



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA-Healthcare and Hospital Management

(In Association with Shalby Academy))

SEMESTER - I (2026-2029)

BBAHHMSA101 PRINCIPLES OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BBAHHMS A101	MAJ	Principles of Management	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major *Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Understand comprehensive management concepts and build subject fundamentals
2. Understand the process and functions of managing organizations
3. Analyze management theory, practice, and managerial roles
4. Develop skills for effective and efficient achievement of organizational goals

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: Understand an overview of management, its scope and different management theories.
- CO2: Learn the basics of planning and organizing, types of organization with its key principles and insights about the importance of motivation with its theories and leadership styles.
- CO3: Cover the basic concepts of management

TEACHING PEDAGOGY:

T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

T2 Assignments, Seminars, Quizzes.

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning / Experiential learning
- ATL3** Midterm Exams
- ATL4** Seminar Presentation
- ATL5** Assignments
- ATL6** Industrial Visit Report
- ATL7** Case Study

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PREREQUISITES:

Basic understanding of business environment and organizational functioning.

COURSE CONTENTS

Module	Descriptors/Topics	Hours	Assessment Tools
I	Introduction to Management - Definitions, Characteristics, Importance, Management Process - Functions; Management as an Art, Science, Management and Administration Profession - Levels of management and skills required at these levels - Universality of Management, Fayol's and Taylor's principles - Mintzberg's roles of managers, Managerial skills, Manager vs Entrepreneur	9	ATL1, ATL2, ATL3
2	Planning - Definitions, Characteristics, Importance, Nature & Purpose, - Planning Process, Planning Premises, - Elements or Types of Plan - Forecasting: Meaning and Process of Forecasting - Decision making: Meaning and Process of Decision Making; Types of decisions	9	ATL2, ATL5, ATL3

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3	Organizing: - Definitions, Organizing Process, Principles/Qualities of Good - Organization, Departmentation and its bases, types of organizations - Delegation and Decentralization – Concept and Difference - Directing: Definition, Directing and Coordination, Importance - Brief Idea of Directing Tools	9	ATL2, ATL7, ATL3
4	Motivation: - Definition & Importance of motivation, Theories of Motivation - Maslow's Theory of Need Hierarchy - Herzberg's theory - Adelfer's ERG Theory, Vroom's Expectancy, McGregor's Theory X and Y, Theory Z - McClelland's Need Theory	9	ATL1, ATL4, ATL3
5	Leadership: - Meaning; Traits & Characteristics of Effective Leaders; - Theories of leadership, Leadership style, Leadership Continuum, - Blake and Mouton's Managerial Grid	9	ATL4, ATL7, ATL3
	Total Hours	45	

ADDITIONAL RESOURCES

- Value addition to course content/ Skill enhancement content:**
<https://www.managementstudyguide.com/management-principles.htm>
- Remedial classes for slow learners:**
 As per the AUMP SOP for slow and fast learners.

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SUGGESTED READINGS

Textbook:

1. Principles of Management - L. M. Prasad, Sultan Chand & Sons.
2. Principles of Management -P. C.Tripathi&P. N.Reddy, Tata McGraw.
3. Principles of Management–TRamasamy, Himalaya Publishing House
4. Principles of Management: Theory, Practices &Techniques –Nirmal Shah, Deep

Reference Books:

1. Deep Publications Pvt. Ltd. Management Concepts and Strategies - J. S.
2. Chandan, Vikas Publishing House.
3. Management Concepts and Practices - Gupta, C.B. Sultan
4. ChandanSons,New Delhi. Principles of Management –R.
5. K. Sharma and S. K. Gupta, Kalyani publications.
6. Principles of Management –ChuckWilliams,4LTRPress.

Suggested e- resources (Websites/e- books)

1. <https://openstax.org/details/books/principles-management>
2. <https://open.umn.edu/opentextbooks/textbooks/principles-management>
3. <https://oer.usk.ac.id/items/show/2681>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	-	3	2	2	-	-	-	3	2	2
CO2	3	3	3	2	2	-	1	-	3	2	3
CO3	2	-	2	1	1	-	-	-	2	1	1

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SEMESTER - I (2026-2029)

BBAHHMSA102 INTRODUCTION TO HEALTHCARE AND HOSPITAL MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A102	MAJ	Introduction to Healthcare and Hospital Management	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major *Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Understand health in general and private hospitals as an institution
2. Get an overview of healthcare organizations and their functioning
3. Understand the basics of hospital management
4. Develop orientation towards healthcare management practices

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: Understand meaning healthcare concepts and healthcare indicator
 CO2: Knowledge of healthcare system and policies in India
 CO3: Aware about hospital functions and classification
 CO4: Knowledge about hospital services
 CO5: Understand contemporary issues in healthcare

TEACHING PEDAGOGY:

- T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
 T2 Assignments, Seminars, Quizzes.

