

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA***(Established by Govt. of A.P., ACT No.30 of 2008)***KAKINADA – 533 003 (A.P) INDIA****BBA Course Structure and Syllabus 2024-25****SEMESTER-I**

S.No.	Course Code	Course Title	L	T	P	Credit
3WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	AEC	General English	1	1	0	2
2	AEC	Additional courses – Telugu/Sanskrit/Hindi	1	1	0	0
3	AEC	Business Communication-I	1	1	0	2
4	MDE	Indian science, Engineering & Technology (Past, Present & Future)	2	0	0	2
5	VAC	Environmental Science and Sustainability	2	0	0	2
6	CC	Principles of Management	3	1	0	4
7	CC	Financial Accounting	3	1	0	4
8	CC	Business Statistics and Logic	3	1	0	4
TOTAL						20

Note: *Indian Languages: Sanskrit/Hindi/Telugu

SEMESTER II

S.No.	Course Code	Course Title	L	T	P	Credit
1	CC201	Human Behaviour and Organization	3	1	0	4
2	CC202	Marketing Management	3	1	0	4
3	CC203	Business Economics	3	1	0	4
4	SEC201	Emerging Technologies and application	1	0	2	2
5	MDE201	Media Literacy and Critical Thinking	1	1	0	2
6	VAC201	Indian Constitution	2	0	0	2
7	AEC201	Business Communication-II	1	1	0	2
8	AEC202	Additional Course-Indian or Foreign Language(1-1-0)) [optional course]*	1	1	0	0*
TOTAL						20



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BBA - I Semester

GENERAL ENGLISH – I

L	T	P	C
1	1	0	2

Course Objectives:

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

Unit – I Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit – II Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit – III Identifying Common Errors in Writing

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

Unit – IV Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing.

UNIT – V Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

UNIT - VI Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations.

Course Outcomes:

- CO 1 The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills.



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Text Books:

- 1 AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
- 2 Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing
- 3 Practical English Usage. Michael Swan. OUP.

Reference Books:

- 1 Remedial English Grammar. F.T. Wood. Macmillan.
- 2 On Writing Well. William Zinsser. Harper Resource Book.
- 3 Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press
- 4 Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press.
- 5 Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.



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BBA - I Semester

ADDITIONAL COURSES – TELUGU/SANSKRIT/HINDI

The student will choose one of the language to complete this course

TELUGU

Course Name: Sahiti Sourabham

General Telugu - సాధారణ తెలుగు

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Sahiti Sourabham	4	3
Semester-II	2	Srujanaatmaka Rachana	4	3

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	సాహితీ సౌరభం	4	3
Semester-II	2	సృజనాత్మక రచన	4	3



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▪ అభ్యసన లక్ష్యాలు

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తించడం
ఆదికవి నన్నయ కాలంనాటి భాషా, సంస్కృతులను పరిచయం చేయడం
2. జాషువా కాలంనాటి మతపరిస్థితులు, గబ్బిలం కావ్య విశేషాలు తెలియజేయడం ద్వారా సమాజం పట్ల అవగాహన పెంపొందించడం
3. సంపన్న కుటుంబాలలోని పరిస్థితులు, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన కల్పించడం
4. జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో అర్థం చేసుకోవడంతో పాటు మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో తెలియజేయడం
5. జీవిత చరిత్ర ప్రక్రియను, దాని విశిష్టతను పరిచయం చేయడం
6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం
వ్యాకరణాంశాల ద్వారా భాషాసామర్థ్యాన్ని పెంపొందించడం

పాఠ్య ప్రణాళిక

యూనిట్ -I (ప్రాచీన కవిత్వం)

రాజనీతి – నన్నయ్య - ఆంధ్ర మహాభారతం – సభాపర్వం – ప్రథమాశ్వాసం (26-57 పద్యాలు)

- | | |
|--------------------------------|---------------------------|
| ▪ నన్నయ్య - కవి పరిచయం | ▪ ప్రజాపాలన – నాడు, నేడు |
| ▪ రాజనీతి - పాఠ్యాంశ ఇతివృత్తం | ▪ రాజనీతి పాఠ్యాంశ సందేశం |

యూనిట్ -II (ఆధునిక కవిత్వం)

గబ్బిలం - జాషువా - ప్రథమ భాగం (1-40 పద్యాల వరకు)



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- గుర్తం జాషువా – కవి పరిచయం, కవితా శైలి
- గబ్బిలం పాఠ్యాంశ ఇతివృత్తం

- కావ్య రచనా నేపథ్యం
- పాఠ్యాంశ సందేశం

యూనిట్ -III (కథానిక)

అలరాస పుట్టిళ్లు – కళ్యాణ సుందరీ జగన్నాథ్

- రచయిత్రి పరిచయం
- కథాంశం

- కథా నేపథ్యం, సందేశం
- పాత్ర చిత్రణ

యూనిట్ -IV (నవల)

అసమర్థుని జీవయాత్ర - గోపీచంద్

- గోపీచంద్ – రచయిత పరిచయం
- నవల ఇతివృత్తం, పాత్ర చిత్రణ

- నవల నేపథ్యం
- నవలా సందేశం

యూనిట్ -V (జీవిత చరిత్ర)

మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- తిరుమల రామచంద్ర – కవిపరిచయం
- వేటూరి ప్రభాకర శాస్త్రి

- నిడదవోలు వేంకట రావు
- మానవల్లి రామకృష్ణ కవి

వ్యాకరణం

సంధులు: అత్వ, ఇత్వ, ఉత్వ, త్రిక,
సరళాదేశ, గసడదవాదేశ, ద్వరుక్ట టకార,
సవర్ణ దీర్ఘ, గుణ, యణాదేశ,
వృద్ధి సంధులు.

