SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO

(Affiliated to Rajiv Gandhi University, Doimukh)

ARUNACHAL PRADESH

DEGREE PROGRAMME

BACHELORS IN BUSINESS ADMINISTRATION

(Offered as per NEP 2020)

SYLLABUS

(Effective from the academic year 2024 – 2025)

SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

DEPARTMENT OF MANAGEMENT

BACHELORS DEGREE IN BUSINESS ADMINISTRATION

COURSES OF STUDY OFFERED FOR SEMESTERS 1 AND 2

(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

Subject Code	Title of Course	Credits	Total Hours			Exam Hours	Marks		
			Lecture Hours (L)	Tutorial Hours (T)	Practical Hours (P)		Continuous Internal Assessment	End Semester	Maximum
Semester – 1									
24MN/CC/PM14	Principles and Practices of Management	4	4	1	0	3	20	80	100
24MN/AE/BC12	Business Communication-I	2	2	0	0	3	20	80	100
24MN/CC/FA14	Financial Accounting	4	4	1	0	3	20	80	100
24MN/CC/BS14	Business Statistics and Logic	4	4	1	0	3	20	80	100
24MN/AE/GE12	General English	2	2	0	0	3	20	80	100
24MN/MD/IK12	Indian Knowledge System	2	2	0	0	3	20	80	100
24MN/VA/ES12	Environmental Science and Sustainability	2	2	0	0	3	20	80	100
	Total	20	20	0	0				
Semester – 2									
24MN/CC/HB24	Human Behaviour and Organisation	4	4	1	0	3	20	80	100
24MN/CC/MM24	Marketing Management	4	4	1	0	3	20	80	100
24MN/CC/BE24	Business Economics	4	4	1	0	3	20	80	100
24MN/SE/ET22	Emerging Technologies and Application	2	1	0	2	2	20+40	40	100
24MN/MD/ML22	Media Literacy and Critical Thinking	2	2	0	0	3	20	80	100
24MN/VA/IC22	Indian Constitution	2	2	0	0	3	20	80	100
24MN/AE/BC22	Business Communication-II	2	2	0	0	3	20	80	100
24MN/AE/IL10	Additional Course-Indian or Foreign Language (Optional course) *	0	1	1	0				
	Total	20	19	0	2				
	Note: *Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages: Spanish/German/French/Korean/Mandarin								

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BACHELORS DEGREE IN BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

PRINCIPLES AND PRACTICES OF MANAGEMENT

CODE: 24MN/CC/PM14 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES: A student will be able to:
1. Understand the basic concepts, principles, and theories of management.
2. Examine the essential functions of managers.
3. Analyze the impact of globalization, diversity, and ethics on management.
4. Develop skills in strategic planning, decision-making, and leadership.

COURSE OUTCOMES After the completion of course, the students will have ability to:
1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Unit 1: **Principles of Management** **(15 hrs)**
1.1 Management and administration,
1.2 Levels of management, role of managers and managerial skills;
1.3 Evolution of management thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art;
1.4 Functions of management: Planning, organizing, leading, and controlling

Unit 2: **Planning, Organizing and Staffing** **(15 hrs)**
2.1 Nature, Importance and Purpose of planning in management;
2.2 Types of plans: Strategic, tactical, operational; Planning process and techniques;
2.3 Decision- making- Importance and steps, decision making models and tools;
2.4 Organizational structure and design; types of organizational structures: Functional, divisional, matrix;

2.5 Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control;
2.6 Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit 3: Leading, Directing and Controlling **(15 hrs)**

3.1 Meaning and nature of directing,
3.2 Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader),
3.3 Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect,
3.4 Communication (meaning and importance) in management, Team building and group dynamics;
3.5 Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control;
3.6 Performance measurement and management.

Unit 4: Strategic Management **(15 hrs)**

4.1 Ethics and Social Responsibility. Overview of strategic management,
4.2 SWOT analysis and strategic formulation,
4.3 Implementing and evaluating strategies.
4.4 Ethical issues in management,
4.5 Corporate social responsibility (CSR),
4.6 Sustainable management practices.