ASSESSMENT TOOLS:

- ATL1 Quiz
 ATL2 Activity Based Learning/ Experiential Learning
 ATL3 Midterm Exams

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ATL4 Seminar Presentation

ATL5 Assignments

ATL6 Industrial Visit Report

ATL7 Case Study

PREREQUISITES:

Basic understanding of healthcare system and general awareness of health and hospital functioning.

COURSE CONTENTS

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Healthcare: Indian Scenario 1. Meaning and concept of health, disease, care, and administration 2. Health Indicators and their importance 3. The structure of healthcare delivery system in India 4. Administration of healthcare: policy and process 5. Medical care including the role of state, local self-governments, NGOs, Private and Corporate Sectors and Community in general	9	ATL1, ATL2, ATL3
<u>2</u>	Hospitals 1. Meaning of a hospital 2. Role of hospital in the health care spectrum 3. Role of hospital in the society 4. Functions of a hospital 5. Classification of hospitals 6. Organizational structure of hospitals	9	ATL2, ATL5, ATL3

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<u>3</u>	Hospital Services - Clinical services - Administrative and support services - Role and responsibilities of a Hospital Administrator - Patient's bill of rights	9	ATL2, ATL7, ATL3
<u>4</u>	Key Concepts in Hospital Administration - Hospital Information Systems (HIS): Overview - Standard Operating Procedures (SOP), their meaning and significance - Administrative process and flow charts - Ethical values in hospital administration	9	ATL4, ATL5, ATL3
5	Contemporary issues Contemporary issues in healthcare industry, healthcare and hospital management	9	ATL1, ATL6, ATL3
Total Hours		45	

ADDITIONAL RESOURCES

- Value addition to course content/ Skill enhancement**
content: <https://www.knu.ac.in/uploads/syllabus/1733297274241204.pdf>
- Remedial classes for slow learners:**
As per the AUMP SOP for slow and fast learners.

SUGGESTED READINGS:

Textbook:

- K. Park, "Textbook of Preventive and Social Medicine"
- B K Mahajan, Textbook of Preventive and Social Medicine

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BBAHHMS A102	MAJ	Introduction to Healthcare and Hospital Management	Max	60	20	20	0	0	3	0	0	3
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Reference Books:

1. B M Sakharkar, "Principles of Hospital Administration and Planning"
2. Kunders: Hospital Planning and Hospital Management
3. Mc. Caullay: Hospital Administration and Planning

Suggested e- resources (Websites/e- books)

1. <https://open.umn.edu/opentextbooks/textbooks/principles-of-health-care-administration>
2. <https://www.who.int/publications>
3. <https://www.ncbi.nlm.nih.gov/pmc/>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	-		2	2	-	-	-	3	2	2
CO2	3	-	2	2	2	-	-	-	3	3	2
CO3	2	-	2	1	1	-	-	-	3	2	2
CO4	2	-	2	2	2	-	-	-	3	3	2
CO5	2	-	2	3	2	-	1	1	3	3	3

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SEMESTER - I (2026-2029)

BBAHHMSA103 FINANCIAL ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A103	MIN	Financial Accounting	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MIN – Minor

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Understand the basic concepts and practices of Financial Accounting
2. Understand accounting techniques with special reference to Sole-Proprietorship
3. Analyze accounting aspects related to Non-trading Concerns
4. Develop knowledge of small-scale business accounting such as partnership firms, consignment accounts, and joint ventures

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: Have a thorough understanding of the basic concept of accounting, rules of debit credit, basic idea of revenue income and expenses & capital income and expenses.
- CO2: Develop understanding of recording transactions and bookkeeping.
- CO3: Develop keen understanding of Final Accounts of Sole Proprietor and Non-Trading Organization.
- CO4: Students are also familiar with bookkeeping methods of partnership firm, consignment account and joint venture

TEACHING PEDAGOGY:

T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

T2 Assignments, Seminars, Quizzes.