సమాసాలు: అవ్యయిభావ, తత్పురుష,
కర్మధారయ, ద్వంద్వ, ద్వగు, బహువ్రీహి.

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక,
స్వభావోక్తి, అర్థాంతర వ్యాస, అతిశయోక్తి, శ్లేష,
శబ్దాలంకారాలు: వృత్త్యనుసాస, ఛేకానుసాస,
లాటానుసాస, అంత్యానుసాస

వృత్తాలు: ఉత్పలమాల, చంపకమాల,

శార్దూలము, మత్తేభము

జాతులు : కందం, ద్విపద

ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం

ముత్యాలసరాలు

ఆధార గ్రంథాలు:

1. శ్రీమదాంధ్ర మహాభారతము - సభాపర్వము- తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. గబ్బిలం - జాషువా
3. అలరాస పుట్టిళ్లు - కళ్యాణ సుందరీ జగన్నాథ్
4. అసమర్థుని జీవయాత్ర - త్రిపురనేని గోపీచంద్
5. మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; ఆయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.



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2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన

వ్యాసాలు రాయడం (సెమినార్/అసైన్మెంట్)

3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.

4. చారిత్రక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.

5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం.

▪ అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలు మెళకువలను గ్రహించగలరు.

2. జాషువా కాలంనాటి మతపరిస్థితులను, గబ్బిలం కావ్య విశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం,

సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.

3. అలరాస పుట్టిళ్లు కథా నేపథ్యాన్ని, సంపన్న కుటుంబాలలోని పరిస్థితులను, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన చేసుకోవడంతో పాటు కథా రచన ఎలా చేయాలో తెలుసుకుంటారు.

4. అసమర్థుని జీవయాత్ర రచనలో అప్పటి మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో, జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో విద్యార్థి తెలుసుకుంటాడు. ఒక తరం జీవితాన్ని కళ్లకు కట్టి మనోవైజ్ఞానిక నవలగా పేరు పొందిన అసమర్థుని జీవయాత్ర విద్యార్థి వ్యక్తిత్వ వికాసానికి దోహదం చేస్తుంది.

5. వేటూరి ప్రభాకర శాస్త్రి, నిడదవోలు వేంకటరావు, మానవల్లి రామకృష్ణ కవి వంటి ప్రముఖుల జీవిత చరిత్రలను తిరుమల రామచంద్ర ఎలా రాశారో అధ్యయనం చేయడంతోపాటు జీవిత చరిత్ర ప్రక్రియను ఎలా రచించాలో తెలుసుకుంటారు.

6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యం పెంపొందుతుంది.



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ADDITIONAL COURSES – HINDI

COURSE STRUCTURE

Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
Semester-I	1	Hindi Gadya Sahitya	4	3
Semester-II	2	Hindi Padya Sahitya	4	3



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लक्ष्यः

1. विद्यार्थियों को गद्य की विविध विधाओं से परिचित करवाना।
2. हिन्दी भाषा के विशिष्ट साहित्यकारों का परिचय उनकी रचनाओं की विशिष्टता का ज्ञान प्राप्त कर पाना।
3. हिन्दी साहित्य के संक्षिप्त इतिहास से परिचित करवाना।
4. हिन्दी व्याकरण की सभी पहलुओं पर विद्यार्थियों को विशद रूप अध्ययन कराना, क्योंकि व्याकरण ही भाषा की रीढ़ होती है।
5. विद्यार्थियों को पत्र लेखन के आवश्यक नियमों से अवगत कराना , शिष्ट भाषा का प्रयोग एवं प्रभावपूर्ण लेखन विधि से परिचित करवाना।

Unit-I

1. मित्रता - आचार्य रामचंद्र शुक्ल
2. साहित्य की महत्ता - महावीर प्रसाद द्विवेदी
3. बिंदा - महादेवी वर्मा

Unit-II

1. मुक्तिधन - प्रेमचन्द
2. पुरस्कार - जयशंकर प्रसाद
3. और वह पढ़ गई - डॉ कुसुम वियोगी.

Unit -III

1. हिन्दी साहित्य का इतिहास -
सामान्य परिचय
2. काल विभाजन



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१.कार्यालयीन शब्दावली (अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी)

२.लिंग

३.वचन

४.काल

५.कारक

Unit - V

पत्र लेखन

१. व्यक्तिगत पत्र

२. आवेदन पत्र

(छुट्टी पत्र, पिता जी के नाम पर पत्र, मित्र के नाम पर पत्र, प्राध्यापक पद के लिए आवेदन पत्र, अनुवादक पद के लिए आवेदन पत्र)

परिणाम: पाठ्यक्रम के सफल समापन के उपरान्त विद्यार्थी निम्न विषयों में सक्षम होंगे।

