



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

**Programme Structure and Course Details
of
Bachelor of Business Administration
2022-2023**

**Faculty of Commerce and Management
Department of Management Studies**

**Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore**

Yedha G. Rao



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

Programme Specifications

**Bachelor of Business Administration
Degree Programme**

Programme Code: 436

Faculty of Management and Commerce

Batch 2022-2023

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

M. S. Rao

University's Vision, Mission and Objectives

The M. S. Ramaiah University of Applied Sciences (MSRUAS) will focus on student-centric professional education and motivate its staff and students to contribute significantly to the growth of technology, science, economy and society through their imaginative, creative and innovative pursuits. Hence, the University has articulated the following vision and objectives.

Vision

MSRUAS aspires to be the premier university of choice in Asia for student centric professional education and services with a strong focus on applied research whilst maintaining the highest academic and ethical standards in a creative and innovative environment

Mission

Our purpose is the creation and dissemination of knowledge. We are committed to creativity, innovation and excellence in our teaching and research. We value integrity, quality and teamwork in all our endeavors. We inspire critical thinking, personal development, and a passion for lifelong learning. We serve the technical, scientific, and economic needs of our Society.

Objectives

1. To disseminate knowledge and skills through instructions, teaching, training, seminars, workshops and symposia in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to equip students and scholars to meet the needs of industries, business and society
2. To generate knowledge through research in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to meet the challenges that arise in industry, business and society
3. To promote health, human well-being and provide holistic healthcare
4. To provide technical and scientific solutions to real life problems posed by industry, business and society in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences
5. To instill the spirit of entrepreneurship in our youth to help create more career opportunities in the society by incubating and nurturing technology product ideas and supporting technology backed business
6. To identify and nurture leadership skills in students and help in the development of our future leaders to enrich the society we live in
7. To develop partnership with universities, industries, businesses, research establishments, NGOs, international organizations, governmental organizations in India and abroad to enrich the experiences of faculties and students through research and developmental programmes

M. S. Ramaiah

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

Programme Specifications: B.B.A. (Hons.)

Faculty	Management and Commerce
Department	Management Studies
Programme Code	436
Programme Name	Bachelor of Business Administration
Dean of the Faculty	Dr. K.M. Sharath Kumar
Head of the Department	Dr. K.M. Sharath Kumar

1. **Title of the Award:** Bachelor of Business Administration
2. **Mode of Study:** Full-Time
3. **Awarding Institution /Body:** M. S. Ramaiah University of Applied Sciences (MSRUAS), Bengaluru
4. **Joint Award:** Not Applicable
5. **Teaching Institution:** Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences, Bengaluru
6. **Date of Programme Specifications:** July 2022
7. **Date of Programme Approval by the Academic Council of MSRUAS:** 14 July 2022
8. **Next Review Date:** June 2026
9. **Programme Approving Regulating Body and Date of Approval:**
10. **Programme Accredited Body and Date of Accreditation:**
11. **Grade Awarded by the Accreditation Body:**
12. **Programme Accreditation Validity:**
13. **Programme Benchmark:**
14. **Rationale for the Programme**

Bachelor of Business Administration (B.B.A) is an undergraduate degree Programme designed to create motivated, energetic, thinking and creative graduates to fill the roles as entry and middle level Managers, Professionals, Administrators.

With the current trends National Education Policy (NEP) – 2020 and Self-Employment and Talent Utilization (SETU) program, there is a tremendous need for a young workforce with skillset that will make the students readily employable, for various entry level and managerial roles. The objective is to bridge the gap between the current system of education and what is required in the 21st century. It is to have Holistic and Multidisciplinary UG Education to produce employable graduates with integrated personality. The Government of Karnataka had constituted a Task to suggest an Implementation Framework for NEP-2020. It had also constituted two sub-committees, one on Curriculum Reforms in Higher Education and the other on Governance and Regulations.

The growing Indian millennial generation can use the void to create new employment ventures and

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

Medha K J

Startups. The atmosphere of enabling policies, ease of doing business, and the zest of India's aspiring youth needs to channelize towards Start-up India. The United Nations World Employment and Social Outlook 2017 report acknowledged that India was responsible for maximum job creation in 2016 in the Asia and Pacific region as the India's working age population surpasses one billion in ten years. Currently, the Indian market is expanding in an accelerated rate. As existing companies expand in size, new start-ups have also arrived on the scene. All these companies require candidates with sound business and operations knowledge. The economic growth of India has created unprecedented demand for talented and trained workforce in Management. To meet this demand, the Government of India is encouraging private and public sectors to establish practical orientation in the Management Courses, keeping in mind the rapid digitization in the Global market.

With the economic liberalization of India in the recent times, need for candidates with adequate managerial and business knowledge is warranted. Organization require candidates with sound business knowledge who can facilitate between the operations team and senior management. These candidates would later be groomed into senior management roles. Realizing the vital need for adequately trained management professionals, MSRUIAS provides an ideal platform for the students by exposing them to different aspects of business administration and thereby expanding their horizon in decision making and entrepreneurial intentions. Hence, MSRUIAS is proposing to offer B.B.A Programme under Faculty of Management and Commerce.

B.B.A is an undergraduate degree Programme that addresses the core functions of business such as marketing, finance, strategy, decision making, with latest additions in Entrepreneurship Development and Business Analytics etc. The degree also focuses on managerial skills, team skills and communication skills. Some of the core subjects taught in B.B.A course are marketing and sales, organization behaviour, basic management skills, business strategy, market trends and competition, financial accounting, legal regulatory framework, entrepreneurship development, Business Analytics, financial management, E-commerce, communication, etc.

The Task Force has suggested NEP-2020 Implementation Framework for Karnataka. The State Government has accepted the action plan and initiated steps to implement NEP-2020, as per the Roadmap suggested by the Task Force. The curriculum is outcome based and it imbibes required theoretical concepts and practical skills in the domain. By undergoing this Programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. Special emphasis shall also be provided to Ability and Skill Enhancement/Vocational Courses as well as Value Added Courses. Opportunities are provided for the students to do internship in business organizations, research & development and also execute a well-defined project in a team to enhance practical skills and problem solving abilities. The students are required to submit a well written project report as partial fulfilment for the award of the degree, which will help develop skills of documenting business processes and operations. The Undergraduate Programme is meant to highlight systemic change in the higher education system in MSRUIAS and align itself with the National Education Policy - 2020.

15. Programme Mission

The purpose of the Programme is creation of knowledgeable human resources with contemporary business management knowledge and skills to work in Government, Semi-Government, Private and Public sector organization and also to assume administration positions. With further progression in education, graduates should be able to become independent professional practitioners, business analysts, researchers and entrepreneurs

Medha G. Jadhav

Dean - Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

16. Graduate Attributes (GAs)

- GA-1. Business Management Knowledge:** Impart knowledge on fundamentals of Business Administration and Management
- GA-2. Problem Identification:** Identify business problems and collect suitable data for analysis
- GA-3. Design and Development of Solutions:** Ability to identify and apply appropriate statistical methods and tools to analyze business data, and arrive at meaningful solutions
- GA-4. Conduct Investigations of Complex Problems:** Analyze operations model for a stated business activity through simulations and validations
- GA-5. Efficient Management Practices:** Ability to apply appropriate business tools and management techniques by understanding optimal utilization of resources for business activity
- GA-6. Business Leader and Society:** Apply knowledge of labour welfare, economics, social sciences, legal and professional ethics, and interpersonal skills relevant to professional practice
- GA-7. Environment and Sustainability:** Ability to develop sustainable business solutions and their impact on society environment
- GA-8. Ethics:** Ability to apply ethical principles to business management practices for managerial and leadership responsibility
- GA-9. Individual and Teamwork:** Ability to work as a member of a team, to plan with an integrated approach of bringing together various functional business disciplines and to work in teams from multidisciplinary and multicultural environments
- GA-10. Communication:** Ability to make effective business presentations and communicate business ideas effectively
- GA-11. Entrepreneurial Skills:** Ability to conceptualize entrepreneurial ideas and establish entrepreneurial ventures
- GA-12. Life-long Learning:** Inculcate a spirit of lifelong learning to develop required competencies

17. Programme Outcomes (POs)

B.B.A. (Hons.) graduates will be able to:

- PO-1. Knowledge and Understanding:** Gain knowledge of recognizing the functions of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities within the purview of legal and regulatory frameworks

- PO-2. Environment and Sustainability:** Understand the impact of the management decisions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development
- PO-3. Social Responsibility and Ethics:** Apply ethical principles and adhere to corporate ethics and social responsibilities of a business enterprise
- PO-4. Problem Identification and Solution:** Apply functional knowledge to identify and solve business management problems using appropriate qualitative and quantitative tools and techniques
- PO-5. Management Decision Making:** Analyse business opportunities and challenges using appropriate business data, relevant data analysis techniques and logical thinking to suggest suitable solutions for business decision making.
- PO-6. Management Methodologies:** Evaluate the use of management concepts for business decision making.
- PO-7. Business Research:** Critical review of research literature, identify and articulate the research problem, apply appropriate research methodologies, tools and techniques to solve research problem
- PO-8. New Knowledge Creation:** Create frameworks and models using specialized functional and statistical methodologies, tools and techniques for management decision making
- PO-9. Leadership and Teamwork:** Function effectively as an individual, and as a member or leader in diverse teams, in multidisciplinary settings, cross-cultural and global teams
- PO-10. Communication:** Effectively communicate with prospective employers, post-employment being able to convey management decisions to the organization and its stakeholders appropriately (comprehend and write effective reports, make effective presentations, and give and receive clear instructions, use of digital communication, social networking platforms and so on)
- PO-11. Lifelong Learning:** Analyse the need for ability to engage in independent and lifelong learning in broader business context and adapt according to the changes
- PO-12. Ability Enhancement:** knowledge enhancement through Language and Literature; Environmental Science and Sustainable Development; Constitution of India and Human Rights; Project Management
- PO-13. Skill Enhancement/ Vocational Courses:** Aimed at providing hands-on-training, competencies, skills, etc. like Computer Applications, Professional Communication
- PO-14. Value Added Courses:** Inculcate ethics, culture, soft skills, sports education and such similar values to students which will help in all round development of students

MADL 9/20

Dean – Academic Affairs

Ramaiah University of Applied Sciences
Bangalore

18. Programme Goal

The program goal is to produce business graduates having competencies and practical skills required for effective problem solving and right decision making in different activities relevant to business administration and pursue career in business administration/ management. The attributes of the Programme include:

- Promote holistic development in both academic and non-academic spheres
- Ability to choose learning trajectories and programmes
- Eliminate harmful hierarchies among disciplines/fields of study and silos between different areas of learning
- Multidisciplinary and holistic education to ensure unity and integrity of knowledge
- Promote creativity and critical thinking to encourage logical decision-making along with appreciating Ethics, Human & Constitutional values
- Promote multilingualism and power of language in learning and teaching
- Facilitate outstanding research as a co-requisite for outstanding education and development

19. Program Educational Objectives (PEOs)

The objectives of the B.B.A. (Hons.) Programme are to:

PEO-1. Provide students with a strong foundation in the fundamentals of business administration, management and corporate governance to enable them to devise and deliver efficient solutions to business problems considering the different functional areas of business environment i.e., Marketing, Finance, Human Resource Management

PEO-2. Analyze business opportunities and convert into feasible products/services using statistical methods or tools for managing resources effectively to achieve optimal business decision making.

