



KANNUR UNIVERSITY
കണ്ണൂർ സർവകലാശാല

(Abstract)

Scheme and Syllabus of Bachelor of Business Administration Programme (BBA) (Third and Fourth semesters only)-Prepared in tune with KU-SLL- FYUGP Regulation 2024-Approved & Implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission - Orders Issued

ACADEMIC C SECTION

ACAD C/ACAD C5/24202/2024

Dated: 24.10.2025

- Read:-1. ACAD C/ACAD C5/24202/2024 dtd: 21.02.2025
 2. ACAD C/ ACAD C5/21553/2024 dtd: 27.08.2025
 3. E-mail dtd: 24/09/2025, from the Chairperson, BoS in Management Studies (UG)
 4. Minutes of the meeting of the Standing Committee of Academic Council held on 29/09/2025
 5. Orders of the Vice Chancellor in file of ACAD C/ACAD C5/26090/2024 dtd:14.10.2025

ORDER

- 1.The Scheme and Syllabus of the first and second semester Bachelor of Business Administration (BBA) programme, prepared in tune with KU-SLL-FYUGP Regulation (2024) was approved and implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission, vide paper read (1) above
2. The list of courses to be offered in the third and fourth semesters of FYUG programmes under Private Registration Scheme of SLL, w.e.f 2024 admission was approved and implemented vide paper read (2) above.
3. Subsequently, vide paper read (3) above, the Chairperson BoS in Management Studies (UG) submitted the Scheme and Syllabus of the third and fourth Semester Courses of FYUG Bachelor of Business Administration (BBA) programme, for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission.
- 4.Considering the matter, the Hon'ble Vice Chancellor ordered to place the Scheme and Syllabus, before the Standing Committee of the Academic Council for consideration.
- 5.The Standing Committee of the Academic Council, vide paper read (4) above, considered the matter and recommended to approve the Scheme and Syllabus of the courses of the third and fourth Semester BBA programme.
- 6.The Hon'ble Vice Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise the powers of the Academic Council, conferred under Section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, has approved the Scheme and Syllabus of the Third and Fourth Semester Courses of Bachelor of Business Administration (BBA) Programme, prepared in tune with KU-SLL FYUGP Regulations 2024 and accorded sanction to implement the same under Private Registration Scheme of School of Lifelong Learning of the University, w.e.f 2024 admission, subject to reporting to the Academic Council.
7. The Scheme & Syllabus of BBA Programme (Third and Fourth Semester only) under Private Registration Scheme of School of Lifelong Learning of Kannur University, applicable w.e.f. 2024

University Order of File ACAD C/ACAD C5/24202/2024 Approved by DEPUTY REGISTRAR (ACADEMIC) on 24-Oct-2025 04:22 PM - Page 1



admission are appended with this U.O. & uploaded in the University website.
Orders are issued accordingly.

Sd/-

Bindu K P G
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: 1. The Controller of Examinations (Through PA to CE)
2. Director, (In Charge) School of Lifelong Learning

Copy To: 1. The Chairperson, Board of Studies in Management Studies (UG)
2. PS to VC/PA to R
3. EX CI/EG I/AR-II/AR-IV/JR-2(EXAM)
4. DR/AR (Academic)
5. IT Cell/Computer Programmer
6. SF/DF/FC
7. Web Manager(for uploading in the website)

Forwarded / By Order

[Signature]
SECTION OFFICER

[Signature]



PRIVATE REGISTRATION UG (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV
(w.e.f. 2024 Admission)

B.Com. – III Semester

SI No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACCOM100 - Professional Ethics and Corporate Governance <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCCOM200 - Corporate Accounting	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCCOM201 - Company Law and Administration	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCCOM203 Financial Markets and Services	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCCOM204 Event Management	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.Com. – IV Semester