१. निबंध, रेखाचित्र, कहानी जैसी गद्य की विभिन्न विधाओं को समझ पाना एवं विश्लेषण कर पाना।
२. सच्चे मित्र के गुणों से अवगत हो पाना, जो की स्नातक स्तर के विद्यार्थियों के लिए अति आवश्यक है।
३. पठित रचनाओं में दर्शित सामाजिक, ऐतिहासिक, सांस्कृतिक आदि संदर्भों का मूल्यांकन कर पाना।
४. धार्मिक सहिष्णुता, देश प्रेम आदि उत्तम भावनाओं को जागृत कर पाना।
५. हिन्दी साहित्येतिहास के संक्षिप्त अध्ययन से विविध काल एवं तत्कालीन परिस्थितियों से अवगत होना।
६. व्याकरणिक इकाइयों की समझ एवं प्रभावपूर्ण पत्र लेखन का ज्ञान अर्जित कर सकना।



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ADDITIONAL COURSES – SANSKRIT

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Poetry, Prose & Grammar -I	4	3
Semester-II	2	Poetry, Prose & Grammar -II	4	3



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Major Subject: SANSKRIT

Course 1: POETRY, PROSE & GRAMMER -I

I Learning Outcomes:

1. प्राचीन संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
2. आधुनिक संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
3. मौलिक व्याकरण परिचयः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. धनुर्भङ्गः - श्रीमद्रामायणे बालकाण्डे 67 सर्गः
2. शरणागतरक्षणम् - श्रीमहाभारते अनुशासनपर्वणि 32 अध्यायः

Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. महोदयः - मुळ्ळपूडि नारयणशास्त्रिणः पुत्रसंजीवन काव्ये 2 सर्गः
2. रामकीर्तिः - सत्यव्रतशास्त्रिणः श्रीरामकीर्ति महाकाव्ये 1 सर्गः

Unit - 3: गद्य साहित्यम् (9h)

1. खलोक्तिः - हितोपदेशे सन्धि परिच्छेदात्
2. लोकमान्यः - श्रीरामनाथशास्त्रिकृतः निबन्धः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (देव, कवि, भानु, धातु, पितृ, गो, रमा, मति)
2. धातवः (भू, गम्, स्था, दृशिर्, लाभ्, मुद्, अस्, भाष्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (अच् - हल् सन्धयः)
2. समासाः (द्वन्द्व, तत्पुरुष, कर्मधारय, द्विगु)

III Skill Outcomes:

On successful completion of this course, student shall be able to:

1. साहित्यकार, ऋषि, कवि हृदय विवेचनम् भवति ।
2. मानवीयमूल्यसम्पदनाभिलाषः भवति ।
3. मौलिकव्याकरणज्ञानेन प्रयोगे अर्थात् पठन लेखन वेलासु भाषाशुद्ध्यै प्रयत्नः भवति ।

IV References:

1. Prescribed Sanskrit Text Book I



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V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.



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BBA I Semester

L	T	P	C
1	1	0	2

BUSINESS COMMUNICATION-I

Course Objectives:

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

Unit – I Introduction to Communication in Organizations

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.

Unit – II Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit – III Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Power point presentation skills; Info graphics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit – IV Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

Course Outcomes:

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



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Text Books:

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

Reference Books:

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

Reflective Exercises and Cases:

- 1 Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
- 2 Preparing on curriculum vitae/resume and cover letter
- 3 Reading of annual reports
- 4 The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen|Business Expert Press|BEP336-PDF-ENG|<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
- 5 Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen|Business Expert Press |BEP334-PDF-ENG|<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
- 6 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?>
- 7 Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
- 8 Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch



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BBA - I Semester

L	T	P	C
2	0	0	2

INDIAN SCIENCE, ENGINEERING AND TECHNOLOGY (PAST, PRESENT AND FUTURE)

Course Objectives:

- 1 To familiarize learners with major sequential development in Indian science, engineering and technology.
- 2 To review & strengthen the ancient discovery and research in physics, chemistry, Maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc.
- 3 To help students to trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today
- 4 To help to understand the apparently rational, verifiable and universal solution from Ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual wellbeing.

Unit – I Indian Traditional Knowledge; Science and Practices

Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & co evolution. Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant based medicine, Traditional writing Technology.

Unit – II Ancient Indian Science (Physics, Chemistry, Maths)

Physics in India: Vaisheshika darshan Atomic theory & law of motion, theory of panchmahabhoota, Brihath Shathaka (divisions of the time, unit of distance), bhaskaracharya (theory of gravity, surya siddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti).

Unit – III Ancient Indian Science (Physics, Chemistry, Maths)

Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhata – building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yasodhara Bhatta-process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana's Sulbasutras, Aryabhata, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyesthadeva.

Unit – IV Ancient Indian Science (Textile, Agriculture, Transport)

Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural protein fibers), bast and leaf fibers, mridhudhautadhupitambaram (meaning a practice of fumigating the fabric with incense smoke before use as a part of the finishing process), sitadhautavasanyugala (bleached white—a finishing process); suchhastah, sutradharah (needle and thread – tools for stitching). dyeing, washing spinning and weaving technology, Agriculture in India: krishisuktas, Krishiparashara, Brihatsamhita, Types of crops, Manures, Types of land- devamatraka, nadimatraka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India



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Unit – V Ancient Indian Science (Ayurveda & Yoga)

Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Pancha maha bhuta, the communication between body & mind, health regimen for wellbeing, introduction to yoga (raja yoga, astang yoga, gyan yoga), understanding of Indian psychological concept, consciousness, tridosha & triguna.

