

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction				
Program : Certificate		Class : BBA	Semester : First	Session : 2025-26
Subject: Principles and Practices of Management				
1.	Course Code	C-01		
2.	Course Title	Principles and Practices of Management (BBA)		
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Major -01		
4.	Pre-requisite (if any)			
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to • Management concepts Nature and characteristics, Role of Manager, Functions and responsibilities of management, Principles of management, Schools and thoughts of management. • Planning: Process, Types and Significance, Planning v/s Forecasting, Objectives, Strategies, Policies, MBO, Decision-Making-Process and Significance, Planning for Start-ups. • Organization: Nature and Purpose of Organization. Importance and process of organization, Departmentalization, Organizational structures: types and Relevance, Line & Staff relationship, Delegation of Authority, Decentralization. Difference between Authority and power, Authority and Responsibility • <i>Staffing and Directing: Meaning and Importance of staffing,</i> • Recruitment-Sources, Selection, Training: <i>Meaning, Importance and Methods</i> • <i>Controlling: Meaning and Concept, Definition, Characteristics, Need for Controlling, Importance and Process of controlling, Effective Control System, Techniques of control</i>		
6.	Credit Value	06 Credits		
7.	Total Marks	Max. Marks : 30 (Internal Marks) + 70 (End Sem. Exam) = 100 marks		
8.	Minimum Passing Marks	35		

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (04-02-00) = 06 hours per week.		
Total Course hours : 90 Hours		
Unit	Topics	No. of Hours
1	Management in Indian knowledge tradition: Management in Indian ethos, Indian models, Spiritual values , and management. Modern concept of	18

	management : Meaning, nature & characteristics, Definitions, importance and functions, skills and roles of managers. Principles of Management. Activity 1: Students will be divided into groups. They will interview a manager of an organization to collect information on his/her Role as a manager and make a report on it. Activity 2: Students will be divided in groups. Each group will visit a business enterprises and find out the Indian traditional values like Dharma, Karma yoga and trust they have integrated into their managerial practices. The groups will then submit a brief writer from their findings.	
	Key words: management, Indian Ethos.	
2	Planning – meaning, Definitions, importance, types and process. Difference between planning and forecasting. Management by objective (MBO): meaning, definitions, and process. Strategies and policies. Activity 1: A classroom activity in which students will be divided into groups to prepare a plan on a given task like. Plan a college event for prepare for exam etc. The activities followed by debriefing by the faculty on clarity of goals, missing steps, order of steps, contingency plan, etc. Activity 2 : Students will be divided into groups. Each group will be given in task. The group members will divide the main task in subtask. With its purpose. All subtasks and their objectives must align with the main task.	18
	Key words : planning , forecast , management by objectives	
3	Organization : meaning definitions, importance, Process of organisation. Organisational structures : Different types. Departmentalization. Meaning and concept. Authority and responsibility – Concept and definitions. Delegation of Authority. Activity 1: Students will be divided into groups. Each group will visit a business enterprise and fill out the organizational structure and departments. The groups will prepare a flow chart for the same. Activity 2: Students will be divided into groups. Each group has to create a poster. Depicting an ideal organization. Depicting structure of the organization. Behaviour with employees, Teamwork, communication and leadership etc.	18
	Key words : Organisation , Staffing, Departmentalisation, Organisational Behaviour.	
4	Staffing : Recruitment of employees, meaning , sources, selection process, interviews, training evaluation and placement Training meaning and types. Activity 1 : Students will be divided into groups. Each group will visit a business enterprise to know the recruitment and selection process. Followed in the reorganisation, the groups will prepare a brief write up on their findings. Activity 2 : Students will be divided into groups. They will make a poster / collage based on the training methods	18
	Key words: recruitment, training.	
5	Directing : meaning. Definition, objectives and nature. Types of Leadership. Motivation types and significance. Maslow's need theory, Theory X and Theory Y of motivation. Controlling : meaning, definition, types and process. Activity 1: Students will be pared in Group of 2 students. One student will be blindfolded. The other student will give direction to complete the task. At the completion of activity, the faculty will debrief. On clarity of instruction, communication methods, mutual trust and teamwork.	18