PEO-3. Provide sound theoretical and practical knowledge of functional areas of Business, Managerial and Entrepreneurial Skills to enable students to contribute to the well-being and welfare of the society through problem-solving and research initiatives.

PEO-4. Inculcate strong human values and social, interpersonal, communication and leadership skills required for professional success in evolving global professional environments.

20. Programme Specific Outcomes (PSOs)

At the end of the B.B.A. (Hons.) Programme, the graduate will be able to:

PSO-1. Apply the knowledge in Financial Management, Human Resource Management and Marketing Management to develop innovative and safe solutions to real-world business problems

PSO-2. Adapt to changing business environment and apply tools to analyse business problems and provide effective solutions

PSO-3. Demonstrate leadership qualities and strive for the betterment of Organization, Environment, and Society through practice of ethical business decision making.

PSO-4. Demonstrate an understanding of the importance of life-long learning through professional communication, practical training, specialized certifications and research.

21. Programme Structure:

SEMESTER 1

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC101A	Principles of Management	3			3	100
2	BAC102A	Marketing Management	3			3	100
3	BAC103A	Microeconomics	3			3	100
4	BAC104A	Accounting for Business	2		2	3	100
5	TSM101A	English for Communication 1	3			3	100
6	BAM101A	Computer Applications	1		2	2	50
7	---	Open Elective	3			3	100
Total			18	0	4	20	650
Total number of contact hours per week			22 hours				

SEMESTER 2

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC105A	Macroeconomics	3			3	100
2	BAC106A	Organizational Behavior	3			3	100
3	BAC107A	Operations Management	2	2		3	100
4	BAC108A	Business Mathematics	3			3	100
5	BTN101A	Environmental Studies	2			2	50
6	AHU101A	Health & Wellness	1		2	2	50
7	BAU101A/ BAU102A	Internship/ Training			6	3	100
8	---	Open Elective	3			3	100
Total			17	2	8	22	700
Total number of contact hours per week			27 hours				

SEMESTER 3

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC201A	Cost accounting	2		2	3	100
2	BAC202A	Consumer behavior & Industrial marketing	3			3	100
3	BAC203A	Business Statistics	3			3	100
4	BAC204A	Human Resource Management	3			3	100
5	BAM102A	Current Trends in Information Technology	1		2	2	50

Approved by the Academic Council at its 26th meeting held on 14 July 2022 Page 6 of 72

M. L. Y. Rao

Dean - Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

Programme Structure and Course Details of B.B.A.(Hons) 2022-23


6	BAU201A	Innovation and Entrepreneurship	1	2	2	3	100
7	TSM102A	English for Communication 2	3			3	100
8	---	Open Elective	3			3	100
Total			19	2	6	23	750
Total number of contact hours per week			26 hours				

SEMESTER 4

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC205A	Banking, Financial Institutions & Insurance Services	3			3	100
2	BAC206A	Business Law	3			3	100
3	BAC207A	Logistics & Supply Chain Management	3			3	100
4	BAC208A	Services Marketing	3			3	100
5	LAN101A	Constitution of India and Human Rights	2			2	50
6	TSU202A	Professional communication	2			2	50
7	TSU203A	Ethics & Self Awareness	2			2	50
8	---	Open Elective	3			3	100
Total			21			21	650
Total number of contact hours per week			21 hours				

SEMESTER 5

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC301A	International business	3			3	100
2	BAC302A	Principles of Strategic Management	3			3	100
3	TSN301A	Project Management	3			3	100
4	BAM103A	Business Analytics & Quantitative Methods	2		2	3	100
5*	BAE301A	1. Security Analysis & Portfolio Management	3	2		4	100
	BAE311A	2. Labour Legislations	4			4	
	BAE321A	3. Sales Management	4			4	
6*	BAE302A	1. Financial Statement Analysis	3		2	4	100
	BAE312A	2. HR Planning & Development	4			4	
	BAE322A	3. Advertising & Brand Management	4			4	


Dean – Academic Affairs
 Kannarahi University of Applied Sciences
 Bangalore

Programme Structure and Course Details of B.B.A.(Hons) 2022-23

7	DSU101A	Sports / Yoga / NSS			4	2	50
Total			17 / 19	2/0	8/6	22	650
Total number of contact hours per week			27 /25 hours				

SEMESTER 6

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC303A	Company law & Corporate governance	3			3	100
2	BAC304A	Business Taxation	3			3	100
3	BAD301A	Research Methodology	3			3	100
4	TSN302A	Personality Development and Soft Skills	2			2	50
5	BAU101A/ BAU102A	Internship/ Training			6	3	100
6*	BAE303A	1. Financial management & project appraisal	3		2	4	100
	BAE313A	2. Industrial Relations	4				
	BAE323A	3. Digital Marketing	4				
7*	BAE304A	1. Financial Risk Management	4			4	100
	BAE314A	2. Organisational Development & Change Management					
	BAE324A	3. Retail Marketing					
Total			18/19		8/0	22	650
Total number of contact hours per week			26/25 hours				

SEMESTER 7

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAD401A	Data Analytics	3		2	4	100
2	BAC401A	Total Quality Management	4			4	100
3	BAD402A	E-commerce	4			4	100
4*	BAE305A	1. Python for Finance	3			3	100
	BAE315A	2. Strategic HRM					
	BAE325A	3. Marketing Analytics					
5	BAM104A	Vocational-1			6	3	100
6	BAM104A	Vocational-2			6	3	100
Total			14		14	21	600
Total number of contact hours per week			28 hours				

Handwritten signature

Dean – Academic Affairs
Ramaiah University of Applied Sciences
 Bangalore

Approved by the Academic Council at its 26th meeting held on 14 July 2022

SEMESTER 8

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	BAC402A	Research Project			42	21	100
Total						21	100
Total number of contact hours per week			42 hours				

* **Discipline Specific Electives:** Students should choose one course out of the choices given

22. Ability and Skill Enhancement Courses

• **Ability Enhancement Compulsory Courses (AECC)**

AECC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study, which will be mandatory for all disciplines:

1. Language and Literature
2. Environmental Science and Sustainable Development/ Environmental Studies
3. Constitution of India and Human Rights, Human rights
4. Project Management

• **Skill Enhancement Courses (SEC)/ Vocational Courses:** These are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from the pool of courses designed to provide skill-based instruction:

1. Digital Fluency
2. Artificial Intelligence & ML
3. Cyber Security
4. Professional Communication

• **Value Added courses:** These courses are value based courses which are meant to inculcate ethics, culture, soft skills, sports education and such similar values to students which will help in all round development of students.

1. Health & Wellness/ Social & Emotional Learning
2. Sports/ Yoga/NCC/NSS
3. Ethics & Self Aware-ness

In addition, several Open/General Elective Courses are offered from various Faculties/Schools of MSRUAS. Students can choose from the Open Electives on their own choice.

22.1. Innovation Courses in Lieu of Open Elective Courses

Students can take the following 3-credit innovation courses in lieu of Open Elective Courses.

- a) Design Thinking and Innovation (20INO250A)
- b) Skill Development (20INO251A)
- c) Industrial Problem Solving and Hackathons (20INO252A)

23. Course Delivery: As per the Timetable

24. Teaching and Learning Methods


Dean – Academic Affairs
 Kamaliah University of Applied Sciences
 Bangalore

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory work/Field work/Workshop
6. Industry Visit
7. Seminars
8. Group Exercises
9. Project Work
10. Project
11. Exhibitions
12. Technical Festivals

25. Major Features

- 4 years option offered in all B.B.A.(Hons.) programs for those who qualify (with 7.5 CGPA after completion of 3rd year)
- 1st year: Certificate
- 2nd year: Diploma
- 3rd year: Bachelors or Bachelor
- 4th year: Bachelor (Honours)

26. Assessment and Grading (Subject to endorsement of revised unified academic regulations for 2022-23- report submitted)

26.1. Components of Grading

There shall be **two components** of grading in the assessment of each course:

Component 1, Continuous Evaluation (CE): This component involves multiple subcomponents (SC1 and SC2) of learning and experiential assessment. The assessment of the subcomponents of CE is conducted during the semester at regular intervals. This subcomponent represents the formative assessment of students' learning.

Component 2, Semester-end Examination (SEE): This component represents the summative assessment carried out in the form an examination conducted at the end of the semester.

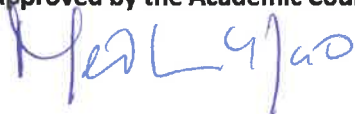
Marks obtained CE and SEE components have 60:40 weightage (CE: 60% and SEE: 40%) in determining the final marks obtained by a student in a Course.

The complete details of Grading are given in the Academic Regulations.

26.2. Continuous Evaluation Policies

There shall be two subcomponents of CE (SC1 and SC2), namely Mid Term; Class Participation; Assignment; Laboratory/Presentation. Each subcomponent is evaluated individually accounting to 60% Weightage as indicated in Course Specifications. The experiential learning subcomponents can be of any of the following types:

- a) Online Test
- b) Assignments/Problem Solving



- c) Field Assignment
- d) Open Book Test
- e) Portfolio
- f) Reports
- g) Case Study
- h) Group Task
- i) Laboratory / Clinical Work Record
- j) Computer Simulations
- k) Creative Submission
- l) Virtual Labs
- m) Viva / Oral Exam
- n) Lab Manual Report
- o) Any other

After the two subcomponents are evaluated, the CE component marks are consolidated to attain 60% Weightage.

The Semester End Examination shall be a theory paper (50 marks) with a weightage of 40%.

In summary, the ratio of Formative (Continuous Evaluation-CE) Vs Summative (Semester End Examination-SEE) should be 60:40.