SI No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACCOM101 - Consumer Rights and Protection <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACCOM102 - Environmental Studies and Disaster Management <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECCOM100 - Office Secretaryship and Practices <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCCOM207 - Cost Accounting	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCCOM208 - Business Legal Environment	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCCOM209 - Entrepreneurship Development	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.B.A. – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACBBA200 - Environmental Science and Sustainability <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCBBA200 - Marketing Management	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCBBA201 - Human Resource Management	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCBBA202 - Management Information System	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCBBA203 - Legal and Ethical Issues in Business	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.B.A. – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACBBA200 - Disaster Management <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACBBA201 - Corporate Governance & CSR <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECBBA200 - Emerging Technologies and Applications <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCBBA200 - Organisational Behaviour	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCBBA201 - Operations Management	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCBBA202 - Financial Management	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Economics – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACECO202 - Academic Writing in Social Science <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCECO201 - Intermediate Microeconomics	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCECO202 - Basic Analytical Tools for Economics	1	4	70	30	100	2 Hours
DSC - Minor (for other Programmes)							
5	Minor Course 1 KU3DSCECO203 Economics of Banking and Finance	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCECO205 Economics of Care and Ageing	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. Economics – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACECO203 Economics of Crime and Corruption <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACECO204 Ethics in Academic Writing <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECECO202 Hospital Economics <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCECO206 Intermediate Macroeconomics	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCECO207 Environmental Economics	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCECO208 Public Finance	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. History – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACHIS201 History of Human Rights Movements in Modern India (<i>for B.A. History Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCHIS201 World from Iron Age to Medieval Times	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCHIS202 Social Formations in Early India (Earliest times to Mauryan)	1	4	70	30	100	2 Hours
DSC - Minor (<i>for other Programmes</i>)							
5	Minor Course 1. KU3DSCHIS203 History of Trade and Commerce in India	1	4	70	30	100	2 Hours
6	Minor Course 2. KU3DSCHIS205 History of Indian National Movement	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. History – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACHIS202 Climate and History <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACHIS203 Gandhian Political Ideologies and Practices <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECHIS201 Academic writing in History <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCHIS207 History of Pre-Modern Kerala (Earliest times to 1500 AD)	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCHIS208 Perspectives on Historiography	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCHIS209 Transformations in the Modern World (15th Century to 1815)	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Political Science – III Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACPOL201 Constitutional Values (<i>for B.A. Political Science Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCPOL201 Western Political Thought: Ancient and Medieval	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCPOL202 State and Politics in India	1	4	70	30	100	2 Hours
DSC - Minor (<i>for other Programmes</i>)							
5	Minor Course 1 KU3DSCPOL203 Introduction to International Politics	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCPOL204 Political Ideologies	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. Political Science – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACPOL203 Electoral Literacy <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACPOL204 Human Rights <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECPOL201 Disaster Management <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCPOL205 Theorising Political Concepts	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCPOL206 Western Political Thought: Modern Tradition	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCPOL207 Theories and Concepts in International Relations	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Afzal-Ul-Ulama – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACAFZ201 Cultural Studies in Arabic <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCAFZ201 A Brief Survey Of Arab History	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCAFZ202 Functional Arabic Grammar	1	4	70	30	100	2 Hours
DSC - Minor (for other Programmes)							
5	Minor Course 1 KU3DSCAFZ203 Thafseer Literature – Part 1	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCAFZ204 Rhetoric In Arabic	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. Afzal-Ul-Ulama – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACAFZ202 Human Values in Arabic Literature <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACAFZ203 Values and Virtues in Arabic Literature <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECAFZ201 Translation –Theory And Practice <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCAFZ206 Hadith Literature	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCAFZ207 Commercial Arabic	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCAFZ208 Classical Arabic Poetry	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. English – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACENG203 Reclaiming Constitution (<i>for B.A English Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCENG201 Chaucer to Contemporary Poets	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCENG202 Applied Grammar	1	4	70	30	100	2 Hours
DSC - Minor (<i>for other Programmes</i>)							
5	Minor Course 1 KU3DSCENG204 Crime and Detective Narratives	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCENG205 Migration and Border Studies	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. English – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACENG205 Inclusiveness and Intersectionality <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACENG206 Agency and Ethics <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECENG201 Presentation Skills <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCENG207 Bacon to Contemporary Writers	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCENG208 Practical Phonetics	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCENG209 Popular Culture	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Malayalam – III Semester

I No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACMAL101 മലബാർ-സമൂഹവും നവോത്ഥാനവും (for B.A Malayalam Candidates)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCMAL 201 നോവലും നോവൽവായനകളും	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCMAL202 ചലച്ചിത്രപഠനം	1	4	70	30	100	2 Hours
DSC - Minor (for other Programmes)							
5	Minor Course 1. KU3DSCMAL203 ജനപ്രിയനോവൽ മലയാളത്തിൽ	1	4	70	30	100	2 Hours
6	Minor Course 2. KU3DSCMAL205 ദളിത് ആത്മകഥ/ ജീവിതാവിഷ്കാരങ്ങൾ	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. Malayalam – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACMAL102 പരിസ്ഥിതിപഠനങ്ങൾ <i>(for B.A Malayalam Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACMAL103 ജനസംസ്കാര പഠനം - തെയ്യം <i>(for B.A Malayalam Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECMAL101 പ്രഭാഷണകലയും അവതരണനൈപുണിയും <i>(for B.A Malayalam Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCMAL206 മലയാളനിരൂപണം	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCMAL207 ജനസംസ്കാരപഠനം	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCMAL208 ജീവിതമെഴുത്തും അനുഭവാവിഷ്കാരങ്ങളും	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Kannada – III Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACKAN201 WRITINGS FROM MODERN KANNADA (for B.A Kannada Candidates)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCKAN201 POST MODERN KANNADA LITERATURE	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCKAN204 DAASA SAHITHYA	1	4	70	30	100	2 Hours
DSC - Minor (for other Programmes)							
5	Minor Course 1 KU3DSCKAN202 KANNADA GREEN LITERATURE	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCKAN203 CHILDREN LITERATURE IN KANNADA	1	4	70	30	100	2 Hours
TOTAL		6	22				

