

Mahatma Gandhi University, Kottayam
Centre for Distance and Online Education (CDOE)

Bachelor in Business Administration (Honours) (online Mode)

Semester 1 - Syllabus

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Principles and Practices of Management

Core course Course code : MG1CCRBBA100

Credits : 4

Course Outcomes (CO)

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

Course Content

Topics	CO No.
Module 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, organising, directing, and controlling	CO1 CO2 CO3
Module 2 : Planning, Organising 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 delegation, Centralisation vs Decentralisation of authority– Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – recruitment, selection	CO1 CO2 CO3
Module 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
Module 4 : Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis, Ethical issues in management, Corporate social responsibility (CSR)	CO4

References - Text Books

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.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2 *	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each (15 minutes)	20 questions 2 marks each (40 minutes)	5 questions 3 marks each (15 minutes)

Financial Accounting

Core Course Course code : MG1CCRBBA101

Credits : 4

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Identify the application of various principles and practice of Accounting in preparation of accounting statements.	U	Y1 – PO1
2	Familiarise the Annual Financial statements of Company form of business	U	Y1 – PO1
3	Demonstrate the knowledge of the process of accounting cycle.	A	Y1 – PO3
4	Apply the knowledge of systematic maintenance of books of accounts to real life business.	A, An	Y1 – PO4
5	Estimate Annual Financial statements of Sole proprietorship	An	Y1 – PO4
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 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
Module 2 : Recording transactions and Trial balance Transactions Rule of debit and credit, Entry in Journal, Understanding the concepts of Subsidiary 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.	CO2
Module 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
Module 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

References

1. Jain S.P., & Narang K L., Basic Financial Accounting, New Delhi, 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.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each (15 minutes)	20 questions 2 marks each (40 minutes)	5 questions 3 marks each (15 minutes)

Business Statistics and Logic

Core Course

Course code : MG1CCRBBA102

Credits : 4

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Outline the relevant concepts of Statistics to a given context/ business scenario	U	Y1 – PO1
2	Demonstrate data handling skills with clarity and logical reasoning.	A	Y1 – PO4
3	Organise business data and conduct statistical treatment.	A	Y1 – PO3
4	Evaluate and interpret data using appropriate statistical techniques.	E, C	Y1 – PO4
5	Explain data trends using appropriate statistical models	An	Y1 – PO3
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 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 deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Concepts of Skewness and kurtoses and its importance	CO1 CO2 CO3 CO4
Module 2 : Correlation and Regression Correlation - Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error- 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.	CO1 CO3 CO4 CO5
Module 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.	CO1 CO3 CO4
Module 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.	CO2

References - Text Books

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? Behavioural and Brain Sciences, 23(5), 645-665.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each (15 minutes)	20 questions 2 marks each (40 minutes)	5 questions 3 marks each (15 minutes)

Business Communication – I

Core Course

Course code : MG1CCRBBA103

Credits : 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimise the same.	U	Y1 – PO1
2	Apply the skills of effective letter writing and be able to create various kinds of Business letters.	A	Y1 – PO2
3	Analyse and evaluate various kinds of business correspondence and e-correspondence	An	Y1 – PO2 Y1 – PO4
4	Able to present in front of an audience with confidence and expertise.	S	Y1 – PO2
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 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
Module 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
Module 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).	CO4
Module 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.	CO3

References

1. 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. Rodriguez M V, —Effective Business Communication Concept, Vikas Publishing Co.
9. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
10. 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>

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	15	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	25 out of 30 qns	25 minutes 25 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	30 questions 50 marks 50 minutes	15 questions 1 mark each (15 minutes)	10 questions 2 marks each (20 minutes)	5 questions 3 marks each (15 minutes)

Indian Systems of Health and Wellness

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Multidisciplinary Elective Course (MDE) Course code : MG1MDEBBA100 Credits : 2

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Explain the concept and nature of health, wellness and its various implications	U	Y1 – PO1 Y1 – PO3
2	Demonstrate adequate knowledge on well-being and promotion of healthy behaviour.	U	Y1 – PO1
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 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 workplace.	CO1
Module 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
Module 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
Module 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

References - Text Books

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

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
2	15	35	50

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	5	15

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	15 out of 18 qns	15 minutes 15 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	21 questions 35 marks 35 minutes	10 questions 1 mark each (10 minutes)	8 questions 2 marks each (16 minutes)	3 questions 3 marks each (9 minutes)

Environmental Science and Sustainability

Value Added Course (VAC) Course code : MG1VACBBA100 Credits : 2

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand the basic environmental concepts and issues relevant to the business and management field.	U, R	Y1 – PO1
2	Recognise the interdependence between environmental processes and socioeconomic dynamics.	U, An	Y1 – PO3
3	Determine the role of business decisions, policies, and actions in minimising environmental degradation.	E	Y1 – PO3
4	Identify possible solutions to curb environmental problems caused by managerial actions.	An, E	Y1 – PO4
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	A, C	Y1 – PO4
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 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
Module 2 : Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. 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.	CO2
Module 3 : Environmental Pollution, Waste Management, and Sustainable Development 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	CO1 CO4

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 impact	
Module 4 : Social Issues, Legislation, and Practical Applications Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. 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.	CO3 CO5

References - Text Books

1. Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
2. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
3. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
4. Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.
5. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future(13thed,). Pearson.