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ASSESSMENT TOOLS:

- ATL1 Quiz
- ATL2 Activity Based Learning / Experiential learning
- ATL3 Midterm Exams
- ATL4 Seminar Presentation
- ATL5 Assignments
- ATL6 Industrial Visit Report
- ATL7 Case Study

PREREQUISITES:

Basic understanding of accounting concepts and elementary business transactions.

COURSE CONTENTS

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Basic Fundamentals of Accountancy: - Meaning, Characteristics and advantages of Accounts, Methods of keeping Books of Accounts, - Types of Accounts, Rules of Debit and Credit, Types of Transactions, Meaning and difference between Capital and Revenue Incomes and Expenses Identification of Capital and Revenue - Expenses and Incomes, Difference between Reserves and Provisions.	9	ATL1, ATL2, ATL3

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2	Final Accounts of Sole Proprietary Concern: 1. Preparation of Trading Account, Profit & Loss Account and Balance Sheet	9	ATL2, ATL5, ATL3
3	Accounting For Non Trading Concerns: 1. Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns 2. (NTC), Difference between Trading Concern & Non Trading Concern, Identification of Capital 3. and Revenue Items for non trading organizations, Receipts and Payments Account, Income and 4. Expenditure Account, Balance Sheet,	9	ATL2, ATL7, ATL3
4	Consignment (Theory) 1. Consignment and sales, Accounting in the books of Consignor, Commission 2. PARTNERSHIP FIRM (Theory) 3. Meaning, Dissolution (Settlement of Accounts)	9	ATL5, ATL4, ATL3
5	Joint Venture (Examples) 1. Introduction, Difference between Joint Venture & partnership , Difference between Joint Venture and 2. Consignment, Examples.	9	ATL1, ATL7, ATL3
Total Hours		45	

ADDITIONAL RESOURCES

- Value addition to course content/ Skill enhancement content**
<https://openstax.org/details/books/principles-financial-accounting>
- Remedial classes for slow learners:**
 As per the AUMP SOP for slow and fast learners.

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SUGGESTED READINGS:

Textbook:

1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
3. Modern Accountancy - Hanif Mukerji – TMH

Reference Books:

1. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya
2. Publishing House.
3. Financial Accounting by Rajasekaran Lalitha R.; Pearson Education Asia
4. Kakani Ramkumar.; Ramachandran Neelakantan.; TMH

Suggested e- resources (Websites/e- books)

<https://openstax.org/details/books/principles-financial-accounting>

<https://open.umn.edu/opentextbooks/textbooks/principles-financial-accounting>

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

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	–	2	2	2	–	–	–	3	2	2
CO2	3	–	3	2	2	–	–	–	3	3	2
CO3	3	–	3	2	2	–	–	–	3	3	2
CO4	2	–	3	2	2	2	–	–	2	3	3

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SEMESTER - I (2026-2029)

BBAHMSA104 BUSINESS MATHEMATICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A104	MDC	Business Mathematics	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; MDC – Multidisciplinary Course

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Understand mathematical concepts related to business problems
2. Applying mathematical techniques in solving business related problems
3. Develop analytical and problem-solving skills for business applications

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: The student will understand the mathematical concepts and terminology involved in Linear Algebra, Function, Permutation and Combination.
- CO2: The course focuses on how to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective.

TEACHING PEDAGOGY:

T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

T2 Assignments, Seminars, Quizzes.

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning/ Experiential Learning
- ATL3** Midterm Exams
- ATL4** Seminar Presentation
- ATL5** Assignments
- ATL6** Industrial Visit Report
- ATL7** Case Study

PREREQUISITES:

Basic understanding of school-level mathematics including algebra and graphs.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A104	MDC	Business Mathematics	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; MDC – Multidisciplinary Course

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

SYLLABUS:

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Set theory 1. Introduction, Types of Sets 2. Venn Diagrams 3. Operations on Sets Cartesian Product of two Sets, Applications	9	ATL1, ATL2, ATL3
<u>2</u>	Permutations and Combinations 1. Introduction 2. Important notations meaning 3. Applications	9	ATL2, ATL5, ATL3
<u>3</u>	Co-ordinate Geometry 1. Introduction, Cartesian Co-ordinate system, Distance formula 2. Line and slope of a line, Different forms of equations of a line, Applications 3. Arithmetic and Geometric Progression	9	ATL2, ATL7, ATL3
<u>4</u>	Derivative and its applications 1. Introduction, Definition, Derivative of a function of one variable 2. Derivative of standard functions (e.g. x^n , ax , ex , $\log x$) (without proof) 3. Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain)	9	ATL1, ATL4, ATL3
<u>5</u>	Logarithmic differentiation 1. Examples Logarithmic differentiation 2. Marginal Revenue function 3. Marginal Cost function, Profit function 4. Price elasticity of demand and supply	9	ATL5, ATL7, ATL3
Total Hours		45	