Recommended readings:

1. Rao, V. S. P. (2024) *Management Principles and Applications*. Taxmann Publications.
2. Bright, D. (2022) *et al*. *Principles of Management*. OpenStax Textbooks, Houston
3. Kapoor, Premvir, (2018) *Principles of Management*, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. (2023) *Essentials of contemporary management*. New York, NY: McGraw-Hill Education.

SCHEME OF EVALUATION:
CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Any one only)

END SEMESTER EXAMINATION: 80 marks
SAMPLE QUESTION PAPER PATTERN:
Duration of Examination: 3 hrs
Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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BACHELORS DEGREE IN BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

BUSINESS COMMUNICATION-I

CODE: 24MN/AE/BC12 **CREDITS:2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES: A student will be able to:

1. Understand the concept, process, and importance of Business Communication.
2. Help students in understanding the basic principles and techniques of business communication.
3. Train students to acquire and master written communication for the corporate world.
4. Sensitize students to understand Business Communication in Global and Cross-Cultural context.

COURSE OUTCOMES: After the completion of course, the students will have ability to:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

Unit 1: **Introduction to Communication in Organizations** **(7 hrs)**

1.1 Introduction to Business Environment and Communication,
1.2 Models of communication,
1.3 Basics of Communication (types, channels and barriers),
1..4 7Cs of communication, Formal and informal communication,
1.5 Listening Skills,
1.6 Communication on social media platforms.

Unit 2: **Written Communication:** **(8 hrs)**

2.1 Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms,
2.2 negative messages: indirect &direct negative messages;
2.3 Persuasive messages,
2.4 request letters to various stakeholders,

2.5 Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit 3: **Interpersonal Communication** **(7 hrs)**

3.1 Team communication,
3.2 Managing communication during online meeting,
3.3 Communication with virtual team, communication in gig economy;
3.4 Presentation skills (Verbal and non-verbal); Power point presentation skills;
3.5 Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit 4: **Digital Communication** **(8 hrs)**

4.1 social media and individual, social media & organizations,
4.2 Media Literacy;
4.3 Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings,
4.4 Digital collaboration,
4.5 Digital citizenship –digital etiquettes & responsibilities;
4.6 Introduction to personal and organizational websites.

Recommended readings:

1. AICTE's Prescribed (2021) – *Communication Skills in English*, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, (2013) *"Business Communication: Connecting in a Digital World"*, McGraw- Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., (1997) *Effective Business Communication*. McGraw Hill.
4. Mukerjee H. S., (2012) *Business Communication: Connecting at Work*. Oxford Publication
5. Boove, C.L. Thill, J. V. & Raina, R. L, (2016) *Business Communication Today*, Pearson.

SCHEME OF EVALUATION:
CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks
Duration of Examination: 3 hrs
QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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BACHELORS DEGREE IN BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

FINANCIAL ACCOUNTING

CODE: 24MN/CC/FA14 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES A student will be able to:

1. Provide an understanding of application of various principles and practice of Accounting.
2. Demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and company form of business

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Identify the application of various principles and practice of accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and company form of business.

Unit 1: Introduction to Accounting **(15 hrs)**

1.1 Accounting system and process; Meaning, Need for accounting and accounting information system, Stakeholder using accounting information,

1.2 Qualitative aspects of financial accounting; Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organizations,

1.3 Accounting taxonomy, accounting concepts and conventions, accounting concept of income and expenditure, 1.4 Classification of capital and revenue- expenditure and income,

1.5 Accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit 2: Recording transactions and Trial balance Transactions (15 hrs)

2.1 Entry in Journal, Purchases, sales, Returns, Receivables, and payables,

2.2 Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions; Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit 3: Final Accounts (15 hrs)

3.1 Meaning, advantages and limitations,

3.2 Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

Unit 4: Company Final Accounts (15 hrs)

4.1 Introduction to company – kinds, share capital, issue of shares, schedules to accounts,

4.2 Financial statements as per Companies Act- 2013,

4.3 Provisions as to Preparation of Financial Statements,

4.4 Preparation of Income statement and Balance sheet (horizontal and Vertical).

4.5 Green Accounting and Sustainable Reporting- Need and objectives,
Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business,

4.6 IFRS Financial sustainability disclosure standards.

Recommended readings:

1. Jain S.P., & Narang K L. (1989) *Basic Financial Accounting* I, New Delhi, Kalyani publishers.

2. Kimmel, (2018) *Financial accounting*, Wiley Publications

3. Gupta, A. (2011) *Financial Accounting for Management: An Analytical Perspective*, Noida, Pearson Education.

4. Ashish k Battacharya, (2016) *Essentials of financial accounting for Business*

5. Peter Bartelmus, E K Seifert, (2017) *Green Accounting*, London, Routledge
Managers, Six, PHL learning Publications

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs
SAMPLE QUESTION PAPER PATTERN:
Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
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BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
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(As per NEP 2020)

BUSINESS STATISTICS AND LOGIC

CODE: 24MN/CC/BS14 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES A student will be able to:

1. Establish importance of logical reasoning in human inquiry.
2. Demonstrate data handling skills and summarize data with clarity.
3. Extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. Understand business problems and make decisions using appropriate statistical models and explain trends
5. Demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

Unit 1: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis **(15 hrs)**

1.1 Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles,

1.2 Measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

1.3 Skewness - meaning, difference between dispersion and skewness, Karl Pearson’s and Bowley’s measures of skewness,

1.4 Concept of kurtosis, types of kurtoses and importance.

Unit 2: Correlation and Regression **(15 hrs)**

2.1 Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.

2.2 Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,

Unit 3: Probability and Probability distributions **(15 hrs)**

3.1 Introduction to probability, basic concepts of probability- classical definition addition and multiplication rules,

3.2 Probability distributions – binomial, Poisson and normal distributions, expected value.

Unit 4: Introduction to Logic **(15 hrs)**

4.1 Number series, coding decoding and odd man out series, direction sense test,

4.2 Seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions,

4.3 Inductive and deductive reasoning.

Practical Component:

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. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Recommended readings:

1. Levin R. I.& Rubin D. S. (2017) *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. (2008) *Statistics*, *Theory and Practice,* S Chand Publishing
3. SP Gupta. (2021) *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. (2020) *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, (2010) *The Practice of Business Statistics*, Khanna Publishing House

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
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GENERAL ENGLISH

CODE: 24MN/AE/GE12 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES A student will be able to:

1. Provide learning environment to practice listening, speaking, reading and writing skills.
2. Assist the students to carry on the tasks and activities through guided instructions and materials.
3. Effectively integrate English language learning with employability skills and training.
4. Provide hands-on experience through case-studies, mini-projects, group and individual presentations.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

Unit 1: Vocabulary Building The concept of Word Formation **(6 hrs)**

1.1 Root words from foreign languages and their use in English,
1.2 Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives,
1.3 Synonyms, antonyms, and standard abbreviations.

Unit 2: Basic Writing Skills Sentence Structures **(6 hrs)**

2.1 Use of phrases and clauses in sentences,
2.2 Importance of proper punctuation, creating coherence,
2.3 Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit 3: Identifying Common Errors in Writing **(6 hrs)**

3.1 Subject-verb agreement, Noun-pronoun agreement,
3.2 Misplaced modifiers, Articles, Prepositions, Redundancies

Unit 4:Nature and Style of sensible Writing Describing **(6 hrs)**

4.1 Defining, Classifying, providing examples or evidence,

4.2 Writing introduction and conclusion, Writing Practices, Comprehension, Précis Writing, Essay Writing

Unit 5: Oral Communication (This Module involves interactive practice sessions in Language Lab) (6 hrs)

5.1 Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm,

5.2 Common Everyday Situations: Conversations and Dialogues,

5.3 Communication at Workplace, Interviews, Formal Presentations

Recommended readings:

1. AICTE's Prescribed Textbook: (2022) *Communication Skills in English (with Lab)*
2. Kul Bhushan Kumar (2024) *Effective Communication Skills*., Khanna Book Publishing,
3. Michael Swan. (2001) *Practical English Usage*. OUP.
4. F.T. Wood. (2007) *Remedial English Grammar.* Macmillan.
5. William Zinsser. (2006) *On Writing Well*. Harper Resource Book.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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BACHELORS DEGREE: BUSINESS ADMINISTRATION

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INDIAN KNOWLEDGE SYSTEM

CODE: 24MN/MD/IK12 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES A student will be able to:

1. Understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity, and socio-economic challenges.
2. Explore the contributions of Indian Knowledge Systems (IKS) to various fields and their relevance in contemporary times.
3. Analyze the impact of Indian knowledge and cultural heritage on modern business practices.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1: Explain the fundamental principles and concepts of traditional Indian knowledge systems, including their historical development and cultural significance.
2: Apply Indian philosophical and ethical frameworks to analyze contemporary issues and develop solutions that reflect traditional wisdom and values.
3: Integrate indigenous knowledge with modern scientific and management practices to create innovative approaches in areas such as healthcare, environmental sustainability, and holistic well- being.