Course Outcomes:

- Engineering knowledge: Apply the knowledge of mathematics, science, engineering
- CO 1 fundamentals, and an engineering specialization to the solution of complex engineering problems.
- Problem analysis: Identify, formulate, research literature, and analyze complex
- CO 2 engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- Modern tool usage: Create, select, and apply appropriate techniques, resources, and
- CO3 modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

Text Books:

- 1 Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
- 2 Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
- 3 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

Reference Books:

- 1 SK Das, The education system of Ancient hindus, Gyan publication house, India
- 2 R P Kulkarni, Glimpese of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018
- 3 AK Pathak, Science and Technology in India, Anshika prakashan pratapgarh, 2016
- 4 PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017
- 5 NVP, Unithiri, Indian Scientific Traditions (Professor K.N. Neelakantan Elayath Felicitation Volume), publication division unieristy of Calicut, 2006



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BBA - I Semester

L	T	P	C
2	0	0	2

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Course 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.

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

Unit – II 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.

Unit – III 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 greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. 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 – IV 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



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

Course Outcomes:

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

Text Books:

- 1 Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.
- 2 Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- 3 Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.

Reference Books:

- 1 Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- 2 Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- 3 Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- 4 Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- 5 Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
- 6 Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/cosystem/ecosystem.html>



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BBA - I Semester

L	T	P	C
3	1	0	4

PRINCIPLES OF MANAGEMENT

Course Objectives:

- 1 To understand the basic concepts, principles, and theories of management.
- 2 To examine the essential functions of managers.
- 3 To analyze the impact of globalization, diversity, and ethics on management.
- 4 To develop skills in strategic planning, decision-making, and leadership.

Unit – I Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Managerial Roles by Henry Mintzberg- Evolution of management thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches-Scientific approach by Taylor and Administrative Approach by Henry Faylo; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

Unit – II Planning, Organizing and Staffing

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools and ; - Meaning and Types, Types-Narrow and Wide SOC; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit -III Managerial Biases and types under decision making

Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control

Unit – IV Leading, Directing and Controlling

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

Unit – V Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices



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Course Outcomes:

- 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.

Text Books:

- 1 Ghuman & Aswathappa. Management, Practice & Cases. McGraw Hill, New Delhi
- 2 Peter F Drucker, Management. Harper Collins publishers, New York.
- 3 Rao V.S.P. Management Principles and Applications. Taxmann Publications
- 4 Bright D. et al. Principles of Management. Open Stax Textbooks, Houston
- 5 Kapoor Premvir, Principles of Management, Khanna Book Publishing.
- 6 Jones G. R., and George, J. M. Essentials of contemporary management New York, NY: McGraw-Hill Education.
- 7 Robbins S. P. & Coulter, M. A. Management. Pearson.

Reference Books:

1. rasad, L.M. (2000). Principles and Practice of Management.
Indian Business Rising: The Contemporary Indian Way of Conducting Business-And
How It Can Help You Improve Your Business | Harvard Business Review Press |
5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

- 1 Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the
Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro
Montealegre | Harvard Business School | 308079-PDF-ENG |
<https://hbsp.harvard.edu/product/308079-PDF-ENG?>
- 2 ATH Technologies by Robert Simons and Jennifer Packard
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
Article review and discussion:
- 3 Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
- 4 Review of Lincoln Electric Co. by Norman Berg.
- 5 Review of Hawthorne case
- 6 Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh,
Michael Useem | Harvard Business Review | R1003G-PDF-ENG |
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
*Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya
Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-
ENG | <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>*



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BBA - I Semester

FINANCIAL ACCOUNTING

L	T	P	C
3	1	0	4

Course Objectives:

- 1 To provide an understanding of application of various principles and practice of Accounting.
- 2 To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
- 3 To apply the knowledge of systematic maintenance of books of accounts to real life business.
- 4 To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Unit – I Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit – II Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit- III Final Account

Preparation of Trading and Profit and Loss accounts, cash books, and of sole trading concerns, importance of disclosures in final accounts-Preparation of Final accounts Adjustments- Accounting Standards - Balance Sheet

Unit IV Reconciliation Statement(BRS) Introduction and Significance of BRS – Pass Book –
· Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement.(NP)

Unit – V Company Final Accounts

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.



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Course Outcomes:

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

Text Books:

- 1 Jain S.P., & Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
- 2 Kimmel, Financial accounting, Wiley Publications
- 3 Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- 4 S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

Reference Books:

- 1 Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
- 2 Ashish k Bhattacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
- 3 Financial Accounting and Analysis, Discovery Publishing House Pvt. Ltd., New Delhi (2016)

Web Resources:

- 1 **Accounting for sustainability:** www.ifac.org
- 2 **IFRS sustainability standards:** www.ifrs.org



BBA I Semester

L	T	P	C
3	1	0	4

BUSINESS STATISTICS AND LOGIC

Course Objectives:

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

Unit – I

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 and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles

Unit -II Measures of dispersion

Range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and Skewness, Karl Pearson's and Bowley's measures of Skewness, concept of kurtosis, types of kurtoses and importance.

Unit – III Correlation and Regression

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

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.

Unit – V 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

Course Outcomes:

- CO 1 Demonstrate data handling skills with clarity and logical reasoning.
- CO 2 Outline the relevant concepts of Statistics to a given context/business scenario
- CO 3 Organize business data and conduct statistical treatment.



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CO 4 Evaluate and interpret data using appropriate statistical techniques

CO 5 Explain data trends using appropriate statistical models.