	Activity 2: Students will be divided into groups. They will visit the previously visited organization to collect information over control and Process followed.	
	Key word : Directing , Controlling	

Part C - Learning Resources.	
Textbooks, reference books, other resources.	
Suggested readings : - Principles of Management, Neeru Vasishth, Vibhuti Vasishth, Taxmann, 2022, Edition1 - Principles & Practices of Management, T. N. Chhabra, Dhanpat Rai & Co. (P) Ltd, New Delhi, 2018 - Principles of Management, LM prasad, Sultan Chand& Sons, New Delhi, 2019 - Business Management, S.C. Saxena, Sahitya Bhawan Publications, 2023	
Suggestive Digital Platforms Weblinks : https://ocw.mit.edu/courses/sloan-school-of-management/ https://nptel.ac.in/courses/management https://open.umn.edu/opentextbooks/textbooks/principles-of-management https://www.sba.gov/learning-center https://nptel.ac.in/courses/110/105/110105062/	
Suggested equivalent online courses through NPTEL and SWAYAM portal.	

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : Maximum marks 100. Continuous comprehensive evaluation (CCE) of 30 marks. End Semester Exam of 70 marks.		
Internal assessment : Continuous Comprehensive Evaluation (CCE)	Class Test / Assignment / Presentation As per Ordinance number 14 (1).	Total 30 marks
External assessment: End Semester exams Time : 3.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long questions.	5 X 2=10 3 X 5=15 (out of 5) 3 X15=45 (out of 5) Total 70 marks
Any Remarks/Suggestions: Theoretical exposition should be accompanied by discussions, case studies preferably with Indian context, Presentation and industries based assignments.		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction			
Program : Certificate		Class : BBA	Semester : First
Session : 2025-26			
Subject : Business Statistics			
1.	Course Code	M-01	
2.	Course Title	Business Statistics (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Minor -01	
4.	Pre-requisite (if any)		
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to: 1. Statistical research tools will increase students ability to understand how to perform social researchers. 2. Students will be equipped with knowledge about analysing professional reports and will be able to make decisions based on the reports analysed 3. students will learn about Quantization. analysis of performance relationship.	
6.	Credit Value	04 Credits	
7.	Total Marks	Max. Marks : 30 (Internal Marks) + 70 (End Sem. Exam) = 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (04-00-00) = 04 hours per week.		
Total Course hours : 60 Hours		
Unit	Topics	No. of Hours
1	Introduction to statistics. Evolution of statistics in India. Meaning. Role of statistical methods in Indian agriculture. Contribution of Asian Indian mathematicians in statistics. Definition and scope of statistics, Statistical investigation and laws of statistics. Activity 1 : Student will be divided into groups. They will find out examples related to limitations of statistics and make a poster oblique/ Collage on it. Activity 2 : Student will be divided into groups. They will prepare it flowchart of a steps of statistical investigation with an appropriate example.	10
	Key words: Statistics, Laws of Statistics	

2	Collection and presentation of data- Collection of data, Methods of data collection Pharma. Primary and secondary data. Presentation of data. Frequency distribution. Activity 1: Students will be divided into groups. Each group will be given a topic on which they will prepare a questionnaire. Activity 2 : Students will be divided into groups. They will be given a topic based on which they will be carrying out a survey among their classmates / college students. Students will then prepare an appropriate table and graph to represent the data collected by them.	12
	Key words : Data Collection, Survey, Sampling, Graphs.	
3	Measures of central tendencies. Methods of calculation of Mean, Median and Mode and its utility. Methods of calculation of geometric mean and harmonic mean and its utility. Activity 1: Students will be divided into groups. Students will record data related to any sports activity of their choice. Using the recorded data, they will calculate the mean, Median, mode and geometric mean. Activity 2: Students will be divided into groups. They will visit the nearest grocery market. Find out the price per kg. If they purchase one kilogram and price per kilogram if they purchase 10 kilogram of any vegetable or fruit. From different shopkeepers. They will then calculate the mean, median and mode of the prices.	12
	Key words : Mean, Median, Mode.	
4	Measures of dispersion. Standard deviation and mean deviation. Meaning and scope. Skewness concept and method. Activity 1 : Students will be divided into groups. Students will record data related to any sports activity of their choice using the recorded data. They will calculate the standard deviation and mean deviation. Activity 2 : Students will be divided into groups. Students will create a themed collage using cut outs to visually represent systematic. Positively skewed and negatively skewed data distribution.	13
	Key words: Standard Deviation, Skewness.	
5	Correlation analysis- Carl Pearson's coefficient of correlation. Spearman's rank correlation. Its methods. Regression- Line of regression, and its methods. Activity 1: will be divided into groups. Students will measure their height. 8 centimetre. And record that suicide in centimetre. Using the collected data there will calculate the correlation coefficient between height and shoe size. Activity 2: Students will be divided into groups. Students will find out average temperature, of a city and electricity bill of any household in the city for few months. Using regression analysis, they will calculate a regression coefficient between temperature and electricity bill.	13
	Key word : Correlation , Regression	

