Behaviour (OB) models to create customised approaches tailored to an organisation's needs.

Presentation can be conducted for this assignment (Group)

1.2. Quizzes/Exams:

For testing CO-based learning domains.

1.3 Assignment- Discuss the Evolution of Organizational Behavior and Its Impact on Modern Practices

Analyse the strengths and weaknesses of OB theories and how they are applied in modern organisations.

CO2:

2.1 Personality Assessment & Reflection

Let students take one or more well-known online personality tests (e.g., the Big Five Personality Test, INFP, MBTI, etc.) and prepare a reflective assessment that discusses their personality traits and how these traits might impact their interactions in teams.

This will help develop self-awareness and understand the relevance of personality types in organisational behaviour.

2.2 Role-Playing Learning Theories

Divide students into groups and assign each group a specific learning theory (e.g., classical conditioning, operant conditioning, cognitive learning). Each group must create and perform a short skit demonstrating how their assigned theory works in a real-life organisational setting (e.g., training employees and managing behaviour). The group performance is to be followed by a brief discussion about how the theory can be implemented in workplace learning and development programs.

2.3. Exams:

For testing CO-based learning domains.

CO3:

3.1 Case Study Analysis on Team Conflict Resolution

Students may be given cases that analyse the situation

3.2 Team Building Exercise (Virtual or In-person)

Organise a series of team-building exercises (e.g., problem-solving challenges, trust exercises). This could include physical tasks (e.g., building a tower from limited materials) if in person. If virtual, use online collaboration tools for teamwork exercises (e.g., virtual scavenger hunt).

3.3 Group Dynamics and Decision-Making: Lessons from 'Ruka Hua Faisla/12 Angry Men

Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision-making and prepare an assignment identifying key concepts and theories.

3.4 Quizzes/Exams:

For testing CO-based learning domains.

CO4

4.1 Leadership Style Inventory & Reflection

Let students take one or more online Leadership Style Inventory assessment tests and prepare a reflective assessment that discusses their leadership style.

4.2 Essay on leadership style of eminent personalities (Individual/Group 3-5 students)

Select a well-known leader from any domain (business, politics, sports, social activism, etc.). Research the leader's life and achievements, focusing on their leadership strategies and techniques.

Presentation can be conducted for this assignment (Group)

4.3 Exams:

For testing CO-based learning domains.

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes		10
2	Assignments/ Personality Assessment & Reflection/ Role-Playing/ Case Study Analysis/ Team Building Exercise/ Leadership Style Inventory & Reflection/ Essay on leadership style of eminent personalities/	Assessment methods specified in the syllabus	10

3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used)	5
4	Group or individual presentation	Presentation of any of the assessment topics given in 2 and 3 above	5
Total Marks			30
(2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO)			

End Semester Evaluation (ESE) - Maximum Marks: 70

Sl. No	Component	Activity	Max. Marks
1	Written Examination 2 hours	Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).	5 X 3=15
		Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).	3 X 5=15
		Long Essay (a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)	2 X 20=40
		Total Marks	



Mahatma Gandhi University

Kottayam

Programme	Bachelor in Business Administration (Honours)					
Course Name	Marketing Management					
Type of Course	CORE COURSE					
Course Code	MG2CCRBBA101					
Course Level	NA					
Course Summary	The marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. It will equip the students with an understanding of the Marketing Mix elements. The course is intended to introduce key principles and activities crucial to the role that marketing has in an organisation.					
Semester	2	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	60
		60				
Pre-requisites						

COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
CO1	Understand fundamental marketing concepts, theories, and principles; understand the role of marketing in the organisation's context.	U	1	1
CO2	Understand consumer behaviour and apply the principles of segmentation, targeting, and positioning.	A	2	8
CO3	To develop a basic marketing mix and marketing strategy	A	3	6
CO4	Understand the contemporary trends in marketing	U	3	5
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Fundamental marketing concepts, theories and principles			11 Hrs
1.1	Meaning, Definition, Nature, Scope and Importance of Marketing.	5	CO1
1.2	Marketing concepts (Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept)	2	CO1
1.3	Marketing Environment: Micro and Macro Environment (Indian context)	2	CO1
1.4	Market and Types of market (B2C, B2G, B2B, C2C)	2	CO1
2. Segmentation, Targeting and Positioning and Understanding Consumer Behaviour			16 hrs
2.1	Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning.	5	CO2