B.A. Kannada – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACKAN201 CULTURAL HISTORY OF KARNATAKA (for B.A Kannada Candidates)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACKAN202 ANCIENT KANNADA LITERATURE (for B.A Kannada Candidates)	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECKAN202 FEATURE WRITING IN KANNADA (for B.A Kannada Candidates)	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCKAN206 SHATPADI AND SANGATHYA	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCKAN207 KANNADA PROSODY	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCKAN208 TEXTUAL CRITICISM	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

Journalism – III Semester

SI No.	Name of the Course DSC - Minor (for other Programmes)	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Minor Course 1 KU3DSCJMC206 - Advertising Basics	1	4	70	30	100	2 Hours
2	Minor Course 2 KU3DSCJMC207- Fundamentals of Investigative Journalism	1	4	70	30	100	2 Hours
	TOTAL	2	8				

Arabic (For BA Arabic & Islamic History - Double Major) – III Semester

SI No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCARS201 Arabic Grammar	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCARS202 Drama and Short Story in Arabic	1	4	70	30	100	2 Hours
3	Multi Disciplinary Course – MDC – 3 KU3MDCARS202 Kerala Culture in Arabic Narratives	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 1 KU3VACARS201 Arabic Literature for Humanity	1	3	50	25	75	1½ Hours
	Total	4	14				

Arabic (For BA Arabic & Islamic History - Double Major) – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 6 KU4DSCARS203 Arabic Rhetoric and Prosody	1	4	70	30	100	2 Hours
2	DSC - Major 7 KU4DSCARS204 History of Arabic Literature-Part- I	1	4	70	30	100	2 Hours
3	Skill Enhancement Course – SEC – 1 KU4SECARS202 Arabic for Travel and Tourism	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 2 KU4VACARS203 Human Values in Arabic Literature	1	3	50	25	75	1½ Hours
5	Internship	1	2				
	Total	5	16				

Urdu (For BA Urdu & Islamic History - Double Major) – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCURD204 Urdu & Information Technology	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCURD205 Novel Aur Afsane	1	4	70	30	100	2 Hours
3	Multi Disciplinary Course – MDC – 3 KU3MDCURD204 Kerala ka Muthala	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 1 KU3VACURD201 Thahzeeb Aur Saqafath	1	3	50	25	75	1½ Hours
	Total	4	14				

Urdu (For BA Urdu & Islamic History - Double Major) – IV Semester

SI No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 6 KU4DSCURD206 Qaseeda Aur Nazm	1	4	70	30	100	2 Hours
2	DSC - Major 7 KU4DSCURD207 Ghazal	1	4	70	30	100	2 Hours
3	Skill Enhancement Course – SEC – 1 KU4SECURD201 Urdu Journalism	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 2 KU4VACURD204 Adab Aur Zindagi	1	3	50	25	75	1½ Hours
5	Internship	1	2				
	Total	5	16				

Islamic History - III Semester

(For BA Arabic & Islamic History/ BA Urdu & Islamic History - Double Major)

SI No.	Name of the Course	No. of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCISH201 MUHAMMED THE PROPHET OF ISLAM	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCISH202 MODEL ADMINISTRATION OF THE EARLY CALIPHATE	1	4	70	30	100	2 Hours
	TOTAL	2	8				

PRIVATE REGISTRATION B.C.A. (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV
(w.e.f. 2024 Admission)

B.C.A. – III Semester

Sl No.	Name of the Course	No. of course	Cr	Marks				Duration of the ESE		
				ESE		CCA				Total
1	Multi Disciplinary Course – MDC – 3 - KU3MDCENG201 - Kerala Knowledge Systems (Common Syllabus for all Programmes)	1	3	50		25		75	1½ Hours	
2	Value Added Course – VAC – 1 - KU3VACCAP102 Cyber Law and Ethics – 3Cr. (L), 0 Cr. (P)	1	3	50		25		75	1½ Hours	
3	DSC - Major 3 - KU3DSCCAP201 Discrete Mathematics	1	4	70		30		100	2 Hours	
4	DSC - Major 4 - KU3DSCCAP205 Linux System Administration	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
	<i>DSC - Minor (for other Programmes) *</i>									
5	KU3DSCCAP201 Discrete Mathematics *	1	4	70		30		100	2 Hours	
6	KU3DSCCAP206 Mobile Application Development *	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
	TOTAL	6	22							

* DSC in Computer Application is not offered as a Minor course for other programmes for candidates of 2024 admission.