Part C - Learning Resources.
Textbooks, reference books, other resources.
Suggested readings : Fundamentals of Statistics, S.C Gupta, Himalaya Publishing House

- Business Statistics, N.D. Vohra, TATA McGraw Hill.
- Gupta S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra.
- Business Statistics, R.S. Bharadwaj, Excel Books.

Suggestive Digital Platforms Weblinks :

<https://open.umn.edu/opentextbooks/textbooks/384>

<https://www.openintro.org/book/os/>

<https://onlinestatbook.com/>

<https://www.khanacademy.org/math/statistics-probability>

<https://nptel.ac.in/courses/110/105/110105062/>

Suggested equivalent online courses through NPTEL and SWAYAM portal.

Part D - Assessment and evaluation.

Suggested continuous evaluation methods :

Maximum marks 100.

Continuous comprehensive evaluation (CCE) of 30 marks. End Semester Exam of 70 marks.

Internal assessment : Continuous Comprehensive Evaluation (CCE)	Class Test / Assignment / Presentation As per Ordinance number 14 (1).	Total 30 marks
External assessment: End Semester exams Time : 3.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long questions.	5 X 2=10 3 X 5=15 (out of 5) 3 X15=45 (out of 5) Total 70 marks

Any Remarks/Suggestions: Theoretical exposition should be accompanied by discussions, case studies preferably with Indian context, Presentation and industries based assignments.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction			
Program : Certificate		Class : BSc	Semester : First
Session : 2025-26			
Subject : Environmental Science			
1.	Course Code	MD -01	
2.	Course Title	Concept of Environmental Science (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Multi-Disciplinary - 01	
4.	Pre-requisite (if any)		
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to: - Students will have a clear idea about the concept of Environmental Science. - Students Indian holistic concept of Environment in Vedic era. - Will have the knowledge of various types of pollution and their effects. - Students will understand the cause of global warming , acid rain, greenhouse effect , ozone depletion. - Students with be able to know about basics of environmental education. - Students will learn about the agencies working for the welfare of environmental conservation.	
6.	Credit Value	03 Credits	
7.	Total Marks	Max. Marks : 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (03-00-00) = 03 hours per week.		
Total Course hours : 45 Hours		
Unit	Topics	No. of Hours
1	Environmental and Natural Resources: Indian Holistic concepts of environment in Veda, Upanishad, purana, Kautilya Artha shastra. Multidisciplinary nature Scope and importance of Environment. Component of Environment: Atmosphere, Hydrosphere, Lithosphere and Biosphere. Brief account of Natural Resources and associated problems: Land Resources, Water Resources and Energy Recourses. Concept of Sustainability and Sustainable Development.	9