Web links

1. <https://www.ourplanet.com>
2. <https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html>
3. www.myfootprint.org
4. <https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/ecosystem/ecosystem.html>

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
2	15	35	50

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	5	15

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	15 out of 18 qns	15 minutes 15 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	21 questions 35 marks 35 minutes	10 questions 1 mark each (10 minutes)	8 questions 2 marks each (16 minutes)	3 questions 3 marks each (9 minutes)

Developing Communication Skills

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Ability Enhancement Course (AEC) Course code : MG1AECOE105 Credits : 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*
1	Communicate effectively	S
2	Discuss basic issues of translation	U, A
3	Make effective presentations	C, A
4	Critically view literary texts and the world around	An
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)		

Course Content

Topics	CO No.
Module 1 : Basics of English Grammar Tenses; Concord; Voices; Clauses Question Tags Direct and indirect speech; Common errors Practical sessions, class activities	CO1
Module 2 : Translation and Critical Thinking Definition and scope of translation; Types of translation Faithfulness and equivalence Short Stories O. Henry – After Twenty Years Lalithambika Antharjanam – The Goddess of Revenge Poetry Jayanta Mahapatra – Hunger Maya Angelou – Caged Bird Hira Bansode – Bosom Friend Practical sessions, class activities	CO2 CO4
Module 3 : Comprehension and Presentation Skills Reading comprehension Group discussions; Debates Interview skills Notices, agenda and minutes Practical sessions, class activities	CO3

Learning Resources

1. F.T. Wood. *A Remedial English Grammar for Foreign Students*. Trinity, 2019.
2. Michael Swan and Catherine Walter. *The Good Grammar Book*. OUP Oxford, 2001.
3. David Green. *Contemporary English Grammar: Structures and Composition*. Laxmi Publications, 2015.
4. Krishna Mohan and Meera Banerjee. *Developing Communication Skills*. Macmillan, 1990.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	15	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	10 out of 15 qns	10 minutes 10 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ and Descriptive	18 questions 50 marks 90 minutes	15 questions 2 marks each (MCQ)	2 out of 4 qns 5 marks each (Descriptive)	1 out of 2 qns 10 marks (Reading comprehension or translation)

അനുഭവാവ്യായാസങ്ങൾ

Ability Enhancement Course (AEC) Course code : MG1AECOML103 Credits : 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*
1	അനുഭവാവ്യായാസങ്ങളുടെ വിവിധ ഭാഷാമാതൃകകൾ പരിചയപ്പെടുന്നു	U, E
2	സാഹിത്യത്തിലെ വിവിധ ജനുസ്സുകൾ തിരിച്ചറിയുന്നു	R, U, An
3	ആത്മകഥ, ജീവിതമെഴുത്ത് എന്നിവയുടെ ഭാഷാപരവും സാംസ്കാരികവുമായ പ്രാധാന്യം മനസ്സിലാക്കുന്നു	U, A, An, E
4	ജീവചരിത്രം, യാത്രാവിവരണം എന്നീ സാഹിത്യ വിഭാഗങ്ങളെയും അതിന്റെ വിവിധ പ്രകാരഭേദങ്ങളെയും കുറിച്ചുള്ള ധാരണ ആഴപ്പെടുന്നു	U, A, An, E
5	വരമൊഴിയിലുള്ള അനുഭവാവ്യായാസങ്ങൾക്ക് സമാന്തരമായി ശ്രാവ്യ-ദൃശ്യ മേഖലകളിലുള്ള ആവ്യായാസങ്ങളെയും തിരിച്ചറിയുന്നു	U, A, C
6	സാന്നുഭവങ്ങളെ ഭാഷയിലൂടെയും മറ്റു മാധ്യമങ്ങളിലൂടെയും പ്രകാശിപ്പിക്കാനുള്ള ശേഷി കൈവരിക്കുന്നു	C, S
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)		