B.C.A. – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE			
				ESE	CCA	Total				
1	Value Added Course – VAC – 2 - KU4VACCAP104 - Basics of Computer Networks	1	3	50	25	75	1½ Hours			
2	Value Added Course – VAC – 3 - KU4VACCAP105 - Basics of Internet of Things	1	3	50	25	75	1½ Hours			
3	Skill Enhancement Course – SEC – 1 - KU4SECCAP101 Software Project Management	1	3	50	25	75	1½ Hours			
4	DSC - Major 5 - KU4DSCCAP207 Software Engineering	1	4	70	30	100	2 Hours			
5	DSC - Major 6 - KU4DSCCAP208 Database Management System	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
6	DSC - Major 7 - KU4DSCCAP209 Data Structures and Algorithms	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
7	Internship	1	2							
	TOTAL	7	23							



KANNUR UNIVERSITY
കണ്ണൂർ സർവകലാശാല

(Abstract)

Scheme and Syllabus of Bachelor of Business Administration Programme (BBA) (Third and Fourth semesters only)-Prepared in tune with KU-SLL- FYUGP Regulation 2024-Approved & Implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission - Orders Issued

ACADEMIC C SECTION

ACAD C/ACAD C5/24202/2024

Dated: 24.10.2025

- Read:-1. ACAD C/ACAD C5/24202/2024 dtd: 21.02.2025
 2. ACAD C/ ACAD C5/21553/2024 dtd: 27.08.2025
 3. E-mail dtd: 24/09/2025, from the Chairperson, BoS in Management Studies (UG)
 4. Minutes of the meeting of the Standing Committee of Academic Council held on 29/09/2025
 5. Orders of the Vice Chancellor in file of ACAD C/ACAD C5/26090/2024 dtd:14.10.2025

ORDER

- 1.The Scheme and Syllabus of the first and second semester Bachelor of Business Administration (BBA) programme, prepared in tune with KU-SLL-FYUGP Regulation (2024) was approved and implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission, vide paper read (1) above
2. The list of courses to be offered in the third and fourth semesters of FYUG programmes under Private Registration Scheme of SLL, w.e.f 2024 admission was approved and implemented vide paper read (2) above.
3. Subsequently, vide paper read (3) above, the Chairperson BoS in Management Studies (UG) submitted the Scheme and Syllabus of the third and fourth Semester Courses of FYUG Bachelor of Business Administration (BBA) programme, for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission.
- 4.Considering the matter, the Hon'ble Vice Chancellor ordered to place the Scheme and Syllabus, before the Standing Committee of the Academic Council for consideration.
- 5.The Standing Committee of the Academic Council, vide paper read (4) above, considered the matter and recommended to approve the Scheme and Syllabus of the courses of the third and fourth Semester BBA programme.
- 6.The Hon'ble Vice Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise the powers of the Academic Council, conferred under Section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, has approved the Scheme and Syllabus of the Third and Fourth Semester Courses of Bachelor of Business Administration (BBA) Programme, prepared in tune with KU-SLL FYUGP Regulations 2024 and accorded sanction to implement the same under Private Registration Scheme of School of Lifelong Learning of the University, w.e.f 2024 admission, subject to reporting to the Academic Council.
7. The Scheme & Syllabus of BBA Programme (Third and Fourth Semester only) under Private Registration Scheme of School of Lifelong Learning of Kannur University, applicable w.e.f. 2024

University Order of File ACAD C/ACAD C5/24202/2024 Approved by DEPUTY REGISTRAR (ACADEMIC) on 24-Oct-2025 04:22 PM - Page 1



admission are appended with this U.O. & uploaded in the University website.
Orders are issued accordingly.

Sd/-

Bindu K P G
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: 1. The Controller of Examinations (Through PA to CE)
2. Director, (In Charge) School of Lifelong Learning

Copy To: 1. The Chairperson, Board of Studies in Management Studies (UG)
2. PS to VC/PA to R
3. EX CI/EG I/AR-II/AR-IV/JR-2(EXAM)
4. DR/AR (Academic)
5. IT Cell/Computer Programmer
6. SF/DF/FC
7. Web Manager(for uploading in the website)

Forwarded / By Order

[Signature]
SECTION OFFICER

[Signature]



SEMESTER III

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>
Discipline Specific Core Courses (DSC)	KU3DSCBBA200	4	Marketing Management *	Major	A3
	KU3DSCBBA201	4	Human Resource Management *	Major	A4
	KU3DSCBBA202	4	Management Information System	Minor	F1
	KU3DSCBBA203	4	Legal and Ethical Issues in Business	Minor	F1
Value Addition Course (VAC)	KU3VACBBA200	3	Environmental Science and Sustainability	VAC 1	
Multi-Disciplinary Courses (MDC)	KU3MDCENG201	3	Kerala Knowledge Systems	MDC3	