27. Student Support for Learning

1. Course Notes
2. Reference Books in the Library
3. Magazines and Journals
4. Internet Facility
5. Computing Facility
6. Laboratory Facility
7. Workshop Facility
8. Staff Support
9. Lounges for Discussions
10. Any other support that enhances their learning

Quality Control Measures

1. Review of Course Notes
2. Review of Question Papers and Assignment Questions
3. Student Feedback
4. Moderation of Assessed Work
5. Opportunities for students to see their assessed work
6. Review by external examiners and external examiners reports
7. Staff Student Consultative Committee meetings
8. Student exit feedback
9. Subject Assessment Board (SAB)
10. Programme Assessment Board (PAB)/Board of Examination

Dean – Academic Affairs

Ramaiah University of Applied Sciences
Bangalore

Approved by the Academic Council at its 26th meeting held on 14 July 2022

Page 11 of 72

28. Programme Map (Course-PO-PSO Map)

Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
1	Principles of Management	2	2	1					2	2	2					3	3	2	1
1	Marketing Management	3	2		2		2	3								3	3		
1	Microeconomics	1	2	2	1	3	3									3	2		
1	Accounting for Business	1	2		3	3								3		3	3		2
1	Computer Applications	1	3	2		3											3		2
1	English for Communication 1									2									2
2	Health & Wellness																		
2	Macroeconomics	2	2	2	3			3			1					2	2		
2	Organizational Behaviour	1			2		1	2	2	2	1					2	3	2	2
2	Operations Management	2		2	3		3							1		3		2	2
2	Business Mathematics	1	2	3	3											2	2		
2	Environmental Studies	2			3							2				1	2		2
2	Internship/Training	3	2	2	3	1	2	3	2	2	2	2					3	2	2
3	Cost Accounting	1		3	3											3	1		1
3	Consumer Behaviour and Industrial Marketing	1	2	2	2	1	1	2	3	2	3					2	2		
3	Business Statistics	1		2	3	3					1	1				1	3		
3	Human Resource Management	2	2	2					3	2	2					3	1	3	2
3	English for Communication 2								2	2									2
3	Current Trends in Information Technology	1	2	3	4												3		1
3	Entrepreneurship Development and Startups	2	1	1	2		1	1		1	1	1				3	3	2	2
4	Banking, Financial Institutions and Insurance Services	3	2					3				1				3	2		1
4	Business Law	1	3	3	2				2	2	2					2	2	2	2
4	Logistics and Supply Chain Management	1	2	2		3	3										3	3	2
4	Services Marketing	1		2	3		3									3			
4	Constitution of India and Human Rights	2	2	3				3				3	2			2	2	2	2
4	Professional Communication	2							1	2	3					3	2		
4	Sports/Yoga/NSS etc.																		
5	International Business	3	2					2	2	1	1	1				3	2		
5	Principles of Strategic Management	3	2	3		2	3									2	3		
5	Business Analytics and Quantitative methods	2	2	1	2		3	3								2	3		
5	Project Management																		
5	Ethics & Self Awareness																		

MedL 4/20

Programme Structure and Course Details of B.B.A.(Hons) 2022-23

Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
5	Security Analysis and Portfolio Management	3	2	3	3	2	2	2				1				3	1		3
5	Financial statement analysis	2		3	3			3								3	2		
5	Labour Legislations	3	3									2				3			
5	Human Resource Planning and Development	2	3	2	1			1	2		1	2				2	2	3	2
5	Sales Management	1	2	2	3	1	2	2	2	3	3	2				3	2		
5	Advertising and Brand Management	1	2	2	3	2	2	3	3	3	3					2	3		
6	Company Law and Corporate Governance	3	3	2	3		3	3	2	3		2				2	2	2	2
6	Business Taxation	2	3	3								1				3	3	1	1
6	Research Methodology	3	3	3	3	3	3	3			3					3	3		
6	Personality Development and Soft Skills																		
6	Internship/Training	3	2	2	3	1	2	3	2	2	2	2				3	3	2	3
6	Financial Management and project appraisal	2	3	3												3	3	1	1
6	Financial Risk Management				3	2										3	3		
6	Industrial Relations	2	2	1				2		2	3	2				2	3	3	2
6	Organisational Development and Change Management	2		2	2		3	1	1	2	1					3	2	2	1
6	Digital Marketing	3	3	3	2			2				1				3	3		
6	Retail Marketing	3	2	3	3		3	3								2	3		
7	Data Analytics	2			3		3									2	3		
7	Total Quality Management	3	3	3	3	3	1			1	1					3	2	1	2
7	E-commerce																		
7	Vocational -1																		
7	Vocational - 2																		
7	Python for Finance	1	2	3												2	3		
7	Strategic HRM	3	2					2	2	1	1	1	1	1	2	3	2	2	
7	Marketing Analytics																		
8	Research Project			2	3	2	2	3		2	3	3	3	3		3	3	2	3

29. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposia, paper writing, attending industry exhibitions, project competitions and related activities for enhancing their knowledge and networking.

30. Cultural and Literary Activities

Annual cultural festivals are held to showcase the creative talents in students. They are involved in planning and organizing the activities.

31. Sports and Athletics

Students are encouraged to take part in sports and athletic events regularly. Annual sports meet will be held to demonstrate sportsmanship and competitive spirit.

Dean – Academic Affairs

Approved by the Academic Council at its 26th meeting held on 14 July 2022

Rangiah University of Applied Sciences
Bangalore
MedC/90

Course Specifications: Principles of Management

Course Title	Principles of Management
Course Code	BAC101A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to introduce students the fundamentals of management concepts. Students will learn the concept of efficiency and effectiveness in management. The course is intended to introduce the various functions of management. Students will also gain an appreciation of the roles of a Manager or Leader. Students will be trained to apply Strength, Weakness, Opportunity and Threat (SWOT) to analyze the organization.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the evolution, key concepts and principles of management
- CO-2. Describe the importance of planning and its objectives
- CO-3. Explain the concept and principles of organizing and staffing
- CO-4. Discuss the concepts of leading and controlling
- CO-5. Apply PEST and SWOT to analyze the organization

4. Course Contents

Unit 1 (Introduction): Concept of Fundamentals of Management, Evolution of Management Thought, Scope, Functions Principles of Scientific Management and Principles of Modern Management

Unit 2 (Planning): Nature and purpose of planning - Planning process - Types of plans - Objectives - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process

Unit 3 (Organizing): Concept, Importance and Principles, Span of Management, Centralization

and Decentralization, Patterns of Organisation, Line and Staff Relationships

Staffing: Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal.

Unit 4 (Leading): Introduction to Manager and Leader, Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication

Unit 5 (Controlling): Concept, Managerial Control, Control process, Control methods and tools

Unit 6 (SWOT and PEST Framework): Discussing external environments, segments and elements, corporate culture, industry analysis, SWOT analysis, PEST analysis

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1														1			
CO-2		2	1					2	2						2			
CO-3	2	2	1					2	2	2					3	1		
CO-4		2	1					2	2								2	
CO-5		1	1					1				2	2			3		1

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		32
Demonstrations		03
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		10
1. Case Study Presentation	03	
2. Guest Lecture	02	

3. Industry / Field Visit	00	
4. Brain Storming Sessions	02	
5. Group Discussions	03	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
CO-5			X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document.

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.



 Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

9. Course Resources**a. Essential Reading**

1. Course notes
2. Koontz Harold and Weihrich Heinz. (2015). 'Essentials of Management', 6th edition, Tata McGraw-Hill, New Delhi.
3. Prasad, L. M. (2015). 'Principles and practice of management'. 9th edition, S Chand and sons.
4. Stephen P. Robbins, Mary Coulter and Neharika Vohra (2013). 'Organisational Behavior', 13th edition, Pearson.

b. Recommended Reading

1. Haberberg, A. and Rieple, A. (2008). 'Strategic Management': 'Theory and Application', 1st edition, Oxford University Press.
2. Mc Shane and Steven. (2008). 'Organizational Behavior', 4th edition, Tata McGraw-Hill.

c. Magazines and Journals

1. Harvard Business Review
2. Sloan Management Review
3. Business World: ABP Group - Fortnightly business magazine
4. Prabandhan: Indian Journal of Management: Informatics Publishing Limited – Monthly issue
5. Journal of Strategic Management, John Wiley & Sons: Emerald Publishing Limited – Quarterly issue

Dean – Academic Affairs
Ramaiah University of Applied Sciences

Handwritten signature/initials

6. Business Strategy: PwC Strategy& Inc. - Quarterly issue
7. Technology Analysis and Strategic Management: Informa UK Limited – Yearly 10 issues

d. Websites

1. Harvard Business Review (2022), Available Online at <https://hbr.org/topics> (Accessed: 06 June 2022).
2. NPTEL (2022) Available Online at https://onlinecourses.nptel.ac.in/noc22_mg42/preview (Accessed: 06 June 2022).

e. Other Electronic Resources

1. Coursera (2022) Available Online at <https://www.coursera.org/learn/principles-of-management> (Accessed: 06 June 2022).
2. MIT Sloan Review (2022) Available Online at <https://sloanreview.mit.edu/all-topics/> (Accessed: 06 June 2022).

MeDL 9/20

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

Course Specifications: Marketing Management

Course Title	Marketing Management
Course Code	BAC102A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to introduce students to fundamentals of Marketing Management. Students are taught the concepts of Marketing Management and its importance. Students are taught concepts of Consumer Behaviour, Segmentation, Targeting, Positioning and Marketing Mix.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Explain key concepts of Marketing Management
- CO-2. Describe the consumer buying behavior patterns in consumer and business markets
- CO-3. Discuss the concepts and importance of Segmentation Targeting and Positioning
- CO-4. Discuss the concepts and importance of the Marketing Mix
- CO-5. Analyse the Marketing strategies for identified brands

4. Course Contents

Unit 1 (Introduction to Marketing Management): Marketing Concepts, Significance & functions of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager. Consumer needs and wants, Scanning the marketing macro-environment and micro-environment, Types of Markets.

Unit 2 (An Introduction to Consumer Buying Behavior): Consumer Markets and in Business / Industrial Markets, Model of Consumer behavior, Factors affecting Consumer Behavior, Buying Decision Process.

Dean – Academic Affairs
 Ramaiah University of Applied Sciences

Faculty of Management and Commerce
 Bangalore

Unit 3 (Sales): Importance of Sales and Marketing, Sales Functions.

Unit 4 (Segmentation Targeting and Positioning and dealing with competition): Marketing process, Segmenting, Targeting, and Positioning. Study of competition and dealing with competition, Brands and Introduction to branding.