Course Content

Topics	CO No.
Module 1 ആമുഖം: ഭാവവും അനുഭവവും -അനുഭവവും ആവിഷ്കാരവും - ആവിഷ്കാരതന്ത്രങ്ങൾ - വിവിധ ആവ്യായാസരീതികൾ - അനുഭവവും ഭാഷ പ്രകടനങ്ങളും. 1. ഞാനും എന്റെ പാട്ടും - മറിയാമ്മച്ചേടത്തി (മറിയാമ്മച്ചേടത്തി പറഞ്ഞുകൊടുത്ത് രാമാനുജൻ എഴുതിയെടുത്ത് 2003 ജനുവരിയിലെ ഭാഷാഭോഷിണിയിൽ പ്രസിദ്ധീകരിച്ച അനുഭവാവ്യായാസം). പാഠലഭ്യതയ്ക്ക് : മറിയാമ്മച്ചേടത്തിയുടെ മാണിക്കംപെണ്ണ് : നാടൻ പാട്ടുകളും ലേഖനങ്ങളും, സെബാസ്റ്റ്യൻ വട്ടമറ്റം, പുസ്തകലോകം, കോഴിക്കോട്, 2023. 2. പുലയനൊരു പള്ളി... (പാട്ട്) - പൊയ്കയിൽ അപ്പച്ചൻ 3. രാമനാഥൻ ഒരു ബാല്യാനുഭവം (കവിത) - വൈലോപ്പിള്ളി ശ്രീധരമേനോൻ 4. മഹാനടൻ (സ്തമരണ) - ബാലചന്ദ്രൻ ചുള്ളിക്കാട്	CO1 CO2 CO3

Module 2 1. കണ്ടൽക്കാടുകൾക്കിടയിൽ എൻറെ ജീവിതം (ആത്മകഥ) - കല്ലേൻ പൊക്കുടൻ 2. മഞ്ജുതരം (ആത്മകഥ) - കലാമണ്ഡലം ഹൈദരലി	CO2 CO3
Module 3 1. ബംബം ഹരഹര ബംബം ബോൽ - (യാത്രാവിവരണം) - സക്കറിയ 2. മാച്ചു പിച്ച് യാത്ര - ഒരു സഞ്ചാരിയുടെ ഡയറിക്കുറിപ്പുകൾ (ദ്വുശ്യാത്രാവിവരണം, 29' 50") - സന്തോഷ് ജോർജ് കുളങ്ങര (സഫാരി ടിവി, ഒരു സഞ്ചാരിയുടെ ഡയറിക്കുറിപ്പുകൾ, എപ്പിസോഡ് 540)	CO3 CO4 CO5
Module 4 Practicum അനുഭവാഖ്യാനം തയ്യാറാക്കുക എഴുത്തായോ, വീഡിയോ/ഓഡിയോ ആയോ അവതരണം നടത്താവുന്നതാണ്. പോഡ്കാസ്റ്റിംഗ്, വോഡ്കാസ്റ്റിംഗ് എന്നിവയുമാകാം)	CO5 CO6

Learning Resources

1. കല്ലേൻ പൊക്കുടൻ, കണ്ടൽക്കാടുകൾക്കിടയിൽ എൻറെ ജീവിതം, , ശ്രീൻബുക്സ്, 2013
2. കലാമണ്ഡലം ഹൈദരലി, മഞ്ജുതരം, റെയിൻബോ പബ്ലിഷേഴ്സ്, 2006
3. ജോർജ് കെ. എം., ജീവചരിത്രസാഹിത്യം, എൻ. ബി. എസ്., കോട്ടയം, 1982.
4. നടുവട്ടം ഗോപാലകൃഷ്ണൻ, ആത്മകഥാസാഹിത്യം മലയാളത്തിൽ, കേരളഭാഷ ഇൻസ്റ്റിറ്റ്യൂട്ട്, 1985.
5. പൊയ്കയിൽ അപ്പച്ചൻ, പ്രത്യക്ഷ രക്ഷാ ദൈവസഭാ പാട്ടുകൾ, കേരള സാഹിത്യഅക്കാദമി, 2011.
6. ബാലചന്ദ്രൻ ചുള്ളിക്കാട്, ചിദംബരസ്തമരണ, ഡി.സി. ബുക്സ്, 2001.
7. വൈലോപ്പിള്ളി ശ്രീധരമേനോൻ, കൃഷ്ണമൃഗങ്ങൾ, വൈലോപ്പിള്ളി സ്മാരകസമിതി, 1987.
8. സക്കറിയ, ബംബം ഹരഹര ബംബം ബോൽ, ഡി.സി. ബുക്സ്, 2011.
9. സന്തോഷ് ജോർജ് കുളങ്ങര, മാച്ചു പിച്ച് യാത്ര - ഒരു സഞ്ചാരിയുടെ ഡയറിക്കുറിപ്പുകൾ, സഫാരി ടിവി, എപ്പിസോഡ് 540.
https://youtu.be/TRZ5aEZ_9iU?si=sCYMz1rPCXe2eeZL
10. സെബാസ്റ്റ്യൻ വട്ടമറ്റം, മറിയാമ്മച്ചേട്ടത്തിയുടെ മാണിക്കംപെണ്ണ് : നാടൻ പാട്ടുകളും ലേഖനങ്ങളും, പുസ്തകലോകം, കോഴിക്കോട്, 2023.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
5	20	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	5 out of 5 qns	5 minutes

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ and Descriptive	18 questions 50 marks 90 minutes	10 questions 1 mark each (MCQ)	8 out of 12 qns 5 marks each (Descriptive)	N.A.