	Activity : Preparation of Charts / assignment	
	Key words: Ancient India, Veda, Upanishad, Puran, Artha Shastra, Panchama Bhutas	
2	Biome, Ecosystems and Biodiversity: Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marines. Ecosystems: Structure Function and types their Preservation & Restoration. Biodiversity and its conservation practices. Activity : Preparation of Charts / assignment	9
	Key words : Biome , Biodiversity	
3	Environmental Pollution: Types (Air, Water, Soil, Noise, Marine, Thermal, Nuclear) Control Measure, Management and Associated Problems Activity : Field Visit , industry field ,preparation of charts / models. Discussions on environmental issues.	9
	Key words : air pollution Water pollution. Soil pollution. Biomedical Pollution. Management of pollution.	
4	Introduction to environmental education Environmental education in ancient India. Environment concept in Vedas, Upanishads and Puranas. Environmental education in the Gurukul system. Definition, scope, and importance of environmental education. Need of public awareness. Multidisciplinary approach. Need of. Album Intel Education. Concept of sustainability and sustainable development. Activity : Quiz competition. Preparation of charts and models. Assignment.	9
	Key words: Gurukul system. Vision India. Awareness.	
5	National and international environmental organizations National environmental organisations • Ministry of Environment, Forest and Climate Change. MOEFCC. • Central Pollution Control Board. CPCB. • National Green Tribunal. NGT. • Animal Welfare Board of India. AWBI. • National Biodiversity Authority. NBA. International environmental organisations: • United Nations Environmental Program. UNEP. • Intergovernmental Panel on Climate Change. IPCC. • International Union for Conservation of Nature. IUCN. • World Wildlife Fund. WWF. • United Nations Educational, Scientific and Cultural organization. UNESCO. Activity : prepare chart of all environmental organisations and their activities .	9
	Key word : environmental organizations, National , International	

Part C - Learning Resources.	
Textbooks, reference books, other resources.	
Suggested readings : • Ecology ; Environmental Science and Conservation, Singh; J.S., Singh S.P. and Gupta, SR; S. Chand Publishing ,New Delhi,(2018) • Environmental Law and Policy in India: Cases ,Material & Status ; Divan, S. and Rosencranz, A. Oxford University Press, India; (2002) 2nd Edition • A Textbook of Environmental Studies.; Asthana K Asthana Meera; S. Chand Publishing, New Delhi. (2007) • Fundamentals of Ecology ;Odum ,E.P; Philadelphia Saundres 1971 • Perceptive in Environmental Studies; Kaushik, Anubha, Kaushik.C.P ;New Age International Publishers; 2018 ;6th Edition	
Suggestive Digital Platforms Weblinks : https://nptel.ac.in/courses/122/106/122106025/ https://swayam.gov.in/explorer?category=ENVIRONMENTAL%2520STUDIES https://www.unep.org/explore-topics/education-environment/what-we-do/learning-training https://ocw.mit.edu/courses/17-181-sustainability-political-economy-science-and-policy-fall-2016/ https://www.coursera.org/courses?query=environmental%2520studies	
Suggested equivalent online courses through NPTEL and SWAYAM portal.	

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : Maximum marks 100. End Semester Exam of 100 marks.		
External assessment: End Semester exams Time : 2.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long question	5 X 2 =10 3 X 10 = 30 (out of 5) 3 X 20 = 60 (out of 5) Total 100 marks
Any Remarks/Suggestions:		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction			
Program : Certificate		Class : B.A./B.Sc./B.Com.	Semester : First Session : 2025-26
Subject : Personality Development			
1.	Course Code	SEC-01	
2.	Course Title	Personality Development (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Skill Enhancement Course	
4.	Pre-requisite (if any)	Open for all	
5.	Course Learning Outcome (CLO)	By the end of this course, learners will be able to: 1. Cultivate skills for successful life 2. Understand the importance of human values 3. Develop core skills for employability 4. Develop effective communication skills 5. Realize the role of technology in personality development. This course equips individuals with essential soft skills such as communication, confidence, leadership, and emotional intelligence, which are highly valued across various industries. Career opportunities after such a course include roles like corporate trainer, life coach, public speaker, HR executive, and customer service representative. It also enhances prospects in sales, marketing, teaching, entrepreneurship etc. Also prove beneficial in interviews of various competitive exams.	
6.	Credit Value	3 Credit (2 Credit Theory & 1 Credit Practical)	
7.	Total Marks	Max. Marks : 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (02-00-01) = 04 hours per week.		
Total Course hours : 30 Hours Lecture + 30 hours Field Experience		
Unit	Topics (Theory)	No. of Hours
1	Indian Knowledge System and Personality Personality - Meaning, characteristics and importance, Human values and personality development - Empathy, compassion, spirit of service. Components of personality development in the Indian knowledge system. Foundations of Positive Psychology. Mindfulness and Well- being.	10