Unit 5 (Marketing Mix): Products and Product strategy: Product Concept, Product levels, Product Mix, Packaging, Product Strategies, Product Lifecycle, Methods of product and services differentiation .

Pricing: Pricing Concepts - Factors affecting Pricing, Pricing Policies, Methods and Strategies. Process of setting price.

Distribution Channels: Design of channels, Role of marketing channels, channel design decisions, channel management decisions.

Unit 6 (Marketing Communications): Promotion mix and comparison of various communication channels. Role of Marketing Communications, Types of Marketing Communication, developing effective communications, Introduction to digital marketing, integrated marketing communication mix, Marketing budget, Marketing Plan.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3														3			
CO-2		1														2		
CO-3		2					2									3		
CO-4		2		2											3			
CO-5			3	2					3	3	3	3	3	3	3		3	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		33
Demonstrations		05
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	

M. L. G. Rao
 Faculty of Management and Commerce

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		
1. Case Study Presentation	03	07
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	02	
5. Group Discussions	02	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3		X	X	X
CO-4			X	X
CO-5			X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Programme Specifications document.

Dean – Academic Affairs
Ramaiah University of Applied Sciences
 Faculty of Management and Commerce

f e d h 4 7 a o

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Group discussion, Brainstorming sessions
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Assignments, case study and group discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	---
15.	Leadership Skills	Group discussions
16.	Ability enhancement	
17.	Skill / vocational enhancement	

9. Course Resources**a. Essential Reading**

1. Class Notes
2. Handouts and pre-reads, if any, given by the Course Leader.
3. Kotler Philip and Keller Kevin Lane. (2017). 'Marketing Management', Pearson Education, 15th edition.
4. Ramaswamy, V.S. and Namakumari, S. (2017). 'Marketing Management': 'A Strategic Decision Making Approach', Tata McGraw Hill Education Private Limited, 5th Edition.

b. Recommended Reading

1. Armstrong Gary, Kotler Philip, Cunningham, Margaret H. and Cunningham Peggy H. (2008). 'Principles of Marketing', 7th edition, Pearson Education.

c. Magazines and Journals

1. Asia Pacific International Journal of Marketing and Logistics, Barmarick Publications
2. Services Marketing, Emerald Group Publishing Limited
3. Business Line, supplement Catalyst, weekly.
4. Harvard Business Review, six issues annually

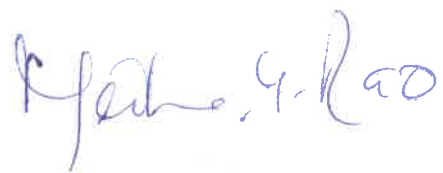
d. Websites

1. www.hbr.org
2. www.nptel.ac.in
3. www.swayam.gov.in

d. Other Electronic Resources

NA

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore



Course Specifications: Microeconomics

Course Title	Microeconomics
Course Code	BAC103A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This module deals with basics micro economic principles and concepts of Economics.

This course is designed to expose the students to the basic principles of microeconomic theory. Students are given an introduction to supply and demand and the basic forces that determine equilibrium in a market economy. Further, it introduces a framework for learning about consumer behavior and analyzing consumer decisions.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Discuss different concepts of economics Describe the importance of planning and its objectives
- CO-2. Discuss supply and demand relationship
- CO-3. Analyse consumer's utility maximization
- CO-4. Illustrate the behavior of firms in a perfectly competitive market in the short-run and the long-run
- CO-5. Estimate producer and consumer surplus
- CO-6. Predict the behavior of firms in a monopoly or oligopoly, and calculate the resulting changes in producer or consumer surplus

4. Course Contents

Unit 1 (Economics): Introduction to the Principles of Micro Economics, Nature of Business Economics, Economic laws and Principles, Scope and Method of Economics; the Economic Problem: Scarcity and Choice, Science of Economics; Rationing; Opportunity sets. Approach to Managerial Decision Making, Theory of Firm.

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Faculty of Management and Commerce
Bangalore

Unit 2 (Demand Analysis): Definition, Determinants of Demand and Law of Demand, Demand Curve, Forces behind the Demand Curve, Difference in changes in Quantity Demanded and change in Demand, Law of Diminishing Marginal Utility, Consumer Surplus.

Unit 3 (Elasticity of Demand): Definition. Price, Income, Cross Elasticity and promotional Elasticity of Demand, Factors that determine the Elasticity of Demand, Measurement of Price Elasticity of Demand Practical Utility, Supply Definition, Determinants of Supply, Law of supply, Supply Curve, Elasticity of Supply, Factors that determine the Elasticity of Supply, Measurements of Elasticity of supply - Practical Utility. Producer Surplus and Market efficiency, Externalities and Market Inefficiency.

Unit 4 (Cost of Production): Cost of Production and Variable and Fixed Cost, Average and Marginal Cost, Real and Opportunity Cost, Short Run and Long run Cost, Cost output: Relationship in the short run and long run, Economies of scale, Law of returns: Constant, Decreasing and Increasing returns. Law of variable proportions.

Unit 5 (Consumer Behavior): Analysis of Consumer Behavior, Decisions that Individuals make, what and how much to consume, Analysis of decisions in terms of their underlying preferences, modelling consumer preferences in a utility function, use of Utility Function to make predictions about Consumer Preferences, Basics of labor supply.

Unit 6 (Operation of Market Participants): Calculation of Producer and Consumer Welfare, Social Welfare Analysis. Perfectly Competitive Market Analysis, Non-Competitive Equilibrium, one firm operating (Monopoly), Monopolistic Competition, and a small number of firms (an Oligopoly).

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1	2										2			2			
CO-2			2	1												1		
CO-3						3										2		
CO-4					2	1							1			2		
CO-5		2			3								2		3			
CO-6					2	1										1		
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		25
Demonstrations		05
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	02	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		10

1. Course Laboratory	00	
2. Computer Laboratory	10	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		
1. Case Study Presentation	02	05
2. Guest Lecture	01	
3. Industry / Field Visit	02	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations	10	
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2	X	X		X
CO-3		X		X
CO-4		X	X	X
CO-5			X	X
CO-6			X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document.

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.


Dean – Academic Affairs
 Ramkishan University of Applied Sciences
 Faculty of Management and Commerce
 Bangalore

Course reassessment policies are presented in the Academic Regulations/Programme Specification document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures, assignments
2.	Understanding	Classroom lectures, assignments
3.	Critical Skills	Classroom lectures, assignments
4.	Analytical Skills	Classroom lectures, assignments
5.	Problem Solving Skills	Assignments
6.	Practical Skills	Classroom lectures, assignments
7.	Group Work	Assignments
8.	Self-Learning	Assignments
9.	Written Communication Skills	Classroom lectures, Examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Classroom lectures, assignments
14.	Personal Management	Achieve learning Outcomes
15.	Leadership Skills	Classroom lectures, assignments
16.	Ability Enhancement	Literature and Language
17.	Skill/Vocational Enhancement	Hand on training

9. Course Resources

a. Essential Reading

1. Course notes
2. Perloff, Jeffrey M (2008). 'Microeconomics', 'Theory and Applications', Pearson.
3. Froyen Richard T (2005). 'Macroeconomics', 'Theory and Policies', 8th edn.
4. Stockman. A. (1999). 'Introduction to Economics', 2nd edition, Dryden Press.
5. Dolan, E. G. and Lindsey, D.E. (2007). 'Microeconomics', the Dryden Press.

b. Recommended Reading

1. Lipsey and Chrystal (2007). 'Economics', Oxford University Press.
2. Rubinfeld Daniel L, Mehta Prem L, Pindyck Robert S (2009). 'Micro economics', 7th edition, Pearson.
3. Whinston, Michael B, Bernheim, Douglas B Sen, Anindya (2008). 'Microeconomics', 1st edition.

c. Magazines and Journals

1. The Economist
2. Business and Economy
3. Economics Today Magazine
4. The Indian Economic Journal
5. The Journal of Economics

Dean – Academic Affairs

6. Indian Journal of Economics and Research

d. Websites

<https://economics.harvard.edu/undergraduate>

<https://www.eiu.com/>

<http://business.illinois.edu>

Other Electronic Resources

MS Word

Madhya

Dean – Academic Affairs

Ramaiah University of Applied Sciences

Bangalore

Course Specifications: Accounting for Business

Course Title	Accounting for Business
Course Code	BAC104A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of the course is to provide students with essential knowledge and skill to analyse the business transactions, prepare and analyse the reforms in financial statements using appropriate software. This course deals with basic concepts and principles of accounting. Course is intended to train the student to identify, classify, record and summarize the business transactions.. Students will also be trained to prepare the final accounts for sole proprietary business and company using an Accounting software.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	2:0:1
Total Hours of Interaction	70
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts, principles and practices of accounting
- CO-2. Describe the procedures and practices of accounting
- CO-3. Apply accounting concepts to generate financial statements
- CO-4. Create company and accounting ledgers under particular groups
- CO-5. Categorize the business transaction and Pass the journal entry in respective vouchers
- CO-6. Develop laboratory report as per the prescribed format

4. Course Contents

Unit 1 (Introduction): Financial Accounting- Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping Terms Used in Accounting, Users of Accounting Information and Limitations of Financial Accounting.

Unit 2 (Accounting Framework): Accounting Concepts, Principles and Conventions, Accounting Standards-concept, Objectives, Benefits, Brief Review of Accounting Standards in India, Introductions to IFRS.

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Faculty of Management and Commerce
 Bangalore

Madhav, 4-1-20

Unit 3 (Accounting Records): Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Petty Cash book, Trial Balance.

Unit 4 (Final Accounts): Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.