गद्य प्रभा (GADYA PRABHA)

Ability Enhancement Course (AEC) Course code : MG1AECOML103 Credits : 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*
1	Critically analyse and interpret various prose texts, identifying their themes, styles, socio-cultural relevance and Awareness of contemporary social issues.	An
2	Develop a deeper understanding of self-reflection, personal struggles, marginalised voices and significance of autobiographical writing in literature.	A
3	Develop analytical skills by exploring scientific perspectives, human psychology and social satire through essays, character sketches and satire	A
4	Develop an understanding of diverse prose and poetic forms enhancing their literary sensibility.	A
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)		

Course Content

Topics	CO No.
Module 1. कविता और लघु कथा 1.1. विज्ञापन सुंदरी (कविता) लीलाधर जगूड़ी 1.2. ठंडी रजाई (लघु कथा) सुकेश साहनी 1.3. मसीहा की आँखें (लघु कथा) बलराम	CO1 CO4
Module 2. डायरी और आत्मकथांश 2.1. प्रवास की डायरी (12-13-अप्रैल 1952) (डायरी) हरिवंश राय बच्चन 2.2. चोरी और प्रायश्चित (आत्मकथांश) महात्मा गाँधी 2.3. शिंकजे का दर्द (आत्मकथांश) सुशीला टाकमैरे	CO2 CO4
Module 3. व्यंग्य, विनबंध और रेखाचित्र 3.1. बस की यात्रा (व्यंग्य) हरिशंकर परसाई 3.2. शविन सबसे सुंदर ग्रह (निबंध) गुणाकर मुले 3.3. प्रथम भेंट-अंशितम भेंट (रेखाचित्र) महादेवी वर्मा	CO3 CO4

Prescribed Text Book

1. डॉ. मेरली के. पुन्नूस, डॉ. नादिया सी. राज(सं), (2024), गद्य मंजरी, वाणी प्रकाशन, नई दिल्ली (Page no. 36-39)

References

1. गोपाल राय (2011) हिंदी कहानी का इतिहास (Vol 1), राजकमल प्रकाशन, नई दिल्ली
2. रामदरश विमश्र (2005), विहन्दी कहानी अंतरंग पहचान, वाणी प्रकाशन, नई दिल्ली
3. शंभु गुप्त (2015), कहानी समकालीन चुनौतियाँ, वाणी प्रकाशन, नई दिल्ली
4. डॉ राकेश नारायण द्विवेदी, डॉ रामप्रताप सिंह प्रकाश (सं), (2017) प्रकीर्णिका शिशखर, लोकभारती प्रकाशन, इलाहाबाद
5. डॉ सत्यवीर सिंह (सं), (2017), गद्य प्रसून, लोकभारती प्रकाशन, इलाहाबाद
6. एम. एस. जयमोहन (सं), (2006), हिंदी कविता प्रयोग से समकालीन तक, लोकभारती प्रकाशन, नई दिल्ली

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	15	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	10 out of 10 qns	10 minutes 10 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ and Descriptive	29 questions 50 marks 90 minutes	20 questions 1 mark each (MCQ)	5 out of 7 qns 2 marks each (Very short qns)	4 out of 6 qns 5 marks each (Reading comprehension or Descriptive)

Mahatma Gandhi University, Kottayam
Centre for Distance and Online Education (CDOE)

Bachelor in Business Administration (Honours) (online Mode)

Semester 2 - Syllabus

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<i>മത്സരപരീക്ഷകളിലെ മലയാളം.....</i>	<i>15</i>
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Organisation Behaviour

Core course

Course code: MG2CCRBBA100

Credits: 4

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	To develop a basic understanding of the concept of organisational behaviour	U	1
2	Demonstrate theoretical knowledge of human behaviour and its implications in the organisation.	A	2
3	To understand and examine individual and group behaviour in the workplace to improve the effectiveness of an organisation.	An	3
4	To understand organisation culture and analyse leadership styles.	An	3
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: Introduction to Organisational Behaviour Meaning, importance, and historical development of organisational behaviour. Factors influencing organisational behaviour; Contributing disciplines of OB	CO1
Module 2: Individual Behaviour Personality, Meaning, Determinants of Personality. Types of personality: Type A and B, Big Five personality types. Stages of personality development. Attitude – meaning, Components. Learning- concept, theories-stimulus response theories (classical conditioning theory, operant conditioning theory), Cognitive theories, Social Learning theories Perception - concept, perceptual process, factors influencing perception. 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).	CO2
Module 3: Group & Team Behaviour Group- Concept, Five Stage model of group development; Groupthink and shift. Teams; Types of teams; Creating team players from individual building; Individual & Group conflict; e-teams	CO3
Module 4: Leadership & Organisational Culture Leadership: Concept; Leadership theories - Trait theories, Behavioural theories, Contingency theories.	CO4