SEMESTER IV

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>
Discipline Specific Core Courses (DSC)	KU4DSCBBA200	4	Organisational Behaviour *	Major	A5
	KU4DSCBBA201	4	Operations Management *	Major	A6
	KU4DSCBBA202	4	Financial Management *	Major	A7
Value Addition Course (VAC)	KU4VACBBA200	3	Disaster Management	VAC 2	
	KU4VACBBA201	3	Corporate Governance & CSR	VAC 3	
Skill Enhancement Courses (SEC)	KU4SECBBA200	3	Emerging Technologies and Applications	SEC 1	

SEMESTER -III

KU3DSCBBA200: MARKETING MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA200	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Prerequisite: Nil

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Develop knowledge on the concept modern marketing, marketing environment, market segmentation, target marketing and positioning	U
2	Comprehend and have a clear understanding on product decision, product mix, product life cycle, pricing strategies and price discrimination	An
3	Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.	A
4	Understand the new market realities, direct marketing, online marketing and customer relationship marketing	U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		INTRODUCTION TO MARKETING MANAGEMENT	15
I	1	Marketing and its Significance – Nature, Scope, and Importance of Marketing. Evolution of Marketing. Marketing Concept- Company, Production, Product, Selling, Marketing, Holistic	
	2	Marketing Environment – Demographic, Economic, Political, Socio Cultural, Technological (Indian Context). Market and Competition Analysis- Market Analysis , Creating and Delivering Customer Value. Types of Marketing- B2C, B2G, B2B, C2C	
		MARKET SEGMENTATION	15
II	3	Segmentation ,Targeting and Positioning – Concepts Only . Levels of Market Segmentation . Basis of Segmenting Consumer Market	
	4	Characteristics of Indian Consumer Market	
III		PRODUCT DECISION	15

	5	Product Decision: Product Life Cycle- Meaning and concept. Product Life Cycle Marketing Strategies. Product Classification. New Product Development and Innovation. Pricing Decision: Significance of Price in Marketing, Determinants of Price in Marketing. Pricing Methods.	
	6	Promotion Decision: concept, elements and Objectives. Advertising, sales promotions, Public Relations and Publicity, Personal Selling. Types of intermediaries: Wholesaler and Retailer	

	RECENT TRENDS IN MARKETING		15
IV	7	Direct, Online and Digital Marketing- Concept, Benefits and Comparison	
	8	Green Marketing, Social Marketing: Meaning, Need, importance and Benefits.	

Essential Readings:

- 1) Philip Kotler, Marketing Management- Prentice Hall
- 2) R. Saxena, Marketing Management- Tata McGraw Hill
- 3) Majumdar, Marketing Research
- 4) Marketing Management : RSN Pillai and Bagavathy
- 5) Marketing Management : S P Bansal

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU3DSCBBA201: HUMAN RESOURCE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA201	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description:

Human Resource Management course will deal with HR Policy, and HR Function in detail. HR planning, HRD, HR career Management, Performance, compensation and global HRM will be integral part of this course. Industrial relations, compliance and employment relations, HR analytics and Use of AI in HRM to re imagine HR Processes are the content of the course.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge in Human resource planning and Development	R,U
2	To understand Human resource functions	U
3	To develop decision making skills	A
4	To apply the Human resources concepts and practice in organization	C
5	To learn the basic idea about Human resources management	E

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		NATURE OF HUMAN RESOURCE MANAGEMENT	15
I	1	Human Resource Management: Introduction- Definition- Scope and Significance : Personnel Management Vs Human Resource Management. Approaches to HRM: System Approach – Strategic Approach	
	2	Functions of HRM: Role of Human Resource Manager, Duties and Powers of HR Manager	
		HUMAN RESOURCE PLANNING, RECRUITMENT	15
II	3	Human Resource Planning (HRP)- Need and Importance- Process of HRP. Job analysis- Job description- Job Design	
	4	Recruitment – Meaning- Sources . Selection- Meaning and Importance- Steps in Selection - Interview- Types of Interviews, Placement – Induction	
III		TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL	15

	5	Training and Development- Meaning- Importance- Methods of Training. Development- Objectives- Types of Development	
	6	Performance appraisal: Meaning, Nature- Objectives- Process- Methods of Performance Appraisal- Traditional and Modern Methods Compensation to Employees- Monetary and Non-Monetary.	

	RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT		15
IV	7	Recent Trends in Human Resource Management Worker's Participation in Management- Collective Bargaining	
	8	Absenteeism and Turnover-Meaning- Causes. QWL- Definition- Concepts- Constitution of QWL- Quality Circle- H.R Outsourcing.	