2.2	Consumer Behaviour, Consumer vs customer, Stimulus-Response Model of Consumer Behavior.	2	CO2
2.3	Factors affecting buyer behaviour-Buyer's Cultural, Social, Personal, and Psychological Characteristics (particularly in the Indian context)	4	CO2
2.4	Consumer Buying Decision Process, Traditional vs Experiential Marketing's View of Customer.	2	CO2
3:Marketing Mix		27 hrs	
3.1	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development.	11	CO3
3.2	Pricing Decisions: Determinants of Price, Pricing Methods and strategies.	3	CO3
3.4	Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement-types, Sales Promotion-Types, Public Relations & Publicity and Personal Selling-importance.	8	CO3
3.5	Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailer.	5	CO3
4: Service Marketing and Contemporary Trends		9 hrs	
4.1	Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps	5	CO4
4.2	Contemporary issues in Marketing, Ethics in Marketing.	2	CO4
4.3	Contemporary Trends in Marketing: E-commerce, Digital Marketing, Integrated Marketing, Guerilla Marketing, Rural Marketing, Social Marketing, Green Marketing, AI in Marketing (Introductory aspects only).	2	CO4

References

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.

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

Suggestive Assessment Activities:

CO1:

1.1 Group Assignment/Presentation: (3-5 students)

Analyse the internal and external factors influencing a chosen company's marketing environment and assess their impact on marketing strategies and business performance.

Presentation of the same may be conducted (Group)

1.2 Group Assignment/ Presentation:

Conduct an in-depth market analysis for a specific product, focusing on its potential for growth, and competition, within the Indian market.

Presentation of the same may be conducted (Group)

1.3 Quizzes/Exams:

For testing CO-based learning domains.

CO2:

2.1 Group Assignment/ Presentation

Develop a segmentation, targeting and positioning strategy for a hypothetical product in the Indian market.

Report or presentation may be conducted

2.2 Exams:

For testing CO-based learning domains.

CO3:

3.1 Group Assignment

Design a Marketing Strategy for a New Product: Develop a comprehensive marketing strategy for a new product, incorporating the (appropriate marketing mix).

Presentation of the same may be conducted (Group)

3.2 Group Assignment

Choose any brand of your choice and explore the different aspects of its product line (Product Line Length, Depth, Width, Consistency, and product line differentiation)

Presentation of the same may be conducted (Group)

3.3 Group Assignment

Branding and New Product Development: Study a company's branding strategy, including its approach to innovation and new product development.

Presentation of the same may be conducted (Group)

3.4 Retail Store Visit and Observation

Visit a local retail outlet or an online store to observe competing brands' products, pricing, and promotion strategies. Report findings.

Presentation of the same may be conducted (Group/ Individual)

3.5 Case Study Analysis

3.6 Create an advertisement for a product, service or event (video, print, role play, etc.)

3.7 Quizzes/Exams:

For testing CO-based learning domains.

CO4

4.1 Group Assignment/ Presentation

Designing a Marketing Strategy for a New Service: Develop a comprehensive marketing strategy for a new service offering, incorporating the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence). Include aspects like digital marketing integration, ethical considerations, and green marketing.

Presentation of the same may be conducted (Group)

4.2 Group Assignment/ Presentation

Suppose you are appointed as a marketing manager of a service business looking to expand online, propose digital and e-commerce marketing strategy with the help of digital marketing tools.

Presentation of the same may be conducted (Group)

4.3 Group Assignment/ Presentation

Rural and Social Marketing: Create a marketing campaign targeting rural consumers for a social or green initiative (e.g., eco-friendly products or health education).

Presentation of the same may be conducted (Group)

4.4 Case Study Analysis

4.5 Exams:

For testing CO-based learning domains.