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 Books:

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

Practical Component

- 1 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



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BBA II Semester

L	T	P	C
3	1	0	4

HUMAN BEHAVIOUR AND ORGANIZATION

Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision making, culture, and conflict resolution through able and of theoretical frameworks and real-world applications

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of O Bin modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Content:

Unit- I: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

Unit -II: Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude -components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception-concept, perceptual process, factors influencing perception; Values-concept and types: terminal values and instrumental values.

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 -III: Group & Team Behaviour

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



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Group think and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit -IV: Leadership & Power

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic); Comparison of Indian leadership styles with other countries. Bases of Power.

Unit -V: Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen-Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred-Organizational Behavior: An Evidence-Based Approach-Mc Graw Hil Publishers Co. Ltd., NewDelhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, NewDelhi.
4. Rao, VSP-Organization Behavior-Himalaya Publishing House.
5. Aswathappa. K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit1

1. Personality assessment through a question naire(MBTI/16PFetc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
4. TranslatingSwamiVivekanandaintoManagementPractice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17



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Unit2

1. Assess the ways of self-directed Learning.

Unit3

1. Watch the movie “Rukahua Faisla”/12 Angry Men group decision-making.
2. Reflective essay on group behavior on “Draupadi Cheer Haran”
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin in Individual Team Roles

<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022 : *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
[https://www.researchgate.net/publication/340607402 LEADERSHIP AND INNOVATION AT APPLE INC](https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC)

Unit5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior 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.
4. Formulate a more productive system and high performance work culture operating on the principles of OB.



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BBA - II Semester

L	T	P	C
3	1	0	4

MARKETING MANAGEMENT

Course Objectives:

- 1 To give an overview of marketing environment.
- 2 To develop a detailed marketing plan
- 3 To understand role of intermediaries in marketing activities
- 4 To acquire knowledge on various promotional tools in marketing.

Unit – I INTRODUCTION

Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's-orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing - Mix, Marketing environment.

Unit – II SEGMENTATION, TARGETING AND POSITIONING ANALYSIS

Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and -positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit – III PRODUCT

Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial goods.-New Product Development process, Product Life Cycle –Stages in PLC and application to -marketing. Branding of Products, Packaging and Labeling. Significance of Warranties &

Unit -IV PRICING AND DISTRIBUTION

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures-, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels,-criteria of selecting a channel

Unit – V PROMOTION

Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix-Advertising, -Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of -Promotional Mix in marketing decisions.

Course Outcomes:

- CO 1 Developing an overview of marketing environment.
- CO 2 Know the detailed marketing plan
- CO 3 Know the role of intermediaries in marketing activities
- CO 4 Acquire knowledge on various promotional tools in marketing.



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Text Books:

- 1 Kotler.P, & Keller.K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
- 2 Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd.

Reference Books:

- 1 Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- 2 S.A.Sherlekar, R.Krishnamoorthy, Marketing Management, Himalaya Publishing House

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klingsystem/ecosystem.html>



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BBA - II Semester

L	T	P	C
3	1	0	4

BUSINESS ECONOMICS

Course Objectives:

- 1 Understand the concept of economics and its relevance to business.
- 2 Understand concepts of perfect competition and monopoly for fixation of prices
- 3 Understand the international business scenario and concepts of BOP.
- 4 Learn to apply the concepts of cost and Break-even analysis and learn various theories on production

Unit – I INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

Unit – II DEMAND ANALYSIS

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand..

Unit – III PRODUCTION, COST AND REVENUE ANALYSIS

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs , Break -Even Analysis, applications of Break- Even analysis.

Unit IV MARKET STRUCTURE

Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly

Unit – V NATIONAL INCOME AND STRUCTURAL REFORMS

: Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions.

Course Outcomes:

- 1 Fraud Techniques, privacy and data protection Activities
- 2 Group Discussion on factors that influence plan location .
- 3 Assignment on business organizations and modern business.
Identifying the attributes of network (Topology,service provider, IP address and
- 4 bandwidth of your college network) and prepare a report covering network architecture.
- 5 Identify the types of malwares and required firewalls to provide security.

Text Books:

- 1 Aryasri and Murthy- Business Economics - Tata McGrawHill
- 2 P.C.Chopra - Business Economics –KalyaniPublications
- 3 S.Sankaran - Business Economics - MarghamPublications



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Reference Books:

- 1 H.L Ahuja - Business Economics - Sultan Chand & Sons.
- 2 Deepasree - Business Economics - Himalaya Publishing House. Ryan Olson

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klingsystem/ecosystem.html>



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BBA - II Semester

L	T	P	C
1	0	2	2

EMERGING TECHNOLOGIES AND APPLICATION

Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Contents:

Unit-I: Cloud Computing

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

Unit-II: Internet of Things (IoT) & Industry4.0

Sensor technologies and connectivity –IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making

Unit-III: Concept of Industry4.0– Automation and smart manufacturing–Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains–Business process optimization – AI – ML role

Unit-IV: Block chain Technology

Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms–Smart contracts–Financial services and digital identity Challenges and Opportunities–Security and privacy issues–Regulatory and compliance considerations

Unit-V: Augmented Reality (AR) and Virtual Reality(VR)

Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state-AR/VR applications in marketing and customer experience–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 basics development and deployment of decentralized applications.