Essential Readings:

1. Gupta,C.B. Human Resource Management- - Sultan Chand & sons
2. Subba Rao, P Personnel and Human Resource Management Himalaya Publishing House
3. Prasad, L.M. Human Resource Management— Sultan chand & sons
4. Aswathappa, K. Human Resource Management— McGraw Hill Education
5. VenkataRatnam & Srivastava. Personal Management and Human Resources

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU3DSCBBA202: MANAGEMENT INFORMATION SYSTEM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA202	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Objective

The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.	
2	Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.	

3	Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprisemodels, business process reengineering, and digital communication strategies.	
4	Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Fundamental Concepts of MIS	
I	1	Basics concepts of MIS, Types of MIS, Dimension and components of IS, Benefits of MIS,	
	2	IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	

Data base management system		15	
II	3	Objectives of data base approach- Characters of database Management systems- Data processing system-	
	4	Components of DBMS packages - Data base administration- Entity – Relationship (conceptual)	

III	Information system applications		15
	5	MIS applications, DSS – GDSS - DSS applications in E enterprise -	
	6	Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	

IV	Managing Projects		15
	7	Objectives of project management, Fundamentals of project management information systems with agile methodologies -	
	8	Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	

Text Book –(Latest Edition):

1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning.
3. Olson, D. . Information systems project management (First; 1; ed.). US: BusinessExpert Press.
4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.
5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDANLAL PATARY
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J.Sutherland

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU3DSCBBA203: LEGAL AND ETHICAL ISSUES IN BUSINESS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA203	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description :

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Objectives :

CO No.	Course Objectives	Learning Domains
1	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India	
2	The course will help students analyze ethical dilemmas in business decisions	
3	The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations.	

4	The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics	
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Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Introduction to Business Law	15
I	1	Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity;	
	2	Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	
		Sales and Leases	15
II	3	Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;	
	4	Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.	
		Introduction to Business Ethics	15
III	5	The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business,	

	6	Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business;	
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	Ethical Issues in Business		15
IV	7	Issues related to Business Ethics in marketing, finance & human resource functions.	
	8	Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	

Text Books (Latest Edition):

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing|

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU3VACBBA200: ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	VAC	200-299	KU3VACBBA200	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	25	50	75	1.5

Course Description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

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

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Explore the basic environmental concepts and issues relevant to the	

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

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Environment and Sustainability	10
I	1	Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements.	
	2	Concept of sustainability; Classification of natural resources, issues related to their over utilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, importance of public awareness and education.	
II		Ecosystems, Biodiversity, and Sustainable Practices	10

	3	Various natural eco systems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.	
	4	Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	

	Environmental Pollution, Waste Management, and Sustainable Development		10
III	5	Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India.	
	6	Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	

	Social Issues, Legislation, and Practical Applications		15
	7	Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.	
IV	8	Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan P.Ltd
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford University Press.
- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K. *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future*

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation Assignment	25
Total	75

SEMESTER -IV

KU4DSCBBA200: ORGANISATIONAL BEHAVIOUR

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA200	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description:

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

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To have extensive knowledge on OB and the scope of OB.	U
2	To create awareness of Individual Behaviour.	U
3	To understand the concept of Group dynamics.	U,E
4	To understand the concept of organisational change and create awareness about the importance of stress management in professional life.	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Introduction to Organizational Behaviour	15
1	1	Meaning, Definition, Importance, Features, Scope of organizational behavior, Various approaches to study of organizational behaviour, Different models of organizational behaviour-autocratic, custodial, supportive, collegial.	
	2	Disciplines contributing to Organizational Behaviour, Determinants of OB, Challenges and opportunities of OB	
II		Individual Behaviour	15

	3	Personality-Meaning, Type A and B, Big five personality types, Factors influencing personality, Perception and Emotions-concept, Perceptual process, Importance, Factors influencing Perception, Emotional Intelligence-Meaning and components	
	4	Motivation-Definition, Importance, Motives-Characteristics, Primary and secondary motives, Theories of motivation-Maslow's need hierarchy theory, McGregor's Theory X and Y, Herzberg's two factor theory, Alderfer's ERG theory, Vroom's Valence Expectancy theory.	

	Group Dynamics		15
III	5	Meaning and definition, Types of groups, Theories of group formation, five stages of group development, Formal and informal groups, Problems of informal group, Group cohesiveness-meaning, features, importance and factors affecting group cohesiveness	
	6	Group decision making-Meaning and nature, steps, techniques of group decision making, advantages and disadvantages of group decision making	

	Organizational Change and Stress Management		15
IV	7	Organizational changes-Meaning, Forces for organizational change, Types of changes, Managing planned change - Planning, Assessing and Implementing the change, Causes of resistance to change, Overcoming resistance to change	
	8	Stress management: Definition, Causes of stress, nature of stress, Sources of stress, Consequences of stress, Managing stress – Strategies for managing stress at workplace-Organizational and individual strategies	

Essential Readings:

- 1.S.S. Khanka – Organisational Behaviour, S Chand & Co Ltd, New Delhi.
- 2.K.Aswhathappa -Organizational Behaviour, Himalaya Publishing House
- 3.L.M.Prasad – Organizational Behaviour – Sulthanchand and sons.
- 4.T.N.Chhabra,Management and Organizational Behaviour, Sun India Publications.