Unit 1: **Introduction to IKS** **(10 hrs)**

(Any eight of total sessions assigned for Literary activity)
Introductory lecture on the any eight topics below:

1.1 Indian Knowledge System
1.2 Indian Culture & Civilization
1.3 Ancient Indian Chemistry
1.4 Ancient Indian Metallurgy
1.5 Ancient Indian Mathematics
1.6 Ancient Indian Astronomy
1.7 Indian Astronomical Instruments
1.8 Indian Knowledge System (Upveda: Ayurveda)

1.9 Indian Knowledge System (Upveda: Gandharveda)
1.10 Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana)
1.11 Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas)
1.12 Indian Architecture I: Sthapatya-Veda
1.13 Indian Architecture II: Temples
1.14 Indian Architecture III: Town & Planning
1.15 Indian Philosophical System

Unit 2: **Introduction to Creative Practices** **(20 hrs)**

(Twenty Lectures with at least five different topics of total session under Creative activity)

Introductory lecture on the topics below:

2.1 Dhatuvada: art of metallurgy
2.2 Akara jnana: art of mineralogy
2.3 Vastuvidya: art of engineering
2.4 Yantramatrika: art of mechanics
2.5 Takshana: art of carpentry
2.6 Chalitakayoga: art of practicing as a builder of shrines
2.7 Raupyaratnapariksha: art of testing silver and jewels
2.8 Maniraga jnana: art of tinging jewels
2.9 Sucivayakarma: art of needleworks and weaving
2.10 Vadya vidya: art of playing on musical instruments
2.11 Geet vidya: art of singing
2.12 Nritya vidya: art of dancing
2.13 Natya vidya: art of theatricals
2.14 Alekhya vidya: art of painting
2.15 Viseshakacchedya vidya: art of painting the face and body with color
2.16 Udakavadya: art of playing on music in water
2.17 Manasi kavyakriya: art of composing verse
2.18 Bhushanayojana: art of applying or setting ornaments
2.19 Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food
2.20 Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body
2.21 Utsadana: art of healing or cleaning a person with perfumes
2.22 Vastragopana: art of concealment of cloths
2.23 Balakakridanaka: art of using children’s toys
2.24 Tandulakusumabalivikara: art of preparing offerings from rice and flowers
2.25 Pushpastarana: art of making a covering of flowers for a bed

Recommended readings:

1. Textbook on *IKS* by Prof. B Mahadevan, (2022) IIM Bengaluru
2. Kapur K and Singh A.K (Eds) (2005). *Indian Knowledge Systems, Vol. 1*. Indian

Institute of Advanced Study, Shimla. Tatvabodh of Sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. Dr. Sarvepalli Radhakrishnan (1972) *The Cultural Heritage of India. Vol.I*. Kolkata: Ramakrishna Mission Publication.
4. Nair, Shantha N. (2008) *Echoes of Ancient Indian Wisdom*. New Delhi: Hindology Books.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta (1953): *An Advanced History of India (Second Edition)* published by Macmillan & Co., Limited, London.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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BACHELORS DEGREE: BUSINESS ADMINISTRATION

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ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

CODE: 24MN/VA/ES12 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES:

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions

Unit 1: Understanding Environment **(7 hrs)**

1.1 Natural Resources, and Sustainability

1.2 Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements.

1.3 Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues.

1.4 The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices (8 hrs)

2.1 Various natural ecosystems, learning about their structure, functions, and ecological characteristics.

2.2 The importance of biodiversity, the threats it faces, and the methods used for its conservation.

2.3 Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management.

2.4 Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development (7 hrs)

3.1 Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities.

3.2 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.