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Readings:

Text Books (Latest Editions):

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

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research or organizational behavior ", *Organization Management Journal*, Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

Case Studies

1. 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>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>



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Course Outcomes:

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



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BBA - II Semester

L	T	P	C
1	1	0	2

MEDIA LITERACY AND CRITICAL THINKING

This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objective(s):

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 mis information.

Course Content:

Unit-I: Foundations of Media Literacy and Critical Thinking

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

Unit-II: 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.



Unit -III: 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 analyzing audience consumption patterns

Unit-IV: Ethics, Regulation

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards;

Unit -V: Digital Media Literacy

Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship- cybercrimes in digital information.

Text Books (Latest Editions):

1. Potter, W.J. Media literacy (8thed.).SAGE Publications.
2. Hobbs, R. Media literacy in the digital age.Routledge.
3. Halpern, D.F. Thought & knowledge: An introduction to critical thinking (5thed.).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 (8thed.).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 hand book.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 (2nded.).Rout ledge.
10. Aufderheide, P., &Jaszi, P.R eclaiming fair use: How to put balance back in copyrig ht(2nded.).University of Chicago Press.
11. Hammond, J.S., Keeney, R.L., & Raiffa, H.Smartchoices: Apractical guide to making better decisions. Harvard Business Review Press.



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12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change(30 th anniversary ed.)Simon & Schuster.

Course Outcome(s):

1. Demonstrate proficiency in analyzing 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 behavior.
4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating mis information.



BBA - II Semester

L	T	P	C
2	0	0	2

INDIAN CONSTITUTION

Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

Course Objective(s):

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. Analyze 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.



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Course Content:

Unit-I: An Economic History of the Constitution of India

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bit coin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice

Unit-II: Fundamental Rights and Business in India

Article 19(1) (g), grants every citizen the right, to practice 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.

Unit -III: Fundamental Duties. And business in India

The fundamental duties which were added by the 42nd Amendment Act of the Constitution in 1976, -The list of 11 Fundamental Duties under Article 51-A -Moral Duty & Civic Duty-regarding business

Unit-IV: Fiscal Federalism

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit-V: Constitutional battles that shaped the economy

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 dieselenginecars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in crypto currencies



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Readings:

References:

- The Oxford Hand book of the Indian Constitution, Oxford university press.

Cases

- Rustom Cavas jee Cooperv. Union of India,(1970)1SCC248
- State of Rajasthan v. Mohan LalVyas, AIR 1971 SC 2068 (confirmation of a private monopoly, nota 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)
- Chintamanraov. The State of Madhya Pradesh, AIR 1951SC118(scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B.Bharuchav. Excise Commissioner, Ajmer,AIR1954 SC220(the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T.B.Ibrahimv.RegionalTransportAuthority.Tanjore,AIR1953SC79
- HarmanSinghv.RTA,Calcutta,AIR1954SC190
- DwarkaPrasadLaxmiNarainv.StateofU.P.,AIR1954SC224
- StateofBombayv.R.M.D.Chamarbaugwala,AIR1957SC699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority,Aurangabad,AIR1960SC801
- State of Bombay v.R.M.D.Chamarbaugwala,(1957)S.C.R.874,
- G.K.Krishnan vs State of TamilNadu,1975SCC(1)375
- Automobile Transport (Rajasthan)Ltd. Vs State of Rajasthan, AIR1962SC1406

Course Outcome(s):

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 frame work 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



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BUSINESS COMMUNICATION –II

Course Objectives:

- 1 Understand the nature importance of communication.
- 2 Learn the process involved in communication.
- 3 Effectively play their roles in group discussions.
- 4 Enhance the skills of public speaking.

Unit – I BASICS OF COMMUNICATION

Nature and importance of communication - Process of Communication Principles of communication

Unit – II Barriers to effective communication

Barriers to effective communication - Strategies for effective communication

Unit – III PRESENTATION SKILLS

Preparation of a good presentation – Verbal communication in presentation

Unit-IV Non – verbal communication

Presentation of non-verbal communication - Visual aids/Materials in presentation

Unit – V INTERVIEWS AND GROUP DISCUSSIONS

1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

Course Outcomes:

- CO 1 Development of communication.
- CO 2 Promotion of communication.
- CO 3 Improving the group discussions skills

Text Books:

- 1 Working in English, Jones, Cambridge
- 2 Business Communication, Raman –Prakash, Oxford

Reference Books:

- 1 Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- 2 Jermy Comfort, Speaking Effectively, et.al, Cambridge

Web Resources:

- 1 <https://www.ourplanet.com>
- 2 <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
<https://www.globalchange.umich.edu/globalchange1/current/lectures/klingsystem/ecosystem/ecosystem.html>



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ADDITIONAL COURSES – TELUGU/SANSKRIT/HINDI

The student will chose one of the language to complete this course

TELUGU

Course : సంజనతీతీకరచన్

▪ అభ్యసన లక్ష్యాలు

1. తెలుగు సాహిత్య అభ్యసన నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చడం
విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తింపజేయడం
మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకునేలా జేయడం
తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని అవగాహన చేసుకోవడం
2. అనువాద రంగంలో నైపుణ్య సంపాదనను కలగజేయడం
3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిస్తున్నట్లుగా జేయడం
4. వ్యాస రచన ఎలా చేయాలో నేర్పించడం
5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యతను గుర్తించేలా జేయడం

పాఠ్య ప్రణాళిక

I. వ్యక్తీకరణ నైపుణ్యాలు

భాష నిర్వచనాలు, లక్షణాలు
భాష ఆవశ్యకత, ప్రయోజనాలు
భాష – ఉత్పత్తి వాదాలు
వర్ణం - పదం - వాక్యం

II. అనువాద రచన

అనువాదం - నిర్వచనాలు, ఆవశ్యకత
అనువాద పద్ధతులు
అనువాద సమస్యలు - భౌగోళ, భాష, సాంస్కృతిక సమస్యలు.