Suggested Readings:

1. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill
2. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
3. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU4DSCBBA201: OPERATIONS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA201	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description:

Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.

Course outcomes :

CO No.	Course Outcomes	Learning Domains
1	Understand the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.	
2	Analyze different production systems and develop strategies aligned with business objectives.	
3	Optimize operational processes through effective process design, layout decisions, and capacity planning.	
4	Implement quality management principles to enhance product/service quality and reduce defects.	
5	Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Introduction to Operations Management		15
	1	Meaning, Functions, Scope. Plant location – Factors affecting location selection .	
	2	Plant layout – Principles – Types of Layout	
II	Process Design and Analysis		15
	3	Production System: Different production system – Production Planning and Control	
	4	Production Planning and Control – Importance – Elements – PPC in different production systems	
III	Materials Management		15
	5	Materials Management: Importance – Principles – Materials Handling Equipments Used.	
	6	Maintenance Management – Types of Maintenance – Method Study – Time Study – Motion Study – Principles – Work measurement	
IV	Emerging Trends in Operations Management		15
	7	Inventory management: importance – Tools – ABC, VED , FSN Analysis – EOQ – Reorder Point – Safety Stock – Lead time	

	8	Quality management: Quality improvement techniques , Advanced Manufacturing Techniques – TOC	
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Textbooks (latest Edition):

1. Operations Management by William J. Stevenson
2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU4DSCBBA202: FINANCIAL MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA202	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	30	70	100	2

Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbues students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To develop an understanding of principles of finance	
2	To use this understanding for decision taking purposes	
3	To understand financial policies of companies (capital budgeting, forms of financing etc.).	
4	To understand the role of financial markets	

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		INTRODUCTION TO FINANCIAL MANAGEMENT	15
I	1	Financial Management-Meaning, Scope, and Objectives	
	2	Profit maximization – Wealth maximization.	
		CAPITAL STRUCTURE	15
II	3	Cost of Capital: Meaning & importance , computation of cost of Debt – Cost of Capital - cost of Equity - Weighted Average Cost of Capital.	
	4	Capital Structure – Meaning -Financial Structure –Over Capitalization – Under Capitalisation - Factor affecting Capital structure	

	WORKING CAPITAL MANAGEMENT		15
III	5	Management of Working Capital: Definition and Concepts of Working Capital. Factors affecting Working capital.	
	6	Financing of working capital – Management of Cash, Receivables, and Inventory.	

	CAPITAL BUDGETING		15
IV	7	Capital Budgeting : Meaning – Importance	
	8	Investment Project Evaluation Techniques- Payback period – Average rate of return. Net Present Value Methods - Profitability Index - IR.R.	

Essential Readings:

1. Financial Management: M. Y Khan & P.K Jain
2. Financial Management: I. M Pandey
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knot

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation Assignment	30
Total	100

KU4VACBBA200: DISASTER MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA200	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	25	50	75	1.5

Course Description:

In our rapidly evolving 21st-century world, challenges emerge in diverse forms, transcending borders and intertwining economic, societal, and environmental realms. These challenges profoundly affect vulnerable communities, magnifying their susceptibility to climate-related shocks and disasters. As we navigate through these complexities, it becomes increasingly evident that aligning strategies with global Sustainable Development Goals (SDGs) across various geographical scales is paramount. This alignment incorporates perspectives of environmental sustainability, climate adaptation, and disaster resilience. In light of these considerations, this course aims to equip students with the knowledge and skills necessary to address and mitigate the impacts of disasters in a holistic manner.

Course Prerequisite: NIL

Course Objective(s):

- To provide understanding of the concepts related to disaster
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management

strategies to mitigate the impacts of disasters

CO No.	Expected Outcome	Learning Domains
1	Articulate the critical role of disaster management in reducing risks and enhancing resilience	R (Remember), U (Understand)
2	Identify and describe key institutional frameworks and processes in Disaster Management.	U (Understand), A (Apply), E (Evaluate)
3	Conduct risk assessments and develop disaster management plans for specific scenarios.	U (Understand), A (Apply), E (Evaluate)

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS

	Concepts and Terminologies	15
I	1 Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made);	5
	2 Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)	5

	Key Concepts of Disaster Management Cycle	10
II	3 Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning);	5
	4 Disaster Risk reduction (DRR), Community based disaster risk reduction	5