	Activity : 1. Assignment on the life sketch of any one of the great soul (Patanjali, Vedvyas, Gautam Buddha, Mahaveer Swami, Kabirdas, Gurunanak dev, Bhimrao Ambedkar, Subash Chandra Bose, Sardar Vallabhbhai Patel, Swami Vivekanand, Jesus Christ, Pandit Jawahar Lal Nehru, Ratan Tata, Abdul Kalam, Rajendra Prasad, Adi Shankaracharya, Raja Ram Mohan Roy, Bal Gangadhar Tilak.) 2. Chart making on the Components of Personality	
	Key words: - Human Values, Empathy and Compassion, Character Building, Ethics and Morality, Value-based Education, Self-awareness and Self-discipline, Spirituality and Personality.	
2	Personality Development 1. Agencies of Personality Development : ● Family Atmosphere - Parenting style, family values and emotional support. ● Peer Group - Team Spirit, Self image, Social learning ● Formal Education - Scout and guide, N.S.S., N.C.C., Sports ● Personal Efforts and Yoga - Self motivation, Goal, meditation and sound health. 2. Goal Setting and Achievement 3. Barriers of Personality Development 4. Self-Confidence and Self-Esteem 5. Resilience and Stress Management Activity : 1. Pictorial Presentation of various yoga mudras and reports. 2. Group discussion and report writing on Personality development.	10
	Key words : Parenting Style, Family Values, Emotional Support, Peer Group Influence, Team Spirit, Sports and Discipline, Goal Setting, Mind-Body Balance, Negative Peer Influence, Family Conflicts	
3	Communication Skills and Personality Development 1. Communication Skills: Meaning, Characteristics , types, importance. Effective Communication, role of communication Skills in Personality Development- Stage confidence, Body language, Voice modulation. 2. Leadership Skills 3. Creative & Critical Thinking and Innovation 4. Adaptability and Growth Mindset. 5. Time Management and Organization Activity : Pictorial Report writing on any cultural or academic programme held in College.	10
	Key words : Effective Communication, Interpersonal Communication, Formal and Informal Communication, Non-Verbal Cues, Presentation Skills, Self-Expression, Listening Skills, Soft Skills Development, Expressive Skills, Personality Projection, First Impressions	
	Practical (any One)	
	1. To conduct a survey of a nearby Anganwadi, Government School, Primary Health Centre and submit a report. 2. Prepare your family genealogical tree and write a report on your family traditions. 3. Conduct an educational visit to a nearby Non Governmental	30

	Organization, Old Age Home, Charitable Hospital, Orphanage, Women Police Station etc. Observe its functioning and prepare a report. 4. Prepare a fact based write-up on an inspiring incident of any one great personality i.e. Swami Vivekanand, Mahatma Gandhi, Vinoba Bhave, A. P. J. Abdul Kalam, Ahilya Bai Holkar, Tanya Bheel, Lata Mangeshkar) 5. Compose a human value-based story that includes meaningful conversations. 6. Educational field visit to local place of historical significance and make a presentation.	
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Part C - Learning Resources.	
Textbooks, reference books, other resources.	
Suggested readings : 1. Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) Tata McGraw-Hill, New Delhi. 2. Covey, Stephen. (1989). The 7 Habits of Highly Effective People. NY: Free Press 3. Hindle, Tim (2003). Reducing Stress. Essential Manager series. Dk Publishing. 4. Lucas, Stephen (2001). Art of Public Speaking. Tata - Mc-Graw Hill, New Delhi. 5. माइन, स्तिट, " व्यक्तित्व का विकास", आनंद पेपरबैक्स। 6. Petes S. J., Francis (2011). Soft Skills and Professional Communication. Tata McGraw-Hill Education, New Delhi 7. शमाड, पी. के, (2014) " व्यक्तित्व विकास",,, भारतीश्री प्रकाशन 8. Smith, B. (2004). Body Language. Rohan Book Company, Delhi.	
Suggestive Digital Platforms Weblinks : 1. Basics of Communication: https://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication 2. Social Etiquettes: https://www.glowandlovelycareers.in/en/course-detail/englishedge-904/social-etiquette 3. Self-Presentation: https://www.glowandlovelycareers.in/en/course-detail/niit-161/self-presentation	
Suggested equivalent online courses through NPTEL and SWAYAM portal.	