Unit 5 (Introduction to Tally): Creation of Company, Configure and Features Settings, Creating Accounting Ledgers and Groups, Vouchers Entry, Generating Reports, Selecting and Shutting Company.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1														3			
CO-2	1														2			
CO-3			3												3			1
CO-4	1	2		2									1			1		2
CO-5	1	2		2									1		2	3		
CO-6				3									3			2		2

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		25
Demonstrations		00
1. Demonstration using Videos	01	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		19
1. Solving Numerical Problems	18	
Practical Work		15
1. Course Laboratory	00	
2. Computer Laboratory	20	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		01
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	

Term Tests, Laboratory Examination/Written Examination, Presentations	10
Total Duration in Hours	70

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2		X		X
CO-3		X		X
CO-4			X	
CO-5			X	
CO-6			X	
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No.	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures and laboratory instructions
2.	Understanding	Class room lectures, laboratory instructions and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, laboratory, assignment

Handwritten signature: Meek 4/20

5.	Problem Solving Skills	Laboratory, assignment
6.	Practical Skills	Laboratory, assignment
7.	Group Work	Assignment, laboratory
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination
14.	Personal Management	Effective management of learning, time management, achieving the learning outcomes
15.	Leadership Skills	Presentation
16.	Ability Enhancement	Laboratory
17.	Skill/Vocational Enhancement	Laboratory

9. Course Resources

a. Essential Reading

1. Class Notes
2. Gupta Ambrish. (2016). 'Financial Accounting for Management': An Analytical Perspective 3rd edition, Pearson Education.
3. Ramachandran N, Kakani, Ram Kumar. (2014). 'Financial Accounting for Management', McGraw Hill.

b. Recommended Reading

1. Shraddha Singh & Navneet Mehra. (2014). Tally ERP 9 (Power of Simplicity): 'Software for Business and Accounts'.
2. Rajesh Agarwal & R Srinivasan. (2005). 'Accounting Made Easy', Tata McGraw – Hill.
3. Dr. S. N. Maheshwari (2018). 'Financial Accounting for Management', 4th Edition, Vikas Publishing House.

c. Magazines and Journals

1. Chartered Secretary
2. Chartered Accounts Today
3. International Journal of Managerial and Financial Accounting
4. ICFAI
5. Emerald Group Publishing- Journal of Financial Reporting and Accounting

d. Websites

1. ICAI. 2022. ICAI - The Institute of Chartered Accountants of India. [online] Available at: <[Http://www.icaai.org/](http://www.icaai.org/)>
2. Econamist.com. 2022. econamist.com. [online] Available at: <[Http://www.econamist.com](http://www.econamist.com)>

e. Other Electronic Resources

MS Word and Accounting software

Course Specifications: Computer Applications

Course Title	Computer Applications
Course Code	BAM101A
Course Type	Skill Enhancement Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The course trains the students with Information Technology tools which includes various Office Automation Tools for individuals and corporate.

The student will be trained on Advanced MS Office applications to create professional-quality documents.

Main emphasis will be given on Advanced Excel to perform arithmetic, financial and statistical operations and functions. The student will be trained to gain the skills necessary to use pivot tables, audit and analyze worksheet data using what-if analysis, utilize data tools, create record and manage macros.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:0:1
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulation/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Create professional-quality documents
- CO-2. Identify, categorize, record, store and process the office data and records effectively
- CO-3. Perform arithmetic, logical, referencing and financial functions using MS Excel
- CO-4. Analyse data using pivot tables and what-if analysis
- CO-5. Develop laboratory report in the prescribed format

4. Course Contents

Unit 1 (Word-Processing): Concept of Word Processor, creating a New Document, Formatting of a Document, Working with Tables, Creating Newspaper Columns, Indexes and Table of Contents, Creating References, Reviewing the Documents, Applying Track Changes, Adding Hyperlinks, Mail

Merge, Protecting the Document.

Unit 2 (Formulas and Functions in MS Excel): Arithmetic Formulas, Library, Financial, Statistical, String Functions and Logical Functions, Referencing Cells, Creating Charts and Graphics.

Unit 3 (Advanced Excel): Exchanging Data using Clipboard, Filter, Advanced Filter, Applying Conditional Formatting, Pivot Tables and Pivot Charts, What-if Analysis, Object Linking and Embedding, Macros, Recording and Managing Macros

Unit4 (PowerPoint Presentation): Creating, Managing, Viewing and Navigating a Presentation, Master Views, Slide Master, Hyperlinks, Animation and Multimedia, Slide Transition.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		2											2		2			
CO-2				3									1			2		
CO-3			2													3		
CO-4	1																	1
CO-5									2	1			3					2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		30
1. Course Laboratory	00	
2. Computer Laboratory	30	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	

[Handwritten Signature]

5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
Subcomponent ▶	Component 1: CE (60% Weightage)		Component 2: SEE (40% Weightage)
	SC1	SC2	
Subcomponent Type ▶	Lab Manual Report 1	Lab Manual report 2	20 Marks
Maximum Marks ▶	15	15	
CO-1	□		□
CO-2		□	□
CO-3	□		□
CO-4	□	□	□
CO-5		□	

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures and laboratory instructions
2.	Understanding	Laboratory instruction
3.	Critical Skills	Laboratory work
4.	Analytical Skills	Laboratory work
5.	Problem Solving Skills	Laboratory work
6.	Practical Skills	Laboratory work
7.	Group Work	Laboratory work
8.	Self-Learning	Laboratory work
9.	Written Communication Skills	Laboratory work
10.	Verbal Communication Skills	Laboratory Viva

11.	Presentation Skills	Laboratory report
12.	Behavioral Skills	---
13.	Information Management	Laboratory report
14.	Personal Management	Effective management of learning, time management, achieving the learning outcomes
15.	Leadership Skills	Laboratory instruction
16.	Ability Enhancement	Laboratory work
17.	Skill/Vocational Enhancement	Laboratory work, Laboratory report

9. Course Resources

a. Essential Reading

1. Laboratory Manual and Class Notes
2. Rajaraman, V. and Adabala Neeharika., (2014). 'Fundamentals of Computers', 6th edition, PHI Learning Pvt. Ltd.
3. Lambert, Joan. and Frye Curtis., (2016). 'Microsoft Office 2016 Step by Step', 2nd edition, India, Microsoft Press.
4. Bulsari, S., Sinha, S. and Pandya, K., (2012). 'SPSS in Simple Steps', New Delhi, DreamTech Press.

b. Recommended Reading

1. ITL Education Solutions Limited, (2011). 'Fundamentals of Computers', For Undergraduate Courses in 'Commerce and Management', India, Pearson Education.
2. House, Dorothy. (2015). 'Microsoft Word, Excel, and PowerPoint': Just for Beginners, UK, Outskirts Press.
3. Meyers, L.S., Gamst, G.C. and Guarino, A.J., (2013). 'Performing Data Analysis', Using IBM SPSS, 1st edition, Wiley-Blackwell.

c. Magazines and Journals

1. Inside Microsoft Office Magazine, The Coding Institute, Monthly
2. Data Quest, Cyber Media India Ltd, Fortnightly

d. Websites

1. "what-is-PowerPoint", (Retrieved on 5th June 2022)
https://support.microsoft.com/en-us/office/what-is-powerpoint-5f9cc860-d199-4d85-ad1b-4b74018acf5b?wt.mc_id=otc_powerpoint#
2. "Excel 2013 - Getting Started with Excel", (Retrieved on 5th June 2022)
<https://edu.gcfglobal.org/en/excel2013/getting-started-with-excel/1/>

e. Other Electronic Resources

MS Office

Madhya

Dean - Academic Affairs
Ramaiah University of Applied Sciences

Course Specifications: English for Communication 1

Course Title	English for Communication 1
Course Code	TSM101A
Course Type	Ability Enhancement Compulsory Course
Department	Directorate of Transferable Skills and Leadership Development
Faculty	FLAHS/FMC/FMPS/FAD/SSS

1. Course Summary

The course aims at equipping the students with skills essential for effective communication in terms of speaking, writing and comprehension.

The course gives practical exposure to the students by equipping them to use appropriate body language and tone for conversation. It focusses on comprehension of words and building of the word repertoire for meaningful communication. Students are instructed on the ways to construct grammatically correct sentences and compose paragraphs and essays.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	45
Number of Weeks in a Semester	15
Department Responsible	Directorate of Transferable Skills and Leadership Development
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Identify the nuances of communication skills
- CO-2. Apply the concepts of grammar in written communication
- CO-3. Apply professional etiquette as appropriate
- CO-4. Practice extempore and basic conversation skills
- CO-5. Practice comprehension skills
- CO-6. Compose precise paragraphs as per the given topic

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

M. K. Rao

4. Course Contents

Unit 1 (Communication Skills):

Process of communication, terminologies used in communication process, active listening, communication barriers, types of communication – verbal and non-verbal

Unit 2 (Grammar)

Sentence formation, sentence types, different parts of speech, adjectives and articles, verbs and preposition, present and past tense, future tense, use of participles in different tenses, usage of tenses, rules of subject verb agreement

Unit 3 (Essentials of Speaking Skills):

Importance of spoken skills, appropriate use of language, appropriate use of tone, pitch and volume

Unit 4 (Extempore):

Preparation for extempore, mind mapping for speaking readiness, Content of extempore – beginning, body and conclusion, Delivery of extempore – body language and paralanguage

Unit 5 (Conversation Skills)

Body language in conversation, tones in conversation, conversation manners, stages of conversation – introduction, feed forward, close, order of introduction, conversation barriers

Unit 6 (Reading and the Techniques)

Skimming, scanning and reading in details

Unit 7 (Paragraph Writing)

Structure of paragraph – topic sentence, supporting sentence, conclusion sentence, functions of paragraph, paragraph patterns, paragraph writing principles – coherence, unity, order, length

Unit 8 (Comprehension)

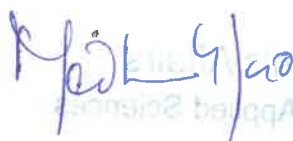
Purpose of comprehension, low-level comprehension, high-level comprehension

Unit 9 (Précis Writing)

Paraphrasing techniques, Usage of appropriate words

Unit 10 (Professional Etiquette and Goal Setting)

Etiquette and its importance, types of etiquette – workplace, meeting, telephone, dining, norms of etiquette, goals, types of goal, setting SMART goal



Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1									2						2
CO-2									2						2
CO-3									2						2
CO-4									2						2
CO-5									2						2
CO-6									2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		02
1. Demonstration using Videos	02	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		0
1. Solving Numerical Problems	00	
Practical Work		04
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	04	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		14
1. Case Study Presentation	04	
2. Guest Lecture	02	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	04	
5. Group Discussions	04	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		45

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

12/2/2022

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the UG Programme (B.Sc. / B.Com/ BBA). The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of CO's on each Component or Subcomponent of Evaluation:

Subcomponent▶	Component 1: CE (60% Weightage)		Component 2: SEE (40% Weightage)
	SC1	SC2	
Subcomponent Type ▶	Practical Assessment	Assignment	50 Marks
Maximum Marks▶	30	30	
CO-1	X	X	X
CO-2			X
CO-3		X	X
CO-4	X		
CO-5	X	X	X

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Face to face lectures
2.	Understanding	Face to face lectures, group discussions
3.	Critical Skills	--
4.	Analytical Skills	Face to face lectures, activities, , group discussions, assignment
5.	Problem Solving Skills	--