Inspirational Approaches (transformational, charismatic), Authentic leadership Mentoring, self-leadership, Comparison of Indian leadership styles with other countries. Organisational Culture: Concept of culture; Impact, Employees and culture; Need and importance of Cross- Cultural management	
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References- Text Books

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

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2 *	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each	20 questions 2 marks each	5 questions 3 marks each

Marketing Management

Core Course

Course code: MG2CCRBBA101

Credits: 4

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand fundamental marketing concepts, theories, and principles; understand the role of marketing in the organisation's context.	U	1
2	Understand consumer behaviour and apply the principles of segmentation, targeting, and positioning.	A	2
3	To develop a basic marketing mix and marketing strategy	A	3
4	Understand the contemporary trends in marketing	U	3
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: Fundamental marketing concepts, theories and principles Meaning, Definition, Nature, Scope and Importance of Marketing. Marketing concepts (Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept) Marketing Environment: Micro and Macro Environment (Indian context) Market and Types of market (B2C, B2G, B2B, C2C)	CO1
Module 2: Segmentation, Targeting and Positioning and Understanding Consumer Behaviour Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning. Consumer Behaviour, Consumer vs customer, Stimulus-Response Model of Consumer Behaviour. Factors affecting buyer behaviour-Buyer's Cultural, Social, Personal, and Psychological Characteristics (particularly in the Indian context) Consumer Buying Decision Process, Traditional vs Experiential Marketing's View of Customer.	CO2

Module 3: Marketing Mix 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. Pricing Decisions: Determinants of Price, Pricing Methods and strategies. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement-types, Sales Promotion-Types, Public Relations & Publicity and Personal Selling-importance. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailer.	CO3
Module 4: Service Marketing and Contemporary Trends Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps Contemporary issues in Marketing, Ethics in Marketing. Contemporary Trends in Marketing: E-commerce, Digital Marketing, Integrated Marketing, Guerilla Marketing, Rural Marketing, Social Marketing, Green Marketing, AI in Marketing (Introductory aspects only).	CO4

References

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

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each	20 questions 2 marks each	5 questions 3 marks each

Business Economics

Core Course

Course code: MG2CCRBBA102

Credits: 4

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand the fundamental concepts and principles of microeconomics and its application in business	A	1
2	Apply fundamental production and cost concepts to optimise resource utilisation	A	1
3	Understand and analyse different market structures and their influence on price and output determination	An	3
4	Understand a few key concepts in macroeconomics, the Indian economy and the calculation of National Income	U	4
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: Fundamentals and Basic Elements of Microeconomics 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. 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 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); advertisement elasticity: meaning, uses/importance of price elasticity, measurement (theory only); Cross elasticity: meaning, uses/importance, measurement (theory only) Supply- meaning, Supply Schedule: individual and market supply, determinants of supply, law of supply	CO1

Module 2: Production Function 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 Curve Cost-meaning, cost concepts; Theory of Cost- Short Run function, Long Run cost function	CO2
Module 3: Analysis of Market Concept of Market; Market forms- Perfect competition- meaning, features; Price and Output determination under perfect competition. Monopoly-meaning, features, kinds; Monopolistic Competition-meaning, features, Oligopoly-meaning, features; duopoly (meaning only); monopsony (meaning only); duopsony (meaning only); oligopsony (meaning only)	CO3
Module 4 : Introduction to Macroeconomics A Brief Introduction of Indian Economy - Pre-and Post- Independence; Current Challenges Faced by Indian Economy; Sustainable Economic Development Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income	CO4

References - Text Books

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, 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

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
4	30	70	100

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
15	15	30

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	30 out of 35 qns	30 minutes 30 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	40 questions 70 marks 70 minutes	15 questions 1 mark each	20 questions 2 marks each	5 questions 3 marks each

Indian Constitution

Value Added Course

Course code: MG2VACBBA100

Credits: 2

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand the Indian Constitution's key features, preamble, and principles as the foundation for governance and socio-economic justice in India	U	1
2	Develop the ability to critically assess the impact of fiscal policies and fundamental rights on the business landscape in India.	U	3
* Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: Introduction to the Indian Constitution and Foundations of Economic Reform in Independent India. Introduction to the Indian constitution, Salient Features of India Constitution Preamble of Indian Constitution & Key Concepts of the Preamble. Introduction to Economic Justice in the Constitution- Directive Principles of State Policy (DPSPs) and their economic implications Economic Liberalisation and Nationalisation-Bank Nationalisation Cases Financial and Tax Reforms in the Post-Emergency Era- Taxation and Fiscal Policy Fundamental Duties.	CO1
Module 2 Fiscal Federalism, Fundamental Rights and Business in India Introduction to Fundamental Rights Economic Dimensions of Fundamental Rights Concept of Federalism Division of Financial Powers- Taxation and revenue allocation between the Centre and state; Fiscal Federalism and GST Fundamental rights vs. economic regulations (e.g., liquor bans, mining rights). Key regulations affecting businesses (e.g., SEBI, RBI). Emerging Challenges in FinTech and Artificial Intelligence. Regulatory frameworks for the digital economy Articles 301-307: Freedom of Trade, Commerce, and Intercourse Role of the Finance Commission (Article 280)	CO2