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME	L	T	P	CREDITS
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			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHMS A104	MDC	Business Mathematics	Max	60	20	20	0	0	3	0	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; MDC – Multidisciplinary Course

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

ADDITIONAL RESOURCES

- Value addition to course content/ Skill enhancement content:**
<https://openstax.org/details/books/principles-managerial-accounting>
- Remedial classes for slow learners:**
As per the AUMP SOP for slow and fast learners.

SUGGESTED READINGS:

Basics of Mathematics, B. S. Shah Prakashan, 10th Edition

Suggested e- resources (Websites/e- books)

<https://openstax.org/details/books/principles-financial-accounting>
<https://open.umn.edu/opentextbooks/textbooks/principles-financial-accounting>
<https://open.umn.edu/opentextbooks/textbooks/principles-managerial-accounting>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	–	2	2	2	–	–	–	3	2	2
CO2	3	–	3	3	3	–	–	–	3	3	2

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SEMESTER - I (2026-2029)

BBAHHMSA105 BASICS OF BUSINESS COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BBAHHMS A105	AEC	Basics of Business Communication	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; AEC – Ability Enhancement Compulsory

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Communicate effectively and appropriately in different situations
2. Enhance vocabulary and improve language and grammar skills
3. Acquire and implement communication skills in social critical situations
4. Develop confidence in presentation, pronunciation, and stage communication skills

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: Developed their ability to communicate well in English with apt usage of grammar.
- CO2: Enhanced comprehensibility and fluency in reading and understanding the language.
- CO3: Gained accuracy and precision in communication in variety of social contexts.
- CO4: Got trained to participate effectively in critical conversations and to demonstrate their ability to prepare, organize and deliver their work to the public.
- CO5: Imbibe ethical, moral, national and cultural values through the study of literature.

TEACHING PEDAGOGY:

T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

T2 Assignments, Seminars, Quizzes.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A105	AEC	Basics of Business Communication	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; AEC – Ability Enhancement Compulsory

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

ASSESSMENT TOOLS:

- ATL1 Quiz
- ATL2 Activity Based Learning/ Experiential Learning
- ATL3 Midterm Exams
- ATL4 Seminar Presentation
- ATL5 Assignments
- ATL6 Industrial Visit Report
- ATL7 Case Study

PREREQUISITES:

Basic understanding of English language and communication at school level.

SYLLABUS:

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Usage of Grammar: - Articles- Definition, Scope, Importance and Limitations - Parts of Speech: Understanding and Usage - Tenses	6	ATL1, ATL2, ATL3
<u>2</u>	Reading and Writing Skills - Reading Comprehension: Strategies for understanding and analyzing texts - Summarizing Techniques: How to effectively summarize a text - Introduction to Creative Writing: Basics of writing short stories or essays	6	ATL2, ATL5, ATL3

DESCRIPTORS	GO	COURSE NAME	TEACHING & EVALUATION SCHEME	L	T	P	R E D U
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			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A105	AEC	Basics of Business Communication	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit ; AEC – Ability Enhancement Compulsory

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

<u>3</u>	Study Skills: Literary Text: (Selected Stories from the Text) Gems of Wisdom: An Anthology of Short Stories Selected Stories from Gems of Wisdom: An Anthology of Short Stories - The Lady or The Tiger- Frank R Stockton - The Gift of the Magi – O Henry - Black Boy – Richard Wright - The Model Millionaire – Oscar Wilde - The Ant and The Grasshopper- W S Maugham	6	ATL2, ATL7, ATL3
<u>4</u>	Speaking skills: 1. Introduction to Organs of Speech	6	ATL4, ATL1, ATL3
<u>5</u>	Listening Skills Introduction to Listening Skills (Types & Techniques)	6	ATL1, ATL2, ATL3
	Total Hours	30	

ADDITIONAL RESOURCES

- Value addition to course content/ Skill enhancement content:**
<https://openstax.org/details/books/writing-guide>
- Remedial classes for slow learners:**
 As per the AUMP SOP for slow and fast learners.