6.	Practical Skills	Face to face lectures, activities, , group discussions, course work
7.	Group Work	Course work, practice, assignment, group discussion
8.	Self-Learning	Course work, practice, assignment, group discussion
9.	Written Communication Skills	Face to face lectures, Course work, practice, assignment, group discussion
10.	Verbal Communication Skills	Face to face lectures, Course work, practice, assignment, group discussion
11.	Presentation Skills	--
12.	Behavioral Skills	Course work, practice, assignment, group discussion, presentation practice, role plays
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

9. Course Resources

a. Essential Reading

1. Class Notes
2. Raman M and Sharma S (2004) Technical Communication: Principles and Practice. New Delhi: Oxford University Press
3. Hory Sankar Mukherjee, (2013), Business Communication, Oxford University Press
4. Kroehnert, Gary (2004), Basic Presentation Skills, Tata McGraw Hill

b. Recommended Reading

1. Sathya Swaroop Debashish and Bhagaban Das, (2014), Business Communication, PHI, New Delhi
2. Young, Dona J (2006) Foundations of Business Communications: An Integrated Approach, Tata McGraw Hill
3. Kaul, Asha (2007) Effective Business Communication, Prentice Hall India
4. Bienvenu, Sherron (2008) The Presentation Skills Workshop, Prentice Hall
5. Kavita Tyagi and Padma Misra (2011) Professional Communication, PHI Learning Private Limited, New Delhi

c. Websites

1. www.myenglishpages.com
2. www.britishcouncil.com
3. www.englishmagazine.com
4. www.lustenglishmagazine.com

d. Other Electronic Resources

1. Electronic resources on the course area are available on RUAS library

10. **Course Organization**

Course Code	TSM101A		
Course Title	English for Communication 1		
Course Leader's Name	As per Timetable		
Course Leader's Contact Details	Phone:	+91-80-453666666	
	E-mail:	director.tsld@msruas.ac.in	
Course Specifications Approval Date	July-2022		
Next Course Specifications Review Date	July-2026		

MADL9/ao

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

Course Specifications: Macroeconomics

Course Title	Macroeconomics
Course Code	BAC105A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The course aims to introduce the theories and principles of macroeconomics. This module is an introduction to the behavioral science of economics that focuses on the aggregate behavior of households, firms and the government. Students will be introduced to the concepts of economic growth and international trade. They will also be trained to determine the Gross Domestic Product (GDP) and national income and analyze the implications of changes in fiscal and monetary policies

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts of macroeconomics
- CO-2. Discuss economic growth and productivity
- CO-3. Measure inflation and employment levels prevailing in the economy
- CO-4. Calculate and interpret GDP and national income
- CO-5. Analyze implications of changes in government fiscal and monetary policies
- CO-6. Application of sustainable scale, fair distribution and well being

4. Course Contents

Unit 1 (Macroeconomics): Objectives of Macroeconomics, National income Accounting, Three approaches to Calculate National Income, Nature of Business Cycles, use of Trends to Forecast Economy, Coping strategies for different stages of the Business Cycles- a) Contract of Indemnity and Guarantee b) Contract of Bailment and Pledge c) Contract of Agency.

Unit 2 (Measuring the Economy): The Circular Flow Model, Components of Gross Domestic Product, the Consumer Price Index, GDP Deflator, Cost-Push Inflation, Demand-Pull Inflation and Inflation, Inflation Measurement and Adjustment.

Dean – Academic Affairs
Ramaiah University of Applied Science
Bengaluru
Faculty of Management and Commerce

Handwritten signature/initials: MedL9/20

Unit 3 (Economic Growth and Productivity) : Real GDP Per Capita and the Standard of Living, Physical and Human Capital, Factors affecting Productivity, The Business Cycle, Real Output, Full Employment GDP, Recession and Depression, Aggregate Demand and Supply, Keynesian and Classical models of the Economy, the Aggregate Supply and Aggregate Demand Model, Marginal Propensity to Consume, Supply Shocks.

Unit 4 (Inflation and Employment): Employment, Unemployment Rate & Labor -Unemployment, Investment: Determinants of the Market Interest Rate, the Unemployment Rate, Types of Unemployment, the Theory of Rational Expectations, Minimum Wage.

Unit 5 (Fiscal and Monetary Policies): Fiscal Policy Tools, Automatic Stabilizers, Contractionary and Expansionary gaps, Inflows, Outflows, Exchange Rates, Currency Appreciation and Depreciation, Federal Reserve system, Open Market Operations.

Unit 6 (Corporate Social Responsibilities and Green Economy): Introduction, Meaning, Definition, need for Corporate Social Responsibility –Barriers and Overcome of Social Responsibilities and Ecological –Green Economy and Productivity and Economics Benefits.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	P-11	P-12	P-13	P-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2								1			1		2			
CO-2			2	1												1		
CO-3			2	3												2		
CO-4				3			3						2			2		
CO-5	1	2		2											2			
										3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution								

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		39
Demonstrations		03
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	

Handwritten signature and date: 9/9/20

4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		03
1. Case Study Presentation	03	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2	X	X		X
CO-3		X	X	X
CO-4		X	X	X
CO-5			X	X
CO-6		X		
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

Dean – Academic Affairs
Ramaiah University of Applied Sciences
 Faculty of Management and Commerce

M. Reddy / 20
 Ramaiah University of Applied Sciences
 Bangalore

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures and assignments
2.	Understanding	Classroom lectures and assignments
3.	Critical Skills	Assignments
4.	Analytical Skills	Assignments
5.	Problem Solving Skills	Classroom lectures and assignments
6.	Practical Skills	Assignments
7.	Group Work	Classroom lectures
8.	Self-Learning	Assignments
9.	Written Communication Skills	Assignments
10.	Verbal Communication Skills	Classroom interactions and assignments
11.	Presentation Skills	Assignments
12.	Behavioral Skills	---
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Activities
16.	Ability Enhancement	Activities
17.	Skill/Vocational Enhancement	Competencies

9. Course Resources

a. Essential Reading

1. Course notes
2. Paul A Samuelson (2014). 'Economics', Mc Graw Hill Education, 19e.
3. N Gregory Mankiw (2014). 'Principles of Macroeconomics', Cengage Learning, 6e.

b. Recommended Reading

1. Richard T Froyen (2014). 'Macroeconomics', Pearson, 10e.
2. Paul Krugman and Robin Wells (2015). 'Macroeconomics', Worth Publishers, 4e.

c. Magazines and Journals

1. Business and Economy, Monthly, Pearsons publications
2. Economics Today Magazine, Weekly, Pearsons publications
3. The Indian Economic Journal, Quarterly, Sage publications
4. Money today, Monthly, Time Inc. publications

d. Websites

1. <https://economics.harvard.edu/>
2. <https://pll.harvard.edu/course/>

e. Other Electronic Resources

MS Office

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore
 Faculty of Management and Commerce

M/2024/20

Course Specifications: Organisational Behaviour

Course Title	Organisational Behaviour
Course Code	BAC106A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to introduce students to fundamentals of Organizational Behavior. Students will learn the key concepts of Organizational Behavior and its importance. The course is intended to familiarize students on organizational structure, culture, design and psychological processes involved. The students will also gain an appreciation of the relevance of organizational behaviour for managerial practices.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Explain key terms and concepts of Organisational Behaviour
- CO-2. Describe the factors affecting individual behavior at work place
- CO-3. Discuss the importance of group dynamics in organisations
- CO-4. Analyse the impact of perception, motivation, stress and emotional intelligence on Organizational Behavior
- CO-5. Assess the impact of Organisational change on the Organisational structure, design and culture

4. Course Contents

Unit 1 (Introduction to OB): Organizational behavior– nature and scope. Contributing disciplines. Basic organization behavior model. Framework of OB

Personality – definition, concepts of personality Determinants of personality, theories of personality – Erickson’s eight development stages, Big five personality types, Freudian theory and Trait, Personality types, Values - importance, types of values.

Unit 2 (Attitudes): Attitudes - meaning, characteristics. Components and formation of attitude

Relation between attitude and behavior, Positive attitude- Benefits and ways of developing a positive attitude, Cognitive dissonance theory, measuring of attitudes, changing attitude.

Learning-Meaning of learning, learning process, learning theory of organizational behavior, classical and Operant conditioning. Cognitive theory of learning.

Unit 3 (Perception): meaning and definition, need, Factors influencing perception, Understanding perception and judgment, Attribution theory, Perception errors.

Group Behavior: Meaning – types of groups in the organization, Functions of group, Formation/ stages of groups development, Group Properties: Group roles, Norms and status, Group Size and Cohesiveness, Group decision-making techniques.

Unit 4: (Organizational Culture): Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of employees.

Organizational Change: Meaning, nature of work change, Organizational change process, Factors influencing change, Resistance to change, Overcoming resistance to change.

Unit 5: (Stress management): meaning, potential sources of stress, Consequences of Stress and Managing stress.

Emotional Intelligence (EI): Meaning and definition, dimensions of EI, theories of EI, importance of EI in workplace.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1							1							1		1	
CO-2								2	1						1	1	1	
CO-3									2	1					2		2	1
CO-4				1			2		1						2	2	2	
CO-5				2		1	2									3		2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		37
Demonstrations		03
1. Demonstration using Videos	03	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	

4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		05
1. Case Study Presentation	02	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	01	
5. Group Discussions	02	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2	X	X		X
CO-3		X		X
CO-4		X	X	X
CO-5			X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

[Handwritten Signature]
2024/20

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Role plays
6.	Practical Skills	---
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Role Plays
15.	Leadership Skills	Group Discussions
16.	Ability Enhancement	Group presentation
17.	Skill/Vocational Enhancement	Individual presentation

9. Course Resources**a. Essential Reading**

1. Course notes
2. Stephen P. Robbins and Timothy A. Judge, Neharika Vohra (2016). 'Organisational Behaviour', 16th Ed., Pearson.
3. Singh, K. (2015). 'Organizational Behaviour': Text and Case. 3rd edition, Pearson.

b. Recommended Reading

1. Robbins, S. P., Judge, T. A., & Vohra, N. (2011). 'Organizational Behaviour', Pearson Education Asia.
2. Greenberg, J., & Baron, R. A. (2008). 'Behaviour in Organizations', Pearson Prentice Hall.
3. Nelson, D. L., & Quik, J. C. (2008). 'Organization Behaviour', Thomson South Western.
4. Fincham, Robin; Rhodes, Peter; (2010). 'Principles of Organizational Behaviour', Oxford University Press.

c. Magazines and Journals

1. Journal of Organizational Behavior (John Wiley & Sons Publishers, 8 times a year)
2. HBR Magazine (6 times a year)

d. Websites

1. <https://hbr.org/>
2. <http://www.shrm.in/>
3. <https://www.peplematters.in/>
4. <https://nptel.ac.in/>

e. Other Electronic Resources

MS Office

Dean – Academic Affairs

Ramaiah University of Applied Sciences

Faculty of Management and Commerce

Course Specifications: Operations Management

Course Title	Operations Management
Course Code	BAC107A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to introduce students to fundamentals of Production and Operations Management (POM).