CASES

- ⇒ Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- ⇒ State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 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

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

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
2	15	35	50

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	5	15

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	15 out of 18 qns	15 minutes 15 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	21 questions 35 marks 35 minutes	10 questions 1 mark each	8 questions 2 marks each	3 questions 3 marks each

Emerging Technologies and Applications

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Skill Enhancement Course (SEC) Course code: MG2SECBB100 Credits: 2

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing and Industry 4.0	U	1
2	Develop basic skills to handle data in Microsoft Excel	S	4
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: Introduction to emerging technology 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. 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. Block chain Technology: Fundamentals of Block chain- Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	CO1
Module 2: Introduction to Microsoft Excel Understanding key Concepts: Spreadsheet, Areas in a spreadsheet (Ribbon, Tabs, Quick Access, Name bar, Formula Bar, Toolbar), Workbook, Worksheet, Cells, Rows, Columns Basic Operations: Creating a new worksheet, Renaming, Inserting, and Deleting Worksheets; Opening, saving, closing and printing workbooks; Cell selection and navigation;	CO2

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;

Formatting: format numbers, cell borders, font, size, colour, alignment, orientation, indentation, using format painter; format table

Undo, Redo, Basic excel shortcuts keys; Conditional Formatting

Data Management and Organisation in excel:

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

Working with basic mathematical operators, Excel Functions and Formulas

Cell referencing: Absolute, relative and mixed referencing; Working with mathematical operators in Excel: Addition, subtraction, multiplication, and division; Sums using mathematical order of operations

Excel functions: *Arithmetic Functions* (Sum, Average, Max, Min, Fact, Count, Countif; Round; Sqrt; Power, Log); *Statistical Functions* (Average; Standard deviation; Mode; Median, Range), *Logical Functions* (IF, AND, OR, NESTED IF, IF AND, IF OR)

Data Visualisation in Excel

Creating Charts and Graphs: different types of charts and graph in excel;

Create column charts (Clustered Column, Stacked Column, 100% Stacked Column), Bar Charts (Clustered Bar, Stacked Bar, 100% Stacked Bar),

Pie Charts (Simple, 3D, Doughnut pie), Simple line graph

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

References - Text Books

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. 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)

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
2	15	35	50

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	5	15

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	15 out of 18 qns	15 minutes 15 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	21 questions 35 marks 35 minutes	10 questions 1 mark each	8 questions 2 marks each	3 questions 3 marks each

Media Literacy and Critical Thinking

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Multi Disciplinary Elective (MDE) Course code: MG2MDEBBA100 Credits: 2

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.	U	1
2	Apply media literacy principles to make informed decisions about media consumption and production.	A	2
3	Understand the complexities of media production, distribution, and audience behaviour.	U	3
4	Understand the ethical standards in media content creation and consumption.	U	3
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1 : Foundations of Media Literacy and Critical Thinking Core principles of media literacy and critical thinking; Definition and significance of media literacy; Historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.	CO1
Module 2 : Deconstructing Media Texts Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.	CO2
Module 3 : Media Consumption and Production Dynamics Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content Techniques for critically evaluating media content and analysing audience consumption patterns	CO3
Module 4 : Ethics and Regulations in media Ethical and regulatory considerations inherent in media practices Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards	CO4

References - Text Books

- Potter, W. J. Media literacy (8th ed.). SAGE Publications.
- 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.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
2	15	35	50

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	5	15

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	15 out of 18 qns	15 minutes 15 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks	21 questions 35 marks 35 minutes	10 questions 1 mark each	8 questions 2 marks each	3 questions 3 marks each

English for Professional Purposes

Ability Enhancement Course (AEC) Course code: MG2AECOE105 Credits: 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*
1	Effectively correspond for personal and professional purposes.	S
2	Prepare advertisements and describe products	S, C
3	Understand fundamentals of academic writing	U
4	Produce written materials for the media	C

Course Content

Topics	CO No.
Module 1: Correspondences Formal and informal letters, Applying for jobs, Preparing a resume, RTI, Report writing Practical sessions, class activities	CO1
Module 2: Advertising Communication Models of advertising, Functions of advertising, Advertising creativity, Product description Practical sessions, class activities	CO2
Module 3: Writing for Academia and Media Assignments and term papers Research papers and articles Plagiarism Writing for media Practical sessions, class activities	CO3