- అభ్యాసం ఆంగ్లంనుంచి తెలుగుకు, తెలుగు నుంచి ఆంగ్లానికి ఒక 'పేరా' అనువాదం చేయడం

III. మాధ్యమాలకు రచన

పత్రికా రచన – వార్తారచన, సంపాదకీయం, సమీక్ష
శ్రవ్య మాధ్యమం – రేడియో రచన (కథ), podcast (డాక్యుమెంటరీ)
దృశ్య మాధ్యమం – టెలివిజన్ (కెమెరా) రచన [రూపకం (Skit), వాఖ్యానం (Anchoring)]
• ముద్రణ మాధ్యమ / శ్రవ్య మాధ్యమ / దృశ్య మాధ్యమ రచన విద్యార్థుల చేత చేయించడం



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IV. తెలుగు వ్యాస రచన

తెలుగు వ్యాసం - నిర్వచనాలు, లక్షణాలు

సాక్షి వ్యాసం - స్వభాష

ఉపాధ్యాయ ఉవాచ - మునిమాణిక్యం నరసింహారావు

- విద్యార్థి చేత వ్యాస రచన చేయించడం

V. తెలుగు సాంకేతికత

తెలుగు లిపి పరిచయం - యూనికోడ్

తెలుగు వికీపీడియా

సామాజిక మాధ్యమాల్లో తెలుగు

('ఇ' పత్రికలు, వెబ్సైట్లు, బ్లాగు)

- తెలుగు వికీపీడియాలో మార్పులు చేర్పులు విద్యార్థుల చేత చేయించడం/
- సామాజిక మాధ్యమాల్లో తెలుగు రచనలు చేయించడం

■ ఆధార గ్రంథాలు/వ్యాసాలు

1. వ్యక్తికరణ నైపుణ్యాలు - 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు - ఆచార్య పి. ఎస్. సుబ్రహ్మణ్యం
2. తెలుగు భాషా చరిత్ర - (సం.) ఆచార్య భద్రరాజు కృష్ణమూర్తి
3. తెలుగు వాక్యం - ఆచార్య చేకూరి రామారావు,
2. ఉత్తమ కవిత-లక్షణాలు - నవ్యకవితా లక్షణములు - ఆచార్య సి. నారాయణరెడ్డి
ఆధునికాంధ్ర కవితాము-సంప్రదాయములు, ప్రయోగములు, చతుర్థ ప్రకరణము.
3. ఉత్తమ కథ - లక్షణాలు - కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17.
4. తెలుగు కథానిక - స్వరూప స్వభావాలు - పోరంకి దక్షిణమూర్తి
5. ఉత్తమ వ్యాసం లక్షణాలు - చదువు - సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు
6. తెలుగు వ్యాస పరిణామం - ఆచార్య కొలకూరి ఇనాక్
7. అనువాద రచన - 1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి (పుటలు 61-75, 85-94)
2. అనువాదన పద్ధతులు - ఆచరణ సమస్యలు-చేకూరి రామారావు.
"భాషాంతరంగం", తెలుగు విశ్వవిద్యాలయ ప్రచురణ. (పుటలు 130-146,)
8. ముద్రణా మాధ్యమం - మాధ్యమాలకు రచన (పుటలు 9-12)
డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
9. పత్రికా భాష - మాధ్యమాలకు రచన (పుటలు 67-74)



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- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
10. పత్రికా రచన - తెలుగు మాళికాంశాలు (పుటలు 59-69)
- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
11. ప్రసార మాధ్యమాలు- మాధ్యమాలకు రచన (పుటలు 3-10)
- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
12. రేడియో రచన - మాధ్యమాలకు రచన (పుటలు 141-148)
- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
- చూ. మాధ్యమాలకు రచన (పుటలు 141-148)
13. వ్యాఖ్యానం (యాంకరింగ్) - మాధ్యమాలకు రచన (పుటలు 178-181)
- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
14. టెలివిజన్ రచన - మాధ్యమాలకు రచన (పుటలు 153 -160)
- డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
15. తెలుగు జర్నలిజం - డా॥ బూదరాజు రాధాకృష్ణ

సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.
2. విద్యార్థులచేత తెలుగు భాషా సాహిత్యాలపై ప్రసంగ వ్యాసం ఇప్పించడం (సెమినార్, అసైన్మెంట్)
3. వ్యాసరచన, లేఖారచన, స్వీయ కవితలు రాయించి తరగతిలో చదివింపజేయడం
4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.
5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion)
6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహింపజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.
7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేసి సంకలనం చేయడం.
8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు, దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/ క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

▪ అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.



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1. తెలుగు సాహిత్య అభ్యాసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ వాగ్రూప, లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.
2. అనువాద ఆవశ్యకతను తెలుసుకుంటారు. అనువాద రంగంలో నైపుణ్యం పెరుగుతుంది.
3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిస్తున్నట్లుగా తెలుసుకుంటారు.
4. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు. మంచి వ్యాస రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యత గురించి అవగాహన పొందగలరు.