3.3 Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit 4: Social Issues, Legislation, and Practical Applications (8 hrs)

4.1 Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics.

4.2 Role of businesses in achieving sustainable development goals and promoting responsible consumption.

4.3 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.

4.4 Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Recommended readings:

1. Bharucha, E. (2005) *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
2. Dave, D., & Katewa, S. S. (2014) *Text Book of Environmental Studies*. Cengage Learning India Pvt. Ltd.
3. Miller, G.T. & Spoolman S. (2012) *Living in the Environment*. Cengage.

4. Poonia, M.P. (2016) *Environmental Studies*, Khanna Book Publishing Co.
5. Rajagopalan, R. (2010) *Environmental studies: from crisis to cure*, Oxford University Press.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A – 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C – 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

HUMAN BEHAVIOUR AND ORGANISATION

CODE: 24MN/CC/HB24 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES A student will be able to:

1. Develop basic understanding of the concept of human behaviour and organization.
2. Highlight the importance of OB in modern organizations.
3. Understand individual and group behaviour in the workplace to improve the effectiveness of an organization.
4. Critically evaluate leadership styles and strategies.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Describe individual and group behaviour in organizational settings.
2. Demonstrate theoretical knowledge of human behaviour in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes. Formulate a more productive system and high-performance work culture operating on the principles of OB

Unit 1: Introduction to Human Behaviour and Organization **(15 hrs)**

1.1 Meaning, importance, and historical development of organizational behaviour;
1.2 Factors influencing organizational behaviour;
1.3 Contributing disciplines of OB;
1.4 OB models

Unit 2: Individual Behaviour **(15 hrs)**

2.1 Foundations of Individual behaviour;
2.2 Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;
2.3 Attitude - components, job-related attitudes;
2.4 Learning- concept, theories, and reinforcement;
2.5 Perception - concept, perceptual process, factors influencing perception

2.6 Values - concept and types: terminal values and instrumental values.

2.7 Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3: Group &Team Behaviour **(15 hrs)**

3.1 Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift;

3.2 Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building.

3.3 Individual & Group conflict; e-teams.

Unit 4: Leadership & Power **(15 hrs)**

4.1 Leadership: Concept; Trait theories; Behavioural theories (Ohio and Michigan studies); Contingency theories,

4.2 Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

4.3 Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures;

4.4 Need and importance of Cross-Cultural management,

4.5 Stress, and its Management.

Recommended readings:

1. Luthans Fred (2005) - *Organizational behaviour: An Evidence-Based Approach* McGraw Hil Publishers Co. Ltd., New Delhi.
2. Prasad, L.M (2007) -*Organizational Theory behaviour*-Sultan Chand &Sons, New Delhi.
3. Rao, VS P (2004)-*Organization behaviour* –Himalaya Publishing House. Aswathappa.K.-Organizational behaviour–Himalaya Publishing House, Mumbai, 18th Edition
4. Robbins, Stephen (2001) - *Organizational behaviour* Prentice Hall of India Ltd., New Delhi.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks
Duration of Examination: 3 hrs
SAMPLE QUESTION PAPER PATTERN:
Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

MARKETING MANAGEMENT

CODE: 24MN/CC/MM24 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES A student will be able to:

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyse and synthesize information and derive insights related to marketing management, from several perspectives
3. Explore best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of and organization.
3. Critically analyse an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Unit 1: Introduction: **(15 hrs)**

1.1 Nature, Scope and Importance of Marketing, Evolution of Marketing;
1.2 Core marketing concepts;
1.3 Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;
1.4 Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context);

1.5 Market and competition analysis, Market Analysis and Creating and Delivering Customer Value.
1.6 Types of marketing (B2C, B2G, B2B, C2C)

Unit 2: Segmentation, Targeting and Positioning: **(15 hrs)**
2.1 Concept;
2.2 Levels of Market Segmentation, Basis for Segmenting Consumer Markets;
2.3 Consumer behaviour, The Rise of Consumer Democracy, Stimulus Response Model of Consumer behaviour,
2.4 Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context,
2.5 Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit 3: Product decisions: **(15 hrs)**
3.1 Concept of Product Life Cycle (PLC), PLC marketing strategies,
3.2 Product Classification, Product Line Decision, Product Mix Decision,
3.3 Branding Decisions, Packaging & Labelling.
3.4 Portfolio approach – Boston Consulting Group (BCG) matrix.
3.5 Introduction to Brand Management and Innovation and New Product Development.
3.6 Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.
3.7 Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.
3.8 Marketing Channel Decision: Channel functions, Channel Levels,
3.9 Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit 4: Marketing of Services: **(15 hrs)**
4.1 Unique characteristics of services,
4.2 Marketing strategies for service firms – 7Ps.
4.3 Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing,
4.4 Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Recommended readings:

1. Aaker, D. A. and Moorman Christine., (2010) *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
2. Kotler P., Keller K., (2016) *et al. Marketing Management (16th edition)*. Pearson Education Pvt. Ltd.

3. Kotler, P., Armstrong, G., and Agnihotri, P. Y. (2018) *Principles of Marketing (17th edition).* Pearson Education.
4. Ramaswamy, V.S. & Namakumari, S. (2013) *Marketing Management: Indian Context Global Perspective (6th edition)*. Sage Publications India Pvt. Ltd.
5. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth (2015) | *Marketing Management*. Pearson Higher Education

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
(Affiliated to Rajiv Gandhi University, Doimukh, Arunachal Pradesh)

BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

BUSINESS ECONOMICS

CODE: 24MN/CC/BE24 **CREDITS: 4**
L T P: 4 1 0
TOTAL TEACHING HOURS: 60

LEARNING OBJECTIVES:

1. To equip students with fundamental concepts of microeconomics.
2. Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.
3. To foster critical thinking by analysing real-world case studies, enabling students to propose innovative solutions to business problems.
4. A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

COURSE OUTCOMES: After the completion of course, the students will have ability to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.
2. To analyse the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy

Unit 1: Fundamentals and Basic elements of Microeconomics **(15 hrs)**

1.1 The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.

1.2 Scope of Study and Central Problems of Micro and Macroeconomics

1.3 Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.

1.4 Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply, Effect of a shift in demand and supply.

Unit 2: Producer and Consumer Behaviour **(15 hrs)**

2.1 Theory of Production-Factors of Production, Production Function,

2.2 Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.

2.3 Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

2.4 Cardinal Utility Approach-Law of Diminishing Marginal Utility,

2.5 Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit 3: Analysis of Market **(15 hrs)**

3.1 Concept of Market and Main Forms of Market.

3.2 Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Uni 4: National Income and Various Indian Economy Challenges **(15 hrs)**

4.1 Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost),

4.2 Methods of Calculating National Income.

4.3 A Brief Introduction of Indian Economy - Pre-and Post-Independence.

4.4 Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic

4.5 Business Environment, Trade with Various Nations, Sustainable Economic Development.

Recommended readings:

1. D.M. Mithani (2009): *Macro Economics*; Himalaya Publishing House.
2. H.L. Ahuja (2010): *Micro Economic Theory*; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
3. M. Maria John Kennedy (2011): *Advanced Micro Economic Theory*; Himalaya Publishing House, Delhi.
4. Mc Connell & Brue (2012): *Micro Economics Principal, problems & policies*. McGraw Hills Professional Publication.
5. Samuelson & William D. Nordhaus (2010): *Economics*; McGraw Hills.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
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BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

EMERGING TECHNOLOGIES AND APPLICATION

CODE: 24MN/SE/ET22 **CREDITS: 2**
L T P: 1 0 2
TOTAL HOURS: 45

LEARNING OBJECTIVES A student will be able to:

1. Provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
2. Explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Analyse the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

Unit 1: Cloud Computing **(11 hrs)**

1.1 Cloud service models (IaaS, PaaS, SaaS)
1.2 Deployment models (public, private, hybrid)
1.3 Cloud-based -enterprise solutions
1.4 Cost-benefit analysis and scalability
1.5 Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks

Unit 2: Internet of Things (IoT) & Industry 4.0 **(12 hrs)**

2.1 Sensor technologies and connectivity

2.2 IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage

2.3 Real-time analytics and decision-making

2.4 Concept of Industry 4.0 – Automation and smart manufacturing

2.5 Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models

2.6 Transformation of production and supply chains – Business process optimization

Unit 3: Block chain Technology **(12 hrs)**

3.1 Fundamentals of Block chain

3.2 Decentralization and distributed ledger – Cryptography and consensus mechanisms

3.3 Smart contracts – Financial services and digital identity – Challenges and Opportunities

3.4 Security and privacy issues – Regulatory and compliance considerations

Unit 4: Augmented Reality (AR) and Virtual Reality (VR) **(10 hrs)**

4.1 Introduction to AR/VR – Key concepts and differences between AR and VR – 4.2 Historical development and current state

4.3 AR/VR applications in marketing and customer experience

4.4 Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

Practical (Suggestive List):

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands on sessions on block chain technologies, focusing on the basic's development and deployment of decentralized applications.
- Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy,https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies
- Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani,https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies

Recommended Readings:

1. Anshul Kausik (2018), *Block Chain & Crypto Currencies*, Khanna Book Publishing.
2. Errol S. van Engelen (2019), *Emerging Technologies*
3. Jeeva Jose (2017), *Internet of Things*, Khanna Book Publishing.

4. Rahul Dubey (2020), *Emerging Technologies for Effective Management*, Cengage Publications.
5. Rajiv Chopra (2018), *Virtual & Augmented Reality*, Khanna Book Publishing.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks (10 theory + 10 practical)

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks (40 theory + 40 practical)

Duration of Examination: 2 hrs

SAMPLE QUESTION PAPER PATTERN (theory):

Section A - 5 x 2 = 10 marks (All questions to be answered)

Section B - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section C - 1 x 10 = 10 marks (1 out of 3 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
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BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

MEDIA LITERACY AND CRITICAL THINKING

CODE: 24MN/MD/ML22 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES Having studied this paper, a student will be able to:

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience behaviour.
4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

Unit 1: Foundations of Media Literacy and Critical Thinking (7 hrs)

1.1 Core principles of media literacy and critical thinking;
1.2 Definition and significance of media literacy, its historical evolution within the Indian context;
1.3 Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.

Unit 2: Deconstructing Media Texts (8 hrs)

2.1 Forms of media texts, including print, broadcast, digital, and social media;
2.2 Textual analysis and the deconstruction of visual media using semiotics;
2.3 The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3: Media Consumption and Production Dynamics (7 hrs)

3.1 Dynamics of media production, distribution, and consumption in India:
3.2 Influence of ownership and control structures on media content;
3.3 Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy (8 hrs)

4.1 Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy.
4.2 Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards:
4.3 Digital media's impact on contemporary media literacy practices,
4.4 Strategies for navigating online information, and promoting digital citizenship.

Recommended Readings:

1. Baran, S. J., & Davis, D. K. (2012) *Mass communication theory: Foundations, ferment, and future (8th ed.).* Cengage Learning.
2. Halpern, D. F. (2014) *Thought & knowledge: An introduction to critical thinking (5th ed.)*. Psychology Press.
3. Hobbs, R. (2017) *Media literacy in the digital age*. Routledge.
4. Kahne, J., & Bowyer, B. (2017) *Media literacy education in action: Theoretical and pedagogical perspectives*. Routledge.
5. Kahneman, D. (2011) *Thinking, fast and slow.* Farrar, Straus and Giroux.
6. Potter, W. J. (2019) *Media literacy (8th ed.)*. SAGE Publications.

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
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BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

INDIAN CONSTITUTION

CODE: 24MN/VA/IC12 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 32

LEARNING OBJECTIVES Having studied this paper, a student will be able to:

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyse the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

Unit 1: An Economic History of the Constitution of India **(7 hrs)**

1.1 Historical understanding of the constitution as an economic document.
1.2 Understanding the Preamble, starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India;

1.3 Constitutional design, Legal Regulation and economic justice

Unit 2: Fundamental Rights and Business in India (8 hrs)

2.1 Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms.