References - Text Books

1. R.C. Sharma and Krishna Mohan. Business Correspondence and Report Writing. McGraw Hill Education, 2016.
2. Krishna Mohan and Meera Banerjee. Developing Communication Skills. Macmillan, 1990.
3. Usha Raman. Writing for the Media. OUP, 2009.
4. Scott A. Kuehn. The Basics of Media Writing: A Strategic Approach. CQ Press, 2017

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	15	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	10 out of 15 qns	10 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks Descriptive	18 questions 50 marks 1 hour 30 minutes	15 questions 2 mark each	2 questions 5 marks each	1 question 10 marks

മത്സരപരീക്ഷകളിലെ മലയാളം

.....
Ability Enhancement Course (AEC) Course code: MG2AECOML103 Credits: 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*
1	മത്സര പരീക്ഷകളിലെ മലയാളത്തെ ഉൾക്കൊള്ളുകയും വ്യാകരണപരമായ ചോദ്യങ്ങളെ തിരിച്ചറിയുകയും ചെയ്യുന്നു	U
2	ഒറ്റപ്പദങ്ങൾ, എതിർപദങ്ങൾ, സമാനപദങ്ങൾ എന്നിവയെക്കുറിച്ച് ധാരണ നേടുന്നു	U
3	ലിംഗ -വചന- വിഭക്തിപ്രത്യയങ്ങളെയും അവയുടെ പ്രയോഗത്തെയും കുറിച്ച് ധാരണ നേടുന്നു	U, An
4	എതിർലിംഗപദങ്ങളെ കുറിച്ച് ധാരണ നേടുന്നു	U
5	വർണ്ണങ്ങളെ ചേർത്തെഴുതാനും പിരിച്ചെഴുതാനും പഠിക്കുന്നു; ചേർത്തെഴുതുമ്പോഴുള്ള വർണ്ണമാറ്റങ്ങളെ തിരിച്ചറിയുന്നു	U, An
6	സമാസം, സമസ്തപദം എന്നിവയെ മനസ്സിലാക്കുകയും സമസ്തപദത്തെ വിഗ്രഹിച്ചെഴുതാനുള്ള ശേഷി നേടുകയും ചെയ്യുന്നു	An, C
7	പദശുദ്ധി, വാക്യശുദ്ധി എന്നിവ കൈവരിക്കുന്നു. ശരിയായ വാക്യഘടനയിൽ എഴുതാനുള്ള ശേഷി നേടുന്നു.	U, An
8	ശൈലി പഴഞ്ചൊല്ല് എന്നിവയെക്കുറിച്ചു ധാരണ നേടുന്നു	U

Course Content

Topics	CO No.
Module 1 ആമുഖം മത്സര പരീക്ഷകളിലെ മലയാളം വിഷയവും വ്യാപ്തിയും 1. ഒറ്റപ്പദം 2. വിപരീതപദം സമാനപദം	CO1 CO2
Module 2 1. ലിംഗം : പുല്ലിംഗം, സ്ത്രീലിംഗം, നപുംസകലിംഗം 2. എതിർലിംഗ പദങ്ങൾ 3. വചനം ഏകവചനം- ബഹുവചനം സലിംഗ ബഹുവചനം അലിംഗ ബഹുവചനം പൂജക ബഹുവചനം	CO3 CO4
Module 3 1. വിഭക്തി - വിഭക്തിപ്രത്യയങ്ങൾ 2. സമാസം: ഘടകപദങ്ങളാക്കുകയവിഗ്രഹിച്ചെഴുതുക 3. സന്ധി: ലോപസന്ധി, ആഗമസന്ധി, ദ്വിത്വസന്ധി, ആദേശ സന്ധി പിരിച്ചെഴുത്ത്	CO3 CO5 CO6
Module 4 1. പദശുദ്ധി 2. വാക്യശുദ്ധി - പൗനരൂക്യം, പ്രക്രമഭംഗം പദഭോഷം, സമുച്ചയ വികല്പഭോഷം കർമ്മണിപ്രയോഗം ശൈലിയും പഴഞ്ചൊല്ലും	CO7 CO8

References - Text Books

1. ആൻ്റണി, സി.എൽ. 1994, കേരളപാണിനീയഭാഷ്യം, ഡി.സി.ബുക്സ്, കോട്ടയം.
2. ജോൺ കുനപ്പിള്ളി 1976, ശബ്ദസൗഭഗം, പൊന്തിഫിക്കൽ ഇൻസ്റ്റിറ്റ്യൂട്ട് പബ്ലിക്കേഷൻ, ആലുവ.
3. പ്രഭാകരവാര്യർ, കെ. എം. (ഡോ).1998, മലയാളവ്യാകരണ സമീക്ഷ, വള്ളത്തോൾ വിദ്യാപീഠം, ശുകപുരം.
4. മേരി, കെ .എൻ. (ഡോ). 2015, മലയാളവ്യാകരണ സിദ്ധാന്തങ്ങൾ, എൻ. ബി. എസ്. കോട്ടയം.
5. രാജരാജവർമ്മ, എ.ആർ. 1997, കേരളപാണിനീയം, ഡി.സി.ബുക്സ്, കോട്ടയം.
6. ശേഷഗിരിപ്രഭു, എം. 1989, വ്യാകരണമിത്രം, കേരളസാഹിത്യ അക്കാദമി, തൃശ്ശൂർ.