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes:		10
2	Assignments/ group presentations/ Case study Analysis/ Retail store visit and report/ Advertisement creation/	Assessment methods specified in the syllabus	10

3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ marketing events	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used). Marks may be allotted to students who participate in marketing events of inter collegiate competitions based on the submission of participation certificates and report.	5
4	Group or individual presentation	Presentation of any of the assessment topics given in 2 and 3 above	5
Total Marks			30
(2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO)			

End Semester Evaluation (ESE) - Maximum Marks: 70

Sl. No	Component	Activity	Max. Marks
1	Written Examination 2 hours	Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).	5 X 3=15
		Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).	3 X 5=15
		Long Essay (a choice between two options for each question-answer one long essay questions and one case study, one from each pair (9a/9b, 10a/10b)	2 X 20=40
Total Marks			70

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Mahatma Gandhi University

Kottayam

Programme	Bachelor in Business Administration (Honours)					
Course Name	Business Economics					
Type, of Course	CORE COURSE					
Course Code	MG2CCRBBA102					
Course Level	NA					
Course Summary	Business economics uses economic concepts and principles, emphasising demand and supply analysis, production and cost analysis, and different market structures, which are fundamental for further study. This course also introduces important macroeconomic concepts, which are indispensable for understanding the functioning of an economy and might affect business performance.					
Semester	2	MGU-BBA (HONOURS)			4	Total Hours
		Credits				
		Syllabus				
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	60
		60				
Pre-requisites						

COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand the fundamental concepts and principles of microeconomics and its application in business	A	1	10
2	Apply fundamental production and cost concepts to optimise resource utilisation	A	1	1
3	Understand and analyse different market structures and their influence on price and output determination	An	3	2
4	Understand a few key concepts in macroeconomics, the Indian economy and the calculation of National Income	U	4	7
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Fundamentals and Basic Elements of Microeconomics		30 Hrs	
1.1	Economics-Meaning, definition, the Economic Problem: Scarcity and Choice, Positive and Normative, Economics, Micro-economics - meaning, Macro-economic- meaning and scope; Managerial Economics-meaning, definition, significance	3	CO1
1.2	Demand-meaning and definition; Utility-total utility and marginal utility; types of demand; Law of diminishing marginal utility, assumptions, exceptions; Law of demand, assumptions, reasons, exceptions, Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Movement and Shift among Demand Curve	8	CO1
1.3	Elasticity of demand-meaning; Kinds of elasticity; Price elasticity-meaning, degree of price elasticity, factors influencing price elasticity, importance of price elasticity, measurement of price elasticity (theory only); Income elasticity - meaning, degree, uses/importance, measurement (theory only);	10	CO1

	advertisement elasticity: meaning, uses/importance of price elasticity, measurement (theory only); Cross elasticity: meaning, uses/importance, measurement (theory only)		
1.4	Supply- meaning, Supply Schedule: individual and market supply, determinants of supply, law of supply	5	CO1
2: Production Function		12 hrs	
2.1	Factors of Production: Production Function, assumption, managerial uses, Laws of production: Law of Variable Proportions, assumptions reasons, Law of Returns to Scale; Isoquant curve, Isocost curve, Law of Equi-Marginal Utility, Indifference Curves	7	CO2
2.2	Cost-meaning, cost concepts; Theory of Cost- Short Run function, Long Run cost function	5	CO2
3: Analysis of Market		10 hrs	
3.1	Concept of Market; Market forms- Perfect competition-meaning, features; Price and Output Determination Under Perfect Competition	7	CO3
3.2	Monopoly-meaning, features, kinds; Monopolistic Competition-meaning, features, Oligopoly-meaning, features; duopoly (meaning only); monopsony (meaning only); duopsony (meaning only); oligopsony (meaning only)	3	CO3
4: Introduction to Macroeconomics		12 hrs	
4.1	A Brief Introduction of Indian Economy - Pre-and Post-Independence; Current Challenges Faced by Indian Economy; Sustainable Economic Development	4	CO4
4.2	Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income	8	CO4

References

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory

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

Suggestive Assessment Activities:

CO1:

1.1 Survey and report: (Individual/ Group 3-5 students)

Select three different products or services from real life (Example: A fast-moving consumer good (e.g., soft drinks), a luxury item (e.g., smartphones), and a substitute product (e.g., two different coffee brands). For each product, observe the following (by surveying with at least 10 participants):

- Price Elasticity: How does demand change with price variations? (e.g., discounts or price hikes, I will not buy "product X" if the price increases by 10%).
- Income Elasticity: How does demand change for the product as the incomes of consumers vary? (eg: If my income increased by 20%, would you buy more of this product x)
- Cross Elasticity: How demand for one product changes with changes in the price of a substitute or complementary product. (eg, does a competitor's price change influence your decision to buy this product)

Prepare a report (500-1500 words).