2.2 Fundamental Duties.

Unit 3: Fiscal Federalism (7 hrs)

3.1 Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India;

3.2 Challenges associated with fiscal federalism in India including the vertical fiscal imbalance;

3.3 Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy (8 hrs)

4.1 This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

Recommended Readings:

1 The Oxford Handbook (2016) of the *Indian Constitution*, Oxford university press.

Cases

1. Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
2. State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
3. Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
4. Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
5. 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)
6. T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
7. Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
8. Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
9. State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699

10. Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
11. State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test	:	20 marks
Duration of test	:	1 hour
Third Component	:	Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks

Duration of Examination: 3 hrs

SAMPLE QUESTION PAPER PATTERN:

Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)

Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)

Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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SAINT CLARET COLLEGE (AUTONOMOUS), ZIRO
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BACHELORS DEGREE: BUSINESS ADMINISTRATION

SYLLABUS
(Effective from the Academic Year 2024-2025)
(As per NEP 2020)

BUSINESS COMMUNICATION-II

CODE: 24MN/AE/BC22 **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 30

LEARNING OBJECTIVES Having studied this paper, a student will be able to:

1. Understand the concept, process, and importance of business communication with a strategic imperative.
2. Help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. Train students to acquire and master intra and interorganizational communication
4. Train students for communicating effectively for the purpose of gaining employment.

COURSE OUTCOMES After the completion of course, the students will have ability to:

1. Apply the skills for writing various workplace written communications.
2. Effectively analyse and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.

Unit 1: Written communication: intra organizational/ departmental/ workplace communication (7 hrs)

1.1 Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters;

1.2 Positive and Negative Messages,

1.3 Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes;

1.4 Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication.

1.5 Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose,

1.6 Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age,

1.7 Writing Reports on Field Work/Visits to Industries, Business Proposals;
1.8 Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting;
1.9 Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication;
1.10 Managing Crisis Communication; Managing communication during change; Culture as communication

Unit 2: Oral Communication, Professionalism and team work (8 hrs)

2.1 Meaning, Nature, and Scope of Effective Oral Communication;
2.2 Techniques of Effective Speech,
2.3 Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast.
2.4 Constructing Oral Report;
2.5 Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit 3: Negotiation Skills and Cross-Cultural Communication (7 hrs)

3.1 Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;
3.2 Impact of globalization on organizational communication;
3.3 Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture;
3.4 Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Unit 4: Contemporary Communication (8 hrs)

4.1 Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy;
4.2 Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration,
4.3 Digital citizenship –digital etiquettes & responsibilities;
4.4 Introduction to personal and organizational websites; communication through podcasts.
4.5 Job Searching in Digital Age; Creating Resume (CV, cover letter),
4.6 Creating Customized Cover Messages for Job Applications,
4.7 Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do’s and Don’ts Before, During and After the Interview.

Recommended Readings:

1. AICTE's Prescribed Textbook (2017): *Communication Skills in English (with Lab Manual)*, Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley (2017), *"Business Communication: Connecting in a Digital World"*, McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas (2019), J.P. *Effective Business Communication*. McGraw Hill.
4. Mukerjee H. S. (2013), *Business Communication: Connecting at Work*. Oxford Publication
5. Boove, C.L. (2019.) *et al., Business Communication* Today, Pearson.

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analysing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
   a. https://online.hbs.edu/blog/post/how-to-communicate-organizational-change
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon Bowen | Business Expert Press |BEP334-PDF-ENG| https://hbsp.harvard.edu/product/BEP334-PDF-ENG
11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | https://hbsp.harvard.edu/product/416046-PDF-ENG?
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation |Matthew Koschmann| FO0001-HTM-ENG|https://hbsp.harvard.edu/product/FO0001-HTM-ENG
14. Three Rules for Communicating During a Crisis | Nancy Koehn| 5238AV-AVO-ENG |https://hbsp.harvard.edu/product/5238AV-AVO-ENG https://hbsp.harvard.edu/product/5238AV-AVO-ENGNtt=BUSINESS COMMUNICATION

SCHEME OF EVALUATION:

CONTINUOUS INTERNAL ASSESSMENT: 20 marks

Written Test : 20 marks

Duration of test : 1 hour

Third Component : Assignment / Quiz /Seminar / Project work, etc. (Anyone only)

END SEMESTER EXAMINATION: 80 marks
Duration of Examination: 3 hrs
SAMPLE QUESTION PAPER PATTERN:
Section A - 4 x 5 = 20 marks (4 out of 6 questions to be answered)
Section B - 3 x 10 = 30 marks (3 out of 5 questions to be answered)
Section C - 2 x 15 = 30 marks (2 out of 4 questions to be answered)

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