Students are trained on concepts of Production and Operations Management (OM) and its importance. Further, the course is intended to provide an understanding on concepts related to Quality Management, Capacity Planning and Work-System design, Forecasting, Aggregate Planning, Scheduling and Project Management.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	2:1:0
Total Hours of Interaction	70
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Explain the role of Operations Management in business organization
- CO-2.** Explain the decision support tools used in capacity planning and the elements of work system design
- CO-3.** Discuss forecasting of demand using data with different patterns such as level, trend, seasonality and cycles
- CO-4.** Discuss aggregate planning, and evaluate the plan in terms of operations, marketing, finance, and human resources
- CO-5.** Develop schedules for service applications and estimate the completion time of a project

4. Course Contents

Unit 1 (Operations Management Strategy): Operations Management, Differences between Manufacturing and Service Organizations, Operations Management Decisions, Operations Management in Practice, OM across the Organization, The Role of Operations Strategy, Developing a Business Strategy, Developing an Operations Strategy, Strategic Role of

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Faculty of Management and Commerce

Madhya

Technology, Productivity, Operations Strategy across the Organization.

Unit 2 (Capacity planning and Work system design): Capacity Planning, Making Capacity Planning Decisions, Decision Trees, Location Analysis, Making Location Decisions, Capacity Planning and Facility Location within OM, Capacity Planning and Facility Location across the Organization, Designing a Work System, Job Design, Methods Analysis, The Work Environment, Work Measurement, Setting Standard Times, Learning Curves, Work System Design across the Organization.

Unit 3 (Forecasting): Principles of Forecasting, Steps in the Forecasting Process, Types of Forecasting Methods, Time Series Models, Causal Models, Measuring Forecast Accuracy, Selecting the Right Forecasting Model, Focus Forecasting, Combining Forecasts, Collaborative Planning, Forecasting, and Replenishment (CPFR), Forecasting across the Organization, Using Spreadsheets for forecasting.

Unit 4 (Aggregate plans): The Role of Aggregate Planning, Types of Aggregate Plans, Aggregate Planning Options, Developing the Aggregate Plan, Aggregate Plans for Companies with Tangible Products, Aggregate Plans for Service Companies, Aggregate Planning across the Organization.

Unit 5 (Scheduling and Project Management): Scheduling Operations, Scheduling Work, Sequencing Jobs, Measuring Performance, Comparing Priority Rules, Scheduling Bottlenecks, Theory of Constraints, Scheduling for Service Organizations, Developing a Workforce Schedule, Project Life Cycle, Network Planning Techniques, Estimating the Probability of Completion Dates, Reducing Project Completion Time.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2														3			
CO-2			2	3		3							1		1	2		
CO-3			2	3		3							1		2			
CO-4			2	3		3									3			1
CO-5			2	3		3							1			1		2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

M. S. S. S.
 20/4/20

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		26
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		30
1. Solving Numerical Problems	30	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		04
1. Case Study Presentation	04	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		70

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

M. Reddy
 20/04/20

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2		X	X	X
CO-3	X	X		X
CO-4		X	X	X
CO-5		X	X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignment
2.	Understanding	Class room lectures, Assignment
3.	Critical Skills	Class room lectures, Assignment
4.	Analytical Skills	Case study discussions
5.	Problem Solving Skills	Solving Numerical problems
6.	Practical Skills	Case study discussions
7.	Group Work	Assignment, case study discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment
15.	Leadership Skills	Group discussions
16.	Ability Enhancement	Group discussions, numerical problems
17.	Skill/Vocational Enhancement	Using spreadsheets for numerical solutions

9. Course Resources

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Faculty of Management and Commerce

M/L 9/20

a. Essential Reading

1. Course notes
2. Reid, R. D., & Sanders, N. R.(2013). 'Operations Management' - An Integrated Approach, 5e, John Wiley & Sons, Inc.
3. Richard B.Chase, (2006). 'Operations Management for Competitive Edge', 11e, McGraw Hill.
4. Kumar, S. A., & Suresh, N. (2006). 'Production and operations management', New Age International.

b. Recommended Reading

1. Kumar, S. A., & Suresh, N. (2009). 'Operations management', New Age International.
2. Stevenson, W. J. (2012). 'Operations Management', McGraw Hill, 11E.
3. Heizer, J. (2016). 'Operations Management', 12e. Pearson Education India.
4. Brown, S., Blackmon, K., Cousins, P., & Maylor, H. (2013). 'Operations management', – 'policy, practice and performance improvement'.

c. Magazines and Journals

1. Journal of Operations Management
2. International Journal of Operations & Production Management Information
3. International Journal of Services and Operations Management

d. Websites

1. Reid, R. D., & Sanders, N. R.(2013). 'Operations Management' - An Integrated Approach, 5e, John Wiley & Sons, Inc. Available at: <https://archive.org/details/OperationsManagement5thEditionR.Dan> (Accessed 6th June 2022)
2. Stevenson, W. J. (2012). 'Operations Management', McGraw Hill, 11E. Available at: https://highered.mheducation.com/sites/0073525251/information_center_view0/index.html (Accessed 6th June 2022)

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

M/2024/90

Course Specifications: Business Mathematics - I

Course Title	Business Mathematics - I
Course Code	BAC108A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The course trains the students to use basic concepts in mathematics and apply them to business problems. The students are trained on basic procedures of business mathematics with the help of simple formulations in mathematics. Students are also trained on applications of Graphing, Functions, Inequalities, Ratio and Proportion. Further, financial functions including simple and compound interest are also taught to help the student grasp the mathematical concepts in context of contemporary business problems. An introduction to annuity and perpetuity models and matrices is given.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	3:0:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Describe Algebraic equations and Inequalities
- CO-2.** Discuss the use of Ratio and Proportion with business applications
- CO-3.** Solve problems related to financial functions including simple and compound interest
- CO-4.** Discuss Concepts in Probability related to Sample Space and Venn diagram
- CO-5.** Analyse problems in Matrices with business application

4. Course Contents

Unit 1 (Algebra): Variables, Functions of One and More Than One Variable ,Linear Equations: One Variable , The Cartesian Plane, Straight Lines , Finding Solutions: Two Equations , Linear Inequalities: One Variable , Linear Inequalities: Two Variables , Polynomials and Quadratic Functions , Powers and Exponents ,Power Function, Order of Operations , Entering Formulas and Graphing Functions in Excel , Inverse Functions , Ratios and Percentages , Logarithms.

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore
Faculty of Management and Commerce

MOLY/20

Unit 2 (Ratio and Proportion): Introduction, Equivalent Fractions, Lowest Form of Fraction, Direct and Inverse Proportion, Comparison of Ratio and Proportion, Application of Ratio and Proportion to Business Problems.

Unit 3 (Simple and Compound Interest): Principal, Interest, Time, Formulation of Simple Interest, Formulation of Compound Interest, Varying the Time Period of Compounding, Continuous Compounding Formulation, Arithmetic, Geometric Progressions, Annuity models and Investment Compounded Continuously

Unit 4 (Probability Concepts): Define Experiment, Sample Space. Construct Venn diagram and Probability Matrices for two sets, Probability Problems. Define independent events and dependent events. Compute Conditional Probabilities. Discrete Probability Distributions (Binomial Distribution), Permutations and Combinations

Unit 5 Matrices – Introduction, Matrix, Order of a Matrix, Types of Matrices, Equality of Matrices, Operations on Matrices, Addition of Matrices, Multiplication of a Matrix by a Scalar, Properties of Matrix Addition, Properties of Scalar Multiplication of a Matrix, Multiplication of matrices, Properties of Multiplication of Matrices, Transpose of a Matrix, Properties of Transpose of the Matrices, Symmetric and Skew Symmetric Matrices, Elementary Operation (Transformation) of a Matrix, Invertible Matrices, Inverse of a Matrix by Elementary Operations. Perform Matrix Operations using Spreadsheets.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1														1	3		
CO-2	1	2													2	3		
CO-3	1	2														2		
CO-4		2	3												2	3		
CO-5	1		3												2	3		
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore



Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		25
Demonstrations		04
1. Demonstration using Videos	04	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	02	
Numeracy		14
1. Solving Numerical Problems	14	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		02
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	02	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		55

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
Subcomponent ▶	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
	SC1	SC2		
Subcomponent Type ▶	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ▶	25	25	10	
CO-1	X			X
CO-2	X			X
CO-3		X		X
CO-4		X		X
CO-5		X	X	X

The details of SC1 and SC2 are presented in the Programme Specifications Document.