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : 100 marks Project report (1 credit) + 100 marks End semester written exam (2 credit) Maximum marks 200.		
Practical / Project report Assessment:	Internal Assessment	0
	External Viva voce & Practical report	100
External assessment: End Semester exams Time : 2.00 hours.	Section (A): Very Short Questions / MCQ Section (B) : Short Questions (200 Words Each) Section (C) : Long Questions (500 Words Each)	5 X 2 =10 3 X 10 = 30 (out of 5) 3 X 20 = 60 (out of 5) Total 100 marks
Any Remarks/Suggestions:		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies
Academic Year: 2025-26
BBA First Semester

Part A – Introduction			
Program : Certificate		Class : B.B.A.	Semester : First
Session : 2025-26			
Subject : English Language and Indian Culture			
1.	Course Code	AEC-01	
2.	Course Title	English Language and Indian Culture (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Ability Enhancement Course	
4.	Pre-requisite (if any)	Open for all	
5.	Course Learning Outcome (CLO)	By the end of this course, learners will be able to: • Imbibe values which make them aware of national heritage and making them responsible citizens. • Critically read texts to identify main ideas, infer meanings, and assess the author's purpose. • Use grammar and vocabulary effectively for communication. • Write appropriate correspondence and reports for various professional and social contexts. • Prepare for various competitive exams by developing their English Language competence.	
6.	Credit Value	2 Credit	
7.	Total Marks	Max. Marks : 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (02-00-00) = 02 hours per week.		
Total Course hours : 30 Hours		
Unit	Topics	No. of Hours
1	Understanding Indian culture 1. Rabindranath Tagore – “Where the mind is without fear” 2. Swami Vivekananda. Chicago Speech, 1893. 3. RK Narayan. “Astrologers day”. 4. Introduction to Sunderkand of Valmiki Ramayana. 5. A L Basham - “The wonder that was India” (an Excerpt).	12
	Activity : Group discussion on theme – “ Fearless thinking and nationalism”(Rabindranath). “Religious harmony & tolerance”	

	(Vivekananda). "Social Observations" - RK Narayan. Creative expression-Poster for collage on "What Indian culture means to me." A short presentation on a specific cultural aspect of the students homestate. Example. A festival, a craft, a local custom.	
	Key words: heritage Diversity. Pluralism. Values. Patriotism. Spirituality. Humanism. Social harmony. Tradition. Modernity.	
2	Comprehensive skills: Types, importance, Cognitive Skills, Technical Skills, Interpersonal Skills (Soft Skills), Emotional Skills, Professional Skills, Reading techniques, Skimming, Scanning. Identifying the main idea and theme. Making inference and drawing conclusions. Analysing unseen passages on Indian history, society and art. Activity : Worksheets with unseen passengers, followed by questions on comprehension, vocabulary and inference. Summarising articles from newspapers and magazines on cultural or social issues in India.	02
	Key words : Inference, Main idea, Theme, Tone, Purpose , Context clues, Summary , paraphrasing , Critical Reading.	
3	Basic language skills Grammar: Parts of speech articles. Subject verb agreement. Tenses and their applications. Vocabulary: Synonyms. Antonyms. Homonyms. Homophones. One word substitutes. Word formation suffixes and prefixes. Activity : - Grammar exercises Fill in the blanks. Error correction. Sentence transformation. - Vocabulary building games and quizzes.	08
	Key words : Tenses, Agreement, clause, Phrase, synonym, Antonym, Prefix, Suffix.	
4	Writing skills The writing process: Prewriting, drafting, revising and editing. Paragraph writing : structure, topic sentence , Coherence. Letter writing: Formal / Informal. Cover letter & Resume. Report preparation Activity : Paragraph on given topics example. "My favourite Indian festival." Or. "The importance of technology in modern India." Letter / Application writing exercises. Essay writing on Contemporary relevant issues.	04
	Key words : coherence , topic selection, Drafting, revision, editing, and cohesion.	
5	Situational conversation - context audience Purpose , type, register. Meeting /greeting. Introducing self, Interview preparations (before, during and after). Introducing people to one another. Apologise / responses. Enquiring about courses / request information. Agreeing / Disagreeing with a proposal. Negotiation skills. Activity : Introducing and greeting example formal business meeting, college orientation, conference with the great speaker, information club gathering. Debate. Agreeing and disagreeing with proposals such as. "The college should make attendance optional for lectures."	04