1.2 Quizzes/Exams:

For testing CO-based learning domains.

CO2:

2.1 Assignment (Individual/ Group)

Select a small business around you (e.g., a bakery, farm, or local shop) and:

- Identify its factors of production (land, labour, capital, entrepreneurship).
- Assess how these factors influence its production process.
- Highlight any constraints or inefficiencies faced by the business.

Prepare a case study report (500 words-1000 words) detailing the above aspects.

Presentation can be conducted for this assignment (Group)

2.2 Quizzes/ Exams:

For testing CO-based learning domains.

CO3:

3.1 Assignment/ Presentation (Individual/ Group)

Select an industry or product that closely resembles the various forms of market. Compare the features of these market forms and observe whether the chosen examples satisfy them.

A report may be submitted, or a presentation can be conducted for this assignment.

3.2 Quizzes/Exams:

For testing CO-based learning domains.

CO4:

4.1 Essay on India's GDP trends over the years(individual)

Using data collected from sources such as the Economic Survey of India, Reserve Bank of India (RBI) Reports, World Bank and IMF data repositories, and Research papers and articles from reputed journals and publications, write an essay/report that will help understand and analyse India's GDP trends over the years (at least 10 years), identify the key drivers of growth, and explore the challenges hindering sustainable economic development.

Presentation can be conducted for this assignment (Group)

4.2 Quizzes/ Exams:

For testing CO-based learning domains.

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes		10
2	Assignments/ Survey/ Case Study Analysis/ Essay/ Report	Assessment methods specified in the syllabus	10
3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used)	5
4	Group or individual presentation	Presentation of any of the assessment topics given in 2 and 3 above	5
Total Marks			30
(2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO)			

End Semester Evaluation (ESE) - Maximum Marks: 70

Sl. No	Component	Activity	Max. Marks
1	Written Examination 2 hours	Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).	5 X 3=15
		Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).	3 X 5=15
		Long Essay (a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)	2 X 20=40
		Total Marks	70

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Mahatma Gandhi University
Kottayam

Programme	Bachelor in Business Administration (Honours)					
Course Name	Indian Constitution					
Type, of course,	Value Added Course					
Course Code	MG2VACBBA100					
Course Level	NA					
Course Summary	<p>This course provides a distinctive perspective on the Indian Constitution by emphasizing its economic dimensions and influence on business. It explores the historical and ideological foundations of the Constitution as an economic framework, charting its evolution from post-colonial economic governance to contemporary debates. Students will investigate constitutional conflicts over land reforms, economic liberalization, and fiscal federalism, offering insights into competing economic ideologies and interests. Through case studies and legal analysis, the course examines fundamental rights related to business, the dynamics of fiscal federalism, and key constitutional issues shaping India's economic landscape</p>					
Semester	2	Credits			2	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	30
		30				

Pre-requisites	
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COURSE OUTCOMES (CO)

CO NO	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand the Indian Constitution's key features, preamble, and principles as the foundation for governance and socio-economic justice in India.	U	1	9
2	Develop the ability to critically assess the impact of fiscal policies and fundamental rights on the business landscape in India.	U	3	9
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Introduction to the Indian Constitution and Foundations of Economic Reform in Independent India. 15 hrs			
1.1	Introduction to the Indian constitution.	2	CO1
1.2	Salient Features of India Constitution	1	CO1
1.3	Preamble of Indian Constitution & Key Concepts of the Preamble.	2	CO1
1.4	Introduction to Economic Justice in the Constitution- Directive Principles of State Policy (DPSPs) and their economic implications	3	CO1
1.5	Economic Liberalization and Nationalization-Bank Nationalization Cases	1	CO1
1.6	Financial and Tax Reforms in the Post-Emergency Era- Taxation and Fiscal Policy	4	CO1
1.7	Fundamental Duties.	2	CO1