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HINDI

Course : Hindi Padya Sahitya

लक्ष्य:

१. कबीर और तुलसी के दोहों में व्यक्त सामाजिक संदेश जो आज के समय में भी प्रासंगिक है, विद्यार्थियों को उनसे परिचित कराना। सूर के पदों की लयात्मकता से परिचित हो पाना।
२. आधुनिक काल के प्रमुख हिन्दी कवियों का योगदान एवं विभिन्न साहित्यिक परंपराओं में उनके योगदान का आकलन कर सकेंगे।
३. निबंध के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की वृद्धि होना।
४. प्रयोजन मूलक हिन्दी के अंतर्गत विद्यार्थी विभिन्न सरकारी पत्रों से अवगत हो पाना।
५. अनुवाद और संक्षेपण ऐसी कलाएँ हैं, जिनके अभ्यास से विद्यार्थी भाषाओं पर निपुणता हासिल कर सकेंगे।

Unit - I

प्राचीन कविता

१. कबीर दास - ५ दोहे
२. सूरदास - बाल वर्णन
३. तुलसीदास - ५ दोहे

Unit - II

आधुनिक कविता

१. मातृभाषा - भारतेन्दु हरिश्चंद्र - ५ दोहे
२. भिक्षुक - सूर्यकांत त्रिपाठी निराला
३. मादा भूण - रजनी तिलक

Unit - III

सामान्य निबन्ध

१. विद्यार्थी और अनुशासन
२. विश्व भाषा के रूप में हिंदी
३. पर्यावरण प्रदूषण



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प्रयोजन मूलक हिन्दी - परिचय

सरकारी पत्र- परिभाषा एवं पत्र का नमूना

१.परिपत्र

२.ज्ञापन

३.अधिसूचना

Unit - V

१. अनुवाद - अंग्रेजी से हिन्दी(४ - ५ पंक्तियाँ)

तेलुगू से हिन्दी (४ - ५ पंक्तियाँ)

२. संक्षेपण

परिणाम: द्वितीय सत्र के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१.प्राचीन कविता के अध्ययन से विद्यार्थियों में सामाजिक चेतना जागृत होगी, काव्यगत विशेषताओं से परिचित होंगे।

२.आधुनिक काल की विविध प्रक्रियाओं का आकलन तथा विश्लेषण।

३.विभिन्न निबंधों के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की श्रीवृद्धि।

४.प्रयोजन मूलक हिन्दी का ज्ञान प्राप्त कर विद्यार्थी सरकारी तथा गैर सरकारी संगठनों में अनुवादक पद के लिए अपने आप को तैयार कर पायेंगे।

५.अनुवाद अभ्यास जो साहित्यिक एवं अनुप्रयुक्त माध्यम से करवाया जाता है, यह विद्यार्थियों के लिए उपयोगी सिद्ध होगा। संक्षेपण कला के अभ्यास से भाषाई निपुणता प्राप्त कर सकते हैं।

संदर्भ ग्रंथ

१. गद्य संदेश - डॉ नरसिंहम शिवकोटि

२.कथालोक- डॉ घनश्याम

३.काव्य दीप- श्री बी राधाकृष्ण मूर्ति

४. आधुनिक हिन्दी व्याकरण और रचना - डॉ वासुदेव नंदन प्रसाद



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SANSKRIT

Course : Poetry, Prose & Grammar-II

Major Subject: SANSKRIT

Course 2: POETRY, PROSE & GRAMMER -II

I Learning Outcomes:

1. संस्कृत पद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
2. संस्कृत गद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
3. व्याकरणज्ञानात् लेखनशुद्धिः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् (9h)

1. पाणिग्रहणम् - रघुवम्शमहाकाव्ये 7 सर्गः
2. पत्रार्चनम् - नानाग्रन्थेभ्यः

Unit - 2: आधुनिक पद्य साहित्यम् (9h)

1. पन्नाधात्री – श्रीमत्प्रतापरणायने मेवाडकाण्डे 13 सर्गः
2. सुखवर्गः – धम्मपदम् (Sanskrit Version of Prof. P.Sriramachandrudu)

Unit - 3: गद्य साहित्यम् (9h)

1. अमोघदर्शनम् - बाणस्य कादंबरीतः
2. चारुचेष्टितम् - कविकोपकलापतः

Unit - 4: व्याकरणम् (9h)

1. अजन्त शब्दाः (नदी, तनु, वधू, मातृ, वन, फल, वारि, मधु)
2. धातवः (इष्, लिख्, कृञ्, क्रीञ्, चुर्, रमु, वन्द्, युध्)

Unit - 5: व्याकरणम् (9h)

1. सन्धयः (हल् सन्धिः – विसर्गसन्धिः)
2. समासाः (अव्यायीभावः, बहुव्रीहिः)

III Skill Outcomes:

On successful completion of this course, student shall be able to:

1. संस्कृतकवीनां पदवाक्यप्रयोगसरणेरवगतिः भवति ।
2. संस्कृतकवीनां भावगम्भीर्यं परिज्ञानम् भवति ।
3. वाक्यरचनायाम् दोषराहित्यप्राप्तिः भवति ।



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IV References:

1. Prescribed Sanskrit Text Book II

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.