SUGGESTED READINGS:

Textbook:

Text: Gems of Wisdom: An Anthology of Short Stories, Macmillan.

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			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A105	AEC	Basics of Business Communication	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; AEC – Ability Enhancement Compulsory

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Reference Books:

1. Enrich your English- by CIEFL (Academic skills book)
2. English Grammar and Composition by Wren and Martin
3. Arvind Nair- English in Practice I- Publisher: Cambridge
4. A Course in Phonetics and Spoken English by J. Sethi and P.V. Dhamija

Suggested e- resources (Websites/e- books)

<https://open.umn.edu/opentextbooks/textbooks/college-writing-handbook>
<https://openstax.org/details/books/writing-guide>
<https://www.bbc.co.uk/learningenglish>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	–	–	–	3	2	3
CO2	3	3	2	2	2	–	–	–	3	2	3
CO3	3	3	2	2	2	–	–	–	3	2	3
CO4	3	3	2	3	2	–	–	–	3	2	3
CO5	2	2	2	3	2	–	3	3	3	2	3

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SEMESTER - I (2026-2029)

BBAHHMSA106 INDIAN KNOWLEDGE SYSTEM -I

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BBAHHMS A106	VAC	Indian Knowledge System -I	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; VAC – Value Addition Course

Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE

The student will have ability to:

1. Understand the holistic concepts of the Indian Knowledge System
2. Understand the rich traditions and ancient Indian schools of knowledge
3. Analyze the relevance of Indian Knowledge System in the contemporary period
4. Develop knowledge about the achievements and contributions of IKS to the world

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

COURSE OUTCOMES

- CO1: Learn about the process of ancient Indian traditions
 CO2: Understand the contribution of Indian minds in various fields
 CO3: Link ancient wisdom in the current context
 CO4: Learn about the leading Indian inventors and thinkers in various disciplines
 CO5: Develop a positive attitude towards Indian traditions and practices

TEACHING PEDAGOGY:

- T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
 T2 Assignments, Seminars, Quizzes.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A106	VAC	Indian Knowledge System -I	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; VAC – Value Addition Course

Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

ASSESSMENT TOOLS:

- ATL1 Quiz
- ATL2 Activity Based Learning/ Experiential learning
- ATL3 Midterm Exams
- ATL4 Seminar Presentation
- ATL5 Assignments
- ATL6 Industrial Visit Report
- ATL7 Case Study

PREREQUISITES:

Basic understanding of Indian history, culture, and general awareness of traditional knowledge systems.

SYLLABUS:

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Introduction to IKS 1. Introduction to IKS & Its importance 2. Importance of IKS, Various IKS Systems 3. Shastra - Foundational Literature of Bharat Varsha 4. What is Shastra? Importance of Shashtra 5. Classification of Shashtra - Vaidic &Avaidic (with examples of imp. Literature) 6. Base of IKS proliferation	6	ATL1, ATL2, ATL3
<u>2</u>	Bhartiya Education System and its philosophy 1. History of BES from Ancient to Modern 2. Domains of Education: Gurukul, Pathshala, Vidyalaya, Vishwavidyalaya	6	ATL2, ATL5, ATL3

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			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHMS A106	VAC	Indian Knowledge System -I	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; VAC – Value Addition Course

Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

5	Ayurveda 1. Introduction of Ayurveda- Definition, Branches of Ayurveda, Books and Pioneers 2. Concept of Tri Dosh and importance of its Balance in the body 3. Indic Medical Science Achievement: Tools &Technology of Art & Traditions 4. History and Origin 5. Skill Enhancement with 64 Kala 6. Science behind our traditions and rituals	6	ATL1, ATL6, ATL3
	Total Hours	30	

SUGGESTED READINGS

ADDITIONAL RESOURCES

1. **Value addition to course content/ Skill enhancement content:**
<https://open.umn.edu/opentextbooks/textbooks/indian-philosophy>
2. **Remedial classes for slow learners:**
 As per the AUMP SOP for slow and fast learners.

SUGGESTED READINGS:

Textbook:

Introduction to Indian Knowledge System- Concept and Application by B.Mahadevan, Vinayak Rajat Bhat, Nagendra Pavan R.N.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A106	VAC	Indian Knowledge System -I	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; VAC – Value Addition Course

Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Reference Books:

1. R.M. Pujari, Pradeep Kolhe, N. R. Kumar, 'Pride of India: A Glimpse into India's Scientific Heritage', Samskrita Bharati Publication.
2. 'Indian Contribution to science', compiled by Vijnana Bharati.
3. 'Knowledge traditions and practices of India', Kapil Kapoor, Michel Danino, CBSE, India.