2: Fiscal Federalism, Fundamental Rights and Business in India			15 hrs
1.1	Introduction to Fundamental Rights	1	CO2
1.2	Economic Dimensions of Fundamental Rights	2	CO2
1.3	Concept of Federalism	1	CO2
1.4	Division of Financial Powers- Taxation and revenue allocation between the Centre and State	2	CO2
1.5	Fiscal Federalism and GST	1	CO2
1.6	Fundamental rights vs. economic regulations (e.g., liquor bans, mining rights).	1	CO2
1.7	Key regulations affecting businesses (e.g., SEBI, RBI).	1	CO2
1.8	Emerging Challenges in FinTech and Artificial Intelligence. Regulatory frameworks for the digital economy	2	CO2
1.9	Articles 301-307: Freedom of Trade, Commerce, and Intercourse	3	CO2
1.10	Role of the Finance Commission (Article 280)	1	CO2

CASES

- ✓ Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- ✓ State of Rajasthan v. Mohan Lal Vyas, (1971) 1 SCC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- ✓ Mithilesh Garg v. Union of India, (1992) 1 SCC 168: AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- ✓ Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- ✓ Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- ✓ T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
- ✓ Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- ✓ Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224

- ✓ State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- ✓ Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- ✓ State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- ✓ G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- ✓ Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

References

Text Books (Latest Editions):

1. The Oxford Handbook of the Indian Constitution, Oxford University Press.
2. "Introduction to the Constitution of India", (Students Edition.) by Durga Das Basu (DD Basu): Prentice –Hall, 2008.
3. Indian Fiscal Federalism" by Y.V. Reddy and G.R. Reddy

Suggestive Assessment Activities:

CO1:

1.1. Assignment:

Through this assignment, students will critically analyse how the Indian Constitution has responded to and shaped significant economic challenges and reforms, demonstrating an understanding of the interplay between constitutional principles and economic policy.

Prepare a report (1000-2000 words).

Format: Structured headings with clear, concise paragraphs. Add relevant case studies and examples to substantiate your analysis.

1.2. Quizzes/Exams:

For testing CO-based learning domains.

CO2:

2.1 Debate/ Panel Discussions (Group)

Critically analyse and discuss constitutional and economic challenges posed by contemporary issues, enhancing students' analytical, communication, and teamwork skills.

Topic Allocation:

Assign specific case studies to teams or individuals:

- Banning of diesel engine cars
- Telecom regulation and ownership of broadcast media
- Demonetization

- Aadhaar and data privacy concerns
- Lifting of restrictions on cryptocurrencies

Debate: Two teams for each topic—Pro (supporting the issue) and Con (opposing it).

Panel Discussion: A moderator and 4–5 panellists per topic.

Assessment Criteria: Content Quality (40%), Communication Skills (30%), Critical Thinking (20%), Teamwork and Collaboration (10%)

2.3. Quizzes/ Exams:

For testing CO-based learning domains.

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes:		5
2	Assignments / Essay/ Report/ Debate/ Panel Discussions	Assessment methods specified in the syllabus	5
3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used)	5
	Total Marks		15

End Semester Evaluation (ESE) - Maximum Marks: 35

Sl. No	Component	Activity	Max. Marks
1	Written Examination 1 hour	35 Multiple Choice Questions	1 Mark Each
Total Marks			35

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Mahatma Gandhi University Kottayam

Programme	Bachelor in Business Administration (Honours)				
Course Name	Emerging Technologies and Applications				
Type of Course	Skill Enhancement Course (SEC)				
Course Code	MG2SECBBA100				
Course Level	NA				
Course Summary	To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, etc. and to develop the skill to handle data in Microsoft Excel.				
Semester	2	Credits		2	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		15		30	
Pre-requisites					

COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
CO1	Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing and Industry 4.0	U	1	1
CO2	Develop basic skills to handle data in Microsoft Excel	S	4	2
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Introduction to emerging technology		15 Hrs	
1.1	Introduction to Cloud Computing: Meaning and Definition, the evolution from traditional IT infrastructure to cloud computing, Key features; Components of Cloud Computing (Hardware, software, networks, and virtualisation & Public, Private, and Hybrid Clouds); Importance in the Business World; challenges of adopting cloud technologies; Understand various cloud service models (IaaS, PaaS, SaaS) (concept only); key players in the cloud industry and their offerings	5	CO1
1.2	Industry 4.0: Meaning, Core Technologies of Industry 4.0, Benefits and challenges; IoT: Meaning, Components of IoT Systems, IoT in Various Industries and businesses, Benefits and challenges.	5	CO1
1.3	Block chain Technology: Fundamentals of Block chain- Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	5	CO1
2. Introduction to Microsoft Excel		30 hrs	