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

[Handwritten Signature]

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	In-class discussion
6.	Practical Skills	Solving Numerical
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment, examination
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group Discussion
13.	Information Management	Group Discussion
14.	Personal Management	Assignment
15.	Leadership Skills	Presentation
16.	Ability Enhancement	Group Discussion
17.	Skill/Vocational Enhancement	Group Discussion, Assignment

9. Course Resources

a. Essential Reading

1. Class Notes
2. Haeussler E F, Paul RW (2017). 'Introductory Mathematical Analysis', Pearson Education.
3. Spiegel, Murray (2014). 'Schaum's Outline of College Algebra', 4th Edition, McGraw Hill Education, 4th edition.

b. Recommended Reading

1. Trivedi K and Trivedi C (2011). 'Business Mathematics', Pearson Education.
2. Dowling, Edward (2011). 'Schaum's Outline of Introduction to Mathematical Economics', 3rd edition, McGraw-Hill Education.

c. Magazines and Journals

1. Sloan Management Review - MIT Press, Quarterly
2. Forbes India – Reliance Industries, Monthly
3. Business India - Fortnightly
4. Business Today – Bi-weekly

d. Websites

1. Sloan Management Review (2022) Available Online at <https://sloanreview.mit.edu/> (Accessed: 06 June 2022).
2. Forbes India (2022) Available Online at www.forbesindia.com (Accessed: 06 June 2022)

e. Other Electronic Resources

MS Word

Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

Course Specifications: Internship

Course Title	Internship
Course Code	BAU101A
Course Type	Skill Enhancement Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to enable students to experience a working environment in an organisation. The students visit various departments of an organisation and observe the activities in each of the departments and relate to underlying theoretical concepts. Students are also required to conduct SWOT and PEST analyses of the organisation and document their learning experience

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	0:0:3
Total Hours of Interaction	90
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Discuss the organizational vision, mission, core values and structure relating to its business environment
- CO-2.** Analyze the business objectives of the Organisation and its Strategic Business Units (SBUs)
- CO-3.** Analyze the organisation using SWOT and PEST and summarize
- CO-4.** Discuss the functions, responsibilities and inter-relationships of the department(s) to meet business objectives

4. Course Contents

Unit 1: Study the profile, Vision and Mission, Product range of the organization

Unit 2: Study Organizational structure of the selected organisation in relation to the business environment they operate in

Unit 3: Conduct a detailed SWOT and PEST analysis of the organization

Unit 4: Study Functional areas and Operational activities of Strategic Business Unit(s) (SBUs) and

their departments

Unit 5: Select a particular function in the department and study the process in detail including the various stakeholders involved

Unit 6: Identify good practices and provide suggestions for the department(s)

Unit 7: Prepare and present internship report in the prescribed format

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2													3			
CO-2		1	2	3							2		1		3			
CO-3				3		2	2							1	3	2	2	
CO-4				2	1		3	2	2	2	2	1			3		2	1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to face interaction		10
Industry Internship		80
Field work	40	
Report Writing	20	
Presentation preparations	10	
Evaluation of Report and Presentations	10	
Total Duration in Hours		90

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE, COs are assessed as illustrated in the following Table.


 Dean – Academic Affairs
 Ramaiah University of Applied Sciences
 Bangalore

Focus of COs on each Component or Subcomponent of Evaluation		
	Component 1: CE (60% Weightage)	Component 2: SEE (40% Weightage)
Subcomponent ▶	CE	SEE
Subcomponent Type ▶	Presentation	Internship Report
Maximum Marks ▶	60	40
CO-1	□	□
CO-2	□	□
CO-3	□	□
CO-4	□	□

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Internship
2.	Understanding	Internship
3.	Critical Skills	Internship
4.	Analytical Skills	Internship
5.	Problem Solving Skills	Internship
6.	Practical Skills	Internship
7.	Group Work	---
8.	Self-Learning	Internship Report
9.	Written Communication Skills	Internship Report, Logbook/Internship Diary
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Interaction with employees of the organization
13.	Information Management	Internship Report
14.	Personal Management	Internship
15.	Leadership Skills	Effective management of learning, time management, achieving the learning outcomes

9. Course Resources

a. Essential Reading

1. Class Notes of each specialization
2. Organisation website
3. Organisation documents, if available
4. Study on the Industry sectors

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

Handwritten signature: K. S. Srinivasan

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

Course Specifications: Training

Course Title	Training
Course Code	BAU102A
Course Type	Skill Enhancement Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this module is to make a student undergo training course or certification program to develop proficiency. The student will choose a topic for Training or certification program and undergo training in a professional setup. The student should develop a report and make a presentation on his/her training or certification program undergone.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	0:0:3
Total Hours of Interaction	90
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Identify a management related training in their area of study / Certification course through various MOOC websites
- CO-2. Develop MOOC / Certification Program Notes to meet ILO
- CO-3. Analyze student feedback to initiate corrective actions in his/her teaching/training
- CO-4. Apply the acquired skills from the training / certification Program

4. Course Contents

Unit 1: Intended Learning Objectives

Unit 2: Training / MOOC/ Certification Content

Unit 3: Assessment Methodology

Dean – Academic Affairs
Ramaiah University of Applied Sciences
Bangalore

M. S. Rao

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PO-13	PO-14	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2													3			
CO-2		1	2	3							2		1		3			
CO-3				3		2	2							1	3	2	2	
CO-4				2	1		3	2	2	2	2	1			3		2	1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution																		

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to face interaction		10
Industry Internship		80
Field work	40	
Report Writing	20	
Presentation preparations	10	
Evaluation of Report and Presentations	10	
Total Duration in Hours		

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE, COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation		
	Component 1: CE (60% Weightage)	Component 2: SEE (40% Weightage)
Subcomponent ▶	CE	SEE
Subcomponent Type ▶	Presentation	Training Report
Maximum Marks ▶	60	40
CO-1	☐	☐
CO-2	☐	☐
CO-3	☐	☐
CO-4	☐	☐

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Training / certification
2.	Understanding	Training / certification
3.	Critical Skills	Training / certification
4.	Analytical Skills	Training / certification
5.	Problem Solving Skills	Training / certification
6.	Practical Skills	Training / certification
7.	Group Work	---
8.	Self-Learning	Training / certification Report
9.	Written Communication Skills	Training / certification, Logbook/Internship Diary
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Interaction with employees of the organization
13.	Information Management	Training / certification Report
14.	Personal Management	Training / certification
15.	Leadership Skills	Effective management of learning, time management, achieving the learning outcomes

9. Course Resources

a. Essential Reading

1. Class Notes on selected Training / MOOC / Certification course

b. Recommended Reading

NA

c. Magazines and Journals

NA

d. Websites

1. <https://nptel.ac.in/>
2. <https://swayam.gov.in/>
3. <http://www.coursera.org>
4. <http://www.edx.org>

e. Other Electronic Resources

EBSCO, SSRN, Google Scholar

Course Specifications: Environmental Studies

Course Title	Environmental Studies
Course Code	BTN101A
Department	Biotechnology
Faculty	Life and Allied Health Sciences

1. Course Summary

The aim of this course is to invoke awareness among students about the burning global environmental issues.

The course exposes the students to various problems associated with abuse of natural resources. The concepts of ecosystems, biodiversity and its conservation and environmental pollution will be discussed. The course emphasizes social issues associated with the environment, and the impact of human population on the environment.

2. Course Size and Credits:

Number of credits	02
Total hours of classroom interaction	30
Number of tutorial hours	00
Number of semester weeks	16
Department responsible	Department of Biotechnology
Course marks	Total: 50
Pass requirement	As per academic documents
Attendance requirement	As per university regulations

Teaching, Learning and Assessment**3. Course Outcomes**

After undergoing this course students will be able to:

- CO1.** Illustrate the multidisciplinary nature of environmental studies and recognize the need for public awareness
- CO2.** Explain the various natural resources and their associated problems, ecosystem, and environmental pollution
- CO3.** Analyze the concept of ecosystem and classify various types
- CO4.** Compare biodiversity at local, national and global levels
- CO5.** Discuss various social issues pertaining to environment including sustainable development and energy issues

4. Course Contents

Natural resources: **Forest resources:** Use and over-exploitation, deforestation, **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems, Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity. **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries).

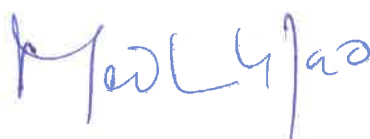
Biodiversity and its conservation: Definition: genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Environmental Pollution: Definition, causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution, Solid waste management: Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution.

Disaster management: floods, earthquake, cyclone and landslides

Social Issues and the Environment: From unsustainable to sustainable development, Urban problems and related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Environmental ethics: Issues and possible solutions, climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies, Wasteland reclamation, Consumerism and waste products, Environmental Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness. Human Population and the Environment: Population growth, variation among nations, Population explosion



5. CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO3	PSO4
CO-1	3				1				2	3			3	1	1
CO-2	3				1				2	3			3	1	1
CO-3	3				1				2	3			3	1	1
CO-4	3				3			1	3	3	1		3	1	1
CO-5	3				3			1	3	3	1	1	3	1	3
3: High Influence, 2: Moderate Influence, 1: Low Influence															

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		25
Demonstrations		02
1. Demonstration using Videos	02	
2. Demonstration using Physical Models/Systems		
3. Demonstration on a Computer		
Numeracy		
1. Solving Numerical Problems		
Practical Work		25
1. Course Laboratory	25	
2. Computer Laboratory		
3. Engineering Workshop/Course Workshop/Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		03
1. Case Study Presentation		
2. Guest Lecture		
3. Industry/Field Visit		
4. Brain Storming Sessions		
5. Group Discussions		
6. Discussing Possible Innovations		
Term test and Written Examination		03
Total Duration in Hours		30

7. Course Assessment and Reassessment

The components and subcomponents of course assessment are presented in the Academic Regulations document pertaining to the Programme. The procedure to determine the final course marks is also presented in the Academic Regulations document as well.

The assessment questions are set to test the course learning outcomes. In each component or subcomponent, certain Course Outcomes are assessed as illustrated in the following Table.

Focus of Course Learning Outcomes in each component assessed		
	CE (50% Weightage)	SEE (50% Weightage)
	SC Innovative Assignment	SEE
	25 Marks	25 Marks
CO-1	☐	☐
CO-2	☐	☐
CO-3	☐	☐
CO-4		☐
CO-5		☐

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of course outcomes in each component assessed in the above template at the beginning of the semester.

Course reassessment policies are also presented in the Academic Regulations document.

8. Achieving Course Learning Outcomes

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures, self-study
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment
5.	Problem Solving Skills	Assignment, Examination
6.	Practical Skills	Assignment
7.	Group Work	--
8.	Self-Learning	Self-study
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	--
11.	Presentation Skills	--
12.	Behavioral Skills	--
13.	Information Management	Assignment
14.	Personal Management	--
15.	Leadership Skills	--

9. Course Resources**a. Essential Reading**

1. Class Notes
2. Bharucha, E., 2004, *Environmental Studies*, New Delhi: University Grants.
3. Ahluwalia, V.K., 2013, *Environmental Studies: Basic concepts*, The Energy and Resources Institute (TERI).

b. Recommended Reading

1. Jadhav, H., Bhosale, V.M., 1995, *Environmental Protection and Laws*, Delhi: Himalaya Publishing House.

c. Magazines and Journals

<https://www.omicsonline.org/environmental-sciences-journals-impact-factor-ranking.php>

d. Websites

https://www.sciencedaily.com/news/earth_climate/environmental_science/

e. Other Electronic Resources

<http://www.globalissues.org/issue/168/environmental-issues>

10. Course Organization

Course Code	BTN101A	
Course Title	Environmental Studies	
Course Leader/s Name	As per timetable	
Course Leader Contact Details	Phone:	08045366666
	E-mail:	hod.bt.ls@msruas.ac.in
Course Specifications Approval Date	June 22	
Next Course Specifications Review	June 26	