	Initiatives at national and international level	10
III	5 Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation;	5
	6 International strategy for disaster reduction and other initiatives	5

	Emergency Management	10
IV	7 Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material)	5
	8 Threats (Bomb and terrorist attacks) - Stampede and conflicts	5

Readings (Latest Editions):

1. Sharma, S.C. , Disaster Management, Khanna Book Publishing.
2. Clements, B. W.,: Disasters and Public Health: Planning and Response, Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences

- and Methods of Containment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.
 7. Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.
 8. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
 9. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
 10. Matthews, J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation Assignment	25
Total	75

KU4VACBBA201: CORPORATE GOVERNANCE AND CSR

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA201	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	25	50	75	1.5

Course Description: This course explores the crucial aspects of corporate governance and corporate social responsibility (CSR). It examines the frameworks, principles, and practices that ensure ethical and transparent business conduct, while also considering the social and environmental impact of corporations. Through a combination of theory and practical application, students will gain a comprehensive understanding of responsible business practices in today's globalized world.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains (R=Remember, U=Understand, A=Apply, An=Analyze, E=Evaluate, C=Create)
1	Define and analyze the core principles of corporate governance.	R , U

2	Evaluate the role of different stakeholders in corporate governance structures and critically assess current issues and challenges.	U , A , E
3	Analyze the concept of CSR and its evolving role in the business landscape, identifying and assessing various CSR initiatives and their impact on stakeholders.	U , A , E
4	Develop a critical perspective on the relationship between corporate governance and CSR, effectively communicating this perspective in written or oral formats.	U, An , E , C
5	Understand the regulatory frameworks regarding CSR, both domestically and internationally, applying this knowledge to analyze real-world case studies and develop strategies for compliance.	U , A , An , E

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Introduction to Corporate Governance	15
I	1	Definition, nature, and significance of corporate governance. Evolution of corporate governance practices	5
	2	Agency theory and stakeholder theory, Models of corporate governance (Anglo-American, Continental, and others)	5

		Mechanisms of Corporate Governance	10
II	3	Board of directors: composition, functions, and responsibilities. Role of independent directors and committees.	5
	4	Executive compensation and its impact on corporate governance Transparency and disclosure practices	5

		Regulatory Framework and Compliance	10
III	5	National and international regulatory frameworks for corporate governance. Role of regulatory bodies (e.g., SEBI)- Corporate governance codes and best practices	5
	6	Compliance Mechanisms and Enforcement Measures	5

		Introduction and Implementation of CSR	10
IV	7	Definition, Evolution, and Drivers of CSR. Business case for CSR and its Impact on Stakeholders. Ethical considerations in Business Decision-Making. Frameworks for Integrating CSR into Business Strategies	5
	8	Implementing and Measuring CSR, Core areas of CSR (Environmental, Social, and Economic) . Challenges and Opportunities in Implementing CSR Programs	5

Essential Readings:

1. "Corporate Governance" by Ashish Kalia (5th Edition, 2022, LexisNexis Butterworths)
2. "The CSR Playbook: A Practical Guide to Corporate Social Responsibility" by Amish Tripathi and Roopa Purushottaman (2nd Edition, 2020, Sage Publications India)
3. "The Long Game: How to Build a Sustainable Business in India" by Jahangir Arora (1st Edition, 2018, Penguin Random House India)
4. "India's New Capitalism: The Rise of Corporate Responsibility and Investor Activism" by Vikram Khanna (1st Edition, 2010, Oxford University Press)

Suggested Readings:

1. "Inclusive Growth and Development in India" edited by Amiya Kumar Bagchi (1st Edition, 2013, SAGE Publications India)
2. "Business and Politics in India" by N. R. Nagarajan (9th Edition, 2021, Sage Publications India)
3. "The Indian Economy" by V. Anantha Nageswaran (9th Edition, 2023, Pearson)

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation Assignment	25
Total	75

KU4 SECBBA200: EMERGING TECHNOLOGIES AND APPLICATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	SEC	200-299	KU4SECBBA200	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
0	0	0	25	50	75	1.5

Course Objective:

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

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Students will understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.	U
2	Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can	An

	optimize operations, enhance decision-making, and drive innovation.	
3	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.	E
4	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.	C

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		Cloud Computing	15
	1	Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions	
	2	Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	

II		Internet of Things (IoT) & Industry 4.0	10
	3	Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making –	
	4	Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process	

	optimization	
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III	Block chain Technology		10
	5	Fundamentals of Block chain – Decentralization and distributed ledger, Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity	
	6	Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	

IV	Augmented Reality (AR) and Virtual Reality (VR)		10
	7	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience	
	8	Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	

Essential Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.

8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. "Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26.
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019,

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation Assignment	25
Total	75