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
5	20	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	5 out of 8 qns	5 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration
MCQ – without negative marks	25 questions 2 marks each 50 marks 1 Hour 30 minutes

सरल हिन्दी व्याकरण तथा संप्रेषण की हिन्दी (Basic Hindi Grammar and Communicative Hindi)

Ability Enhancement Course (AEC) Course code: MG2AECOHN104 Credits: 3

Course Outcomes (CO)

CO No.	Expected Course Outcome <i>Upon completion of this course, students will be able to:</i>	Learning Domains*	Annual PO No.
1	Understand and apply basic Hindi grammar.	A	PSO3
2	Develop proficiency in Hindi language for official communication.	A	PSO3
3	Use Hindi language effectively in daily life.	A	PSO3
4	Use Hindi language to communicate confidently in everyday situations and social interactions.	A	PSO3
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Course Content

Topics	CO No.
Module 1: सरल हिन्दी व्याकरण सामान्य नियम और विशेषताएँ संज्ञा, सर्वनाम और क्रिया काल और वाक्य शुद्धि	CO1 CO4
Module 2: कामकाजी हिन्दी उद्देश्य और विविध रूप पारिभाषिक शब्दावली औपचारिक वार्तालाप	CO2 CO4
Module 3: बोलचाल की हिन्दी अर्थ और विशेषताएँ शब्द संग्रह और वाक्य मुहावरे और लोकोक्तियाँ	CO3 CO4

References - Text Books

- डॉ. मेरली के, पन्नूस, डॉ. नादिया सी. राज (सं), (2024), गद्य मंजरी, वाणी प्रकाशन, नयी दिल्ली (page 59 to 83) Prescribed Text Book
- प्रो. रमेश गौतम, (2016), रचनात्मक लेखन भारतीय ज्ञानपीठ प्रकाशन, नई दिल्ली

3. डॉ. परपरमेश्वरन, (2000), व्यावहारिक हिंदी व्याकरण अनुवाद तथा रचना, राधाकृष्ण प्रकाशन, दिल्ली
4. दंगल झालटे, (2010), प्रयोजामूलक हिंदी सिद्धांत और प्रयोग वाणी प्रकाशन, दिल्ली
5. डॉक्टर हरदेव बाहरी, (2023), व्यावहारिक हिंदी व्याकरण तथा रचना, लोक भारती प्रकाशन, नयी दिल्ली
6. श्रीकृष्ण पांडेय, (2018), सामान्य हिंदी व्याकरण तथा रचना, वाणी प्रकाशन, नई दिल्ली
7. राजेंद्र कुमार पाण्डेय, (2009), व्यावसायिक हिंदी, वाणी प्रकाशन, नई दिल्ली
8. डॉ. एस तंकमणी अम्मा, डॉ. पी. लता (सं), (2005), सम्प्रेषण की हिंदी, लोकभारती प्रकाशन, इलाहाबाद
9. अरूण चतुर्वेदी, चतुर्भुज सहाय (सं) (2016), व्यावहारिक हिंदी व्याकरण और वार्तालाप, केन्द्रीय हिन्दी संस्थान, आग्रा
10. गिरीश चंद्र जोशी (सं), मुहावरे और लोकोक्तियाँ, हिंदी पुस्तक एजेंसी, कलकत्ता

Scheme of evaluation of the course

Credit and marks for CCA and ESE

Credits	CCA marks	ESE Marks	Total Marks (CCA + ESE)
3	25	50	75

CCA – Continuous Comprehensive Assessment; ESE – End Semester Examination

Continuous Comprehensive Assessment (CCA) - Components

Test 1 and 2*	Assignment or Seminar or Project or Group Discussion	Total CCA marks
10	15	25

*Test 1 & 2 marks are calculated by considering the marks obtained in both Test 1 and Test 2.

Question Pattern for Test 1 and 2

Type of Qn	No. of Questions to be answered and marks	Time duration and marks
MCQ - 1 mark each without negative marks	10 out of 15 qns	10 minutes 10 marks

Question Pattern for ESE

Type of Qn	Total No of qns, marks and Time duration	Section wise questions to be answered		
		Section A	Section B	Section C
MCQ – without negative marks Descriptive	29 questions 50 marks 1 hour 30 minutes	20 questions 1 mark each (MCQ)	5 questions 2 marks each (Very short Qn)	4 questions 5 marks (Comprehension/ Descriptive)