2.1	<p>Understanding key Concepts: Spreadsheet, Areas in a spreadsheet (Ribbon, Tabs, Quick Access, Name bar, Formula Bar, Toolbar), Workbook, Worksheet, Cells, Rows, Columns;</p> <p>Basic Operations: Creating a new worksheet, Renaming, Inserting, and Deleting Worksheets; Opening, saving, closing and printing workbooks; Cell selection and navigation;</p> <p>Modifying spreadsheet: cut, copy, paste data; changing row height and column width, adding, deleting and hiding/unhiding rows and columns, merge or split cells, wrap cell;</p> <p>Formatting: format numbers, cell borders, font, size, colour, alignment, orientation, indentation, using format painter; format table;</p> <p>Undo, Redo, Basic excel shortcuts keys;</p> <p>Conditional Formatting</p>	7	CO2
2.2	<p>Data Management and Organization in excel:</p> <p>Sorting and Filtering Data (Basic only); Data Validation (Creating drop-down lists); Ensuring data consistency by restricting data types (e.g., numbers only); Using Freeze Panes</p>	6	CO2
2.3	<p>Working with basic mathematical operators, Excel Functions and Formulas</p> <p>Cell referencing: Absolute, relative and mixed referencing; Working with mathematical operators in Excel: Addition, subtraction, multiplication, and division; Sums using mathematical order of operations;</p> <p>Excel functions: <i>Arithmetic Functions</i> (Sum, Average, Max, Min, Fact, Count, Countif, Round, Sqrt, Power, Log); <i>Statistical Functions</i> (Average; Standard deviation; Mode; Median, Range), <i>Logical Functions</i> (IF, AND, OR, NESTED IF, IF AND, IF OR)</p>	10	CO2
2.4	<p>Data Visualization in Excel</p> <p>Creating Charts and Graphs: different types of charts and graph in excel;</p> <p>Create column charts (Clustered Column, Stacked Column, 100% Stacked Column),</p> <p>Bar Charts (Clustered Bar, Stacked Bar, 100% Stacked Bar),</p> <p>Pie Charts (Simple, 3D, Doughnut pie), Simple line graph</p> <p>Basic Chart Formatting: Selecting the Chart, Changing</p>	7	CO2

	the Chart Type; Adding and formatting Chart elements: Chart Title, Axis, Axis Titles, legends, gridlines, data labels, chart style, colour; Modifying Axis Scale.		
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References

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited by Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
11. <https://www.scribd.com/document/671869762/Microsoft-Excel-Book-2022>
12. [https://mcrhrdi.gov.in/group12019/Reading%20Material/IT/Adv.Excel%20-%20Handbook\(7-6-17\).pdf](https://mcrhrdi.gov.in/group12019/Reading%20Material/IT/Adv.Excel%20-%20Handbook(7-6-17).pdf)

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

SL. NO	Component	Activity	Max. Marks
1	Quiz/Exams/MCQ		10
2	Lab involvement and subject knowledge		5
	Total Marks		15

End Semester Evaluation (ESE) - Maximum Marks: 35

Sl. NO	Component	Activity	Max. Marks
2	Practical Examination 1.5 hours	Two practical questions from (module 2) 2 questions of 15 marks 5 marks for viva (module 1)	2*15=30 5 marks for viva
	Total Marks		35



Mahatma Gandhi University

Kottayam

Programme	Bachelor in Business Administration (Honours)					
Course Name	Media Literacy and Critical Thinking					
Type, of Course	MULTI DISCIPLINARY ELECTIVE					
Course Code	MG2MDEBBA100					
Course Level	NA					
Course Summary	This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.					
Semester	2	MGU-BBA (HONOURS)			2	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	30
		30				
Pre-requisites						

COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.	U	1	1
2	Apply media literacy principles to make informed decisions about media consumption and production.	A	2	2
3	Understand the complexities of media production, distribution, and audience behaviour.	U	3	3
4	Understand the ethical standards in media content creation and consumption.	U	3	8
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

COURSE CONTENT

Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
1: Foundations of Media Literacy and Critical Thinking			6 Hrs
1.1	Core principles of media literacy and critical thinking; Definition and significance of media literacy;	2	CO1
1.2	Historical evolution within the Indian context;	2	CO1
1.3	Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.	2	CO1
2: Deconstructing Media Texts			9 hrs
2.1	Forms of media texts, including print, broadcast, digital, and social media;	3	CO2
2.2	Textual analysis and the deconstruction of visual media using semiotics	2	CO2

2.3	The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.	4	CO2
3: Media Consumption and Production Dynamics			9 hrs
3.1	Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content	6	CO3
3.2	Techniques for critically evaluating media content and analysing audience consumption patterns	3	CO3
4: Ethics and Regulations in media			6 hrs
4.1	Ethical and regulatory considerations inherent in media practices	3	CO4
4.2	Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards	3	CO4

Text Books (Latest Editions):

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

Suggestive Assessment Activities:

CO1:

1.1 Concept Mapping:

Create a mind map to represent core principles of media literacy visually.

1.2 Case Study Analysis:

Analyse a case where students assess the role of media literacy in resolving a real-world issue.

1.3 Assignment:

Written assignment on topics related to the evolution of Indian print, radio, television, and digital media.

1.4 Quizzes/Exams:

For testing CO-based learning domains.

CO2:

2.1 Debate

Debate can be organised on media-covered Indian social issues/ case studies.

2.2 Decoding Advertisements Using Semiotics

Select a popular advertisement (images or short video clips). Analyse the advertisement by analysing the media text/video (eg: tagline, storyline, jingle, etc.), form and medium, identifying and analysing semiotic analysis, Cultural and Social Context/ impact analysis, analysis of likely impact of ad on consumer behaviour, critical reflection (strength and limitation)

Report may be submitted or group presentation may be conducted.

2.3 Quizzes/Exams:

For testing CO-based learning domains.

CO3:

3.1 Media Portfolio:

Collect examples of different forms of media on a socially/economically/ environmentally relevant topic (e.g., newspaper articles, TV ads and social media posts on the representation of women in media) and present a comparative analysis based on purpose, tone and message, medium-specific features, societal impact, etc.

A Poster or PowerPoint Presentation may be conducted.

3.2 Film Screening and Discussion

Screen relevant films or documentaries on a socially/economically/ environmentally relevant topic, followed by a group discussion or written review.

3.3 Media Detectives (Group)

Select a type of media (e.g., a TV show, a social media platform, a news website, a music video, YouTube shots, or Instagram reels). Be media detectives and do content analysis, audience consumption pattern and present findings;

Observe and analyse the following:

a) What messages are being conveyed? Are they explicit or implicit? b) Who is the target audience? How do you know? c) What techniques are used to grab attention (e.g., humour, fear, satire, music, colour coding, branding etc.)? d) Are there any biases or stereotypes present? e) Are there any social or political messages being conveyed? f) What emotions or reactions does it evoke in people? g) How does it influence their behaviour or beliefs?

3.3 Quizzes/Exams:

For testing CO-based learning domains.

CO4:

4.1 Case Study Analysis:

A case study analysis to help students analyse ethical issues/considerations inherent in Indian media practices

4.2 Written Assignment/ Report

Written Assignment/ Report on the regulatory framework and the self-regulatory bodies governing media content in India.

4.3 Quizzes/Exams:

For testing CO-based learning domains.

ASSESSMENT

Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes		5
2	Assignments / Case study/ Report/ Decoding Advertisements / Debate/ Media portfolio/ film screening/ Media Detectives	Assessment methods specified in the syllabus	5
3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation/ any other method	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used)	5
	Total Marks		15

End Semester Evaluation (ESE) - Maximum Marks: 35

Sl. No	Component	Activity	Max. Marks
1	Written Examination 1 hour	35 Multiple Choice Questions	1 Mark Each
Total Marks			35



MGU-BBA (HONOURS)

Syllabus