	Key words : registered style. Audience Purpose. Context. Etiquettes. Persuasion.	
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Part C - Learning Resources.		
Textbooks, reference books, other resources.		
Suggested readings : • Tagore, R. (1912), Gitanjali (Song offerings), London: Macmillan • Complete works of Swami Vivekananda, Vol 1 , Advaita Ashrama (Publication department of Ram krishna Math, Belur Math, Kolkata) • Swami Tapasyananda, Sundarkandam of Srimad Valmiki Ramayana. Sri Ram Krishna Math, Madras. • Narayan , R. K. Malgudi Days. Indian Thought Publications. 1st ed. (11 Dec. 2019). • Cultural Heritage of India by S. Radhakrishnan & Haridas Bhattacharyya. • A course in English Grammar and composition by Geetha Nagaraj • Functional English by Dr. P. Kiranmai Dutt & Geeta Rajeevan (Foundation book , Cambridge, India. • Communicative English by E. Suresh Kumar, P. Sreehari and J. Savithri , Orient Black Swan • Practical English usage by Michael Swan, Oxford.		
Suggestive Digital Platforms Weblinks : 1. Basics of Communication: https://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication 2. www.britishcouncil.in/english/courses-adults/learnonline		
Suggested equivalent online courses through NPTEL and SWAYAM portal.		

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : Maximum marks 100. End Semester Exam of 100 marks.		
Internal Assessment: No Internal Assessment		Nil
External assessment: End Semester exams Time : 2.00 hours.	Section (A): Very Short Questions / MCQ Section (B) : Short Questions (200 Words Each) Section (C) : Long Questions (500 Words Each)	5 X 2 =10 3 X 10 = 30 (out of 5) 3 X 20 = 60 (out of 5) Total 100 marks
Any Remarks/Suggestions:		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction			
Program : Certificate		Class : B.B.A.	Semester : First Session : 2025-26
Subject : Project Work / Apprenticeship / Community Engagement			
1.	Course Code	PW-01	
2.	Course Title	Project Work / Apprenticeship / Community Engagement (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Skill Based Activity	
4.	Pre-requisite (if any)	Open for all	
5.	Course Learning Outcome (CLO)	By the end of this course, learners will be able to:	
6.	Credit Value	2 Credit	
7.	Total Marks	Max. Marks : 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total Course hours : 30 Hours		
Student will take Internship / Community engagement & service or minor project (any one)		
Unit	Topics	No. of Hours
1	Internship for apprenticeship. The key aspect of the UG programme is Induction into actual work situation All students will undergo Internship or apprenticeship in a firm, industry, or organization, or training in labs with faculty. Students can work with local industry, business organizations, health and allied areas, local governments suchas Panchayat and municipalities, Parliament or elected representatives media organizations, artists, drugs, persons, and a wide variety of organizations so that students may actively engage in the practical side of their learning and as a byproduct, further improve their employability.	30
	Community engagement and services The community engagement and service seeks to expose students to the socio-economic issues in society so that the theoretical learning s can be supplemented by actual life experience to generate solution to real life problems.	
	Minor project Minor project will provide opportunity for students to understand the different socio economic contexts it will aim at students exposure to development related issues in rural and urban settings. It will provide	

	opportunity for students to observe situations in rural and urban contexts and to observe and study actual field situation regarding issues related to socio economic development. Student will be given opportunity to gain a first hand understanding of the policies, regulations, organizational structures, processors and programs that guide the development process. They will have the opportunity to gain an understanding for complex social economic problems in the community and Innovation Innovative practices required to generate solutions to identify problems.	
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Part C - Learning Resources.
Textbooks, reference books, other resources.
Suggested readings : -
Suggestive Digital Platforms Weblinks : -

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : Maximum marks 100. End Semester Exam of 100 marks.		
Internal Assessment: No Internal Assessment	Class Test Assignment/Presentation	Nil
External assessment: Viva & project report		Total 100 marks
Any Remarks/Suggestions:		