Suggested e- resources (Websites/e- books)

<https://www.indiaculture.gov.in/>
<https://www.ncert.nic.in/textbook.php>
<https://www.wisdomlib.org>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with POs								Correlation with PSOs		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	2	–	2	2	1	–	2	2	3	2	3
CO2	3	–	3	2	2	–	1	2	3	3	3
CO3	3	–	3	3	3	–	2	3	3	3	3
CO4	3	–	3	2	2	–	1	2	3	2	3
CO5	2	2	2	2	1	–	3	3	3	2	3

BBAHHMSA107 ENTREPRENEURIAL SKILLS

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SEMESTER - I (2026-2029)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAHHMS A107	SEC	Entrepreneurial Skills	Max	60	20	20	0	0	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ; SEC- Skill Enhancement Course

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COURSE OBJECTIVE

The student will have ability to:

1. Understand the fundamental concepts and essential skills of entrepreneurship
2. Develop knowledge of business planning and entrepreneurial opportunities
3. Analyze the challenges faced by different types of entrepreneurs, including women entrepreneurs
4. Understand entrepreneurship promotion, innovation, and government support systems for startups in India

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, SDG 4 (Quality Education).

TEACHING PEDAGOGY:

T1 Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

T2 Assignments, Seminars, Quizzes.

COURSE OUTCOMES

CO1: Understand the Basics of Entrepreneurship

CO2: Develop Essential Entrepreneurial Skills

CO3: Explore Institutional Support for Entrepreneurship 4. Promote Entrepreneurship and Innovation.

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ASSESSMENT TOOLS:

- ATL1 Quiz
- ATL2 Activity Based Learning/ Experiential Learning
- ATL3 Midterm Exams
- ATL4 Seminar Presentation
- ATL5 Assignments
- ATL6 Industrial Visit Report
- ATL7 Case Study

PREREQUISITES:

Basic understanding of business concepts and awareness of economic activities.

SYLLABUS:

Module	Descriptors/Topics	Hours	Assessment Tools
<u>1</u>	Introduction to entrepreneur & Entrepreneurship - Meaning, Definition and Types of Entrepreneurs - Functions of Entrepreneur Problems faced by Entrepreneur - Advantages and Disadvantages of entrepreneurship - Difference between Intrapreneur and Entrepreneur	6	ATL1, ATL2, ATL3
<u>2</u>	Skill Sets for Entrepreneur - Introduction to Entrepreneurial Skills - Essential Skill Sets for Entrepreneurs - Forms of Entrepreneurial Skills - Procedure to improve entrepreneurial skills	6	ATL2, ATL5, ATL3

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<u>3</u>	Institutional Programs for Entrepreneurship 1. Entrepreneurship Development Program, Problems of EDP, Need for EDP 2. National and State Level Institutions for Entrepreneurship 3. Development Program	6	ATL2, ATL7, ATL3
<u>4</u>	Business Plan, 1. Meaning, Importance 2. Steps involved in preparing a Business Plan 3. Common pitfalls to be avoided while preparing a Business Plan	6	ATL5, ATL4, ATL3
5	Promoting Entrepreneurship 1. Indian Entrepreneur 2. Promoting Entrepreneurs in India 3. Startup India : Funds for Startup 4. Government Schemes for Startup Funding 5. Women Entrepreneur Meaning 6. Role played by Women 7. Entrepreneur in Economic Development 8. Problems faced by Women Entrepreneur 9. Ways to Overcome the Challenges of Women Entrepreneurship	6	ATL1, ATL6, ATL3
Total Hours		30	

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ADDITIONAL RESOURCES

1. Value addition to course content/ Skill enhancement content:

<https://openstax.org/details/books/entrepreneurship>

2. Remedial classes for slow learners:

As per the AUMP SOP for slow and fast learners.

SUGGESTED READINGS:

Textbook:

"Entrepreneurship: Theory, Process, Practice" by Donald F. Kuratko

Reference Books:

- "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- "Essentials of Entrepreneurship and Small Business Management" by Norman M. Scarborough

Suggested e- resources (Websites/e- book

<https://www.startupindia.gov.in/>

<https://www.nen.org/>

<https://open.umn.edu/opentextbooks/textbooks/entrepreneurship>

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