

**Study Scheme & Syllabus of
Bachelor of Business Administration
(BBA)
(Business Economics)**

Batch 2026 onwards



**Department of Academics
I.K. Gujral Punjab Technical University**

Courses & Examination Scheme:
Credit Distribution

Semester	Core Courses			Elective Courses			Total Credits
	No. of Papers	Credits (L+T/P)	Total Credits	No. of Papers	Credits (L+T/P)	Total Credits	
I	3	6	18	-	-	-	25
	4	1	4	-	-	-	
	1	3	3	-	-	-	
II	3	6	18	-	-	-	23
	2	2	4	-	-	-	
	1	1	1	-	-	-	
	1	Non-Credit (1L+2P)	0	-	-	-	
III	4	6	24	-	-	-	29
	2	2	4	-	-	-	
	1	1	1	-	-	-	

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 101-18	Core Course	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Course	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	Core Course	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--	25	1
BMPD102-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
	TOTAL		19	3	6	280	320	600	25

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA 201-18	Core Course	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Course	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	Core Course	Managerial Economics II	5	1	0	40	60	100	6
EMC-101-25	Core Course	Entrepreneurship Setup and Launch	0	0	4	60	40	100	2
EVS102-18	Ability Enhancement Compulsory Course (AECC)	Environment Studies	2	0	0	40	60	100	2
BMPD202-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
UGDM-101-26	Skill Enhancement Course	Disaster Management and Preparedness (Non-Credit)	1	0	2	50	50	100	S/US
	TOTAL		18	3	8	295	330	625	23

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA301-18	Core Course	Organizational Behaviour	5	1	0	40	60	100	6
BBABE 302-18	Core Course	Agricultural Economics	5	1	0	40	60	100	6
BBABE 303-18	Core Course	Industrial Economics	5	1	0	40	60	100	6
BBABE-GE 301-18	Core Course	Indian Economy	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course	IT tools for Business	2	0	0	40	60	100	2
EMC-102-25	Core Course	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BMPD302-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
	TOTAL		22	4	6	285	340	625	29

Program Educational Objectives (PEOs)

PEO1: Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO2: Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

PEO3: Graduates will develop an understanding of economic, legal and social environment of Indian business.

PEO4: Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

Program Outcomes (POs)

At the end of the program, the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

BBA 101-18 Principles and Practices of Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Management.

CO2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop analytical abilities to face the business situations.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Develop peer based learning and working in groups and teams.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.

Unit – II

Planning: nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making.

Strategic planning – concepts, process, importance and limitations; Growth strategies- Internal and external.

Unit – III

Organizing: Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

Concept of staffing- Recruitment and Selection.

Motivation – concept, importance and theories.

Unit –IV

Authority: definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

Control: function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

Suggested Textbooks:

- Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

Suggested Reference books

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books

BBA 102-18 Basic Accounting

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the basic underlying concepts, principles and conventions of accounting.

CO2: To identify the rules of debit and credit in accounting.

CO3: To get an overview of the regulatory framework of accounting in India.

CO4: To prepare trading, profit & loss and balance sheet of a firm.

CO5: To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

Unit I

Introduction to Accounting- Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India.

Unit II

The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process:** Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

Unit III

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerised Accounting: Computers and its application in accounting. Accounting software packages

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gert I, Elliot, John A. Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
6. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
7. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

BBAGE101-18 Managerial Economics I

Course Objective: The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Understand and estimate production function and Law of Diminishing Marginal Utility.

CO4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO5: Understand the different costs of production and how they affect short and long run decisions.

Unit-I

Introduction to Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit-II

Production Function: Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

Unit-III

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit-IV

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,

- Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, Macro Economics, Galgotia Publications.
- H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, Managerial Economics, Tata McGraw Hill.

AECC
BTHU103/18 English

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Hindi/Punjabi to English and vice-versa)

OR

- Precis writing /Paraphrasing **(for International Students)**
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul,
Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

BTHU104/18 English Practical/Laboratory

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

Course Objective

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration-what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,

- b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- 27. Case studies of typical holistic technologies, management models and production systems
- 28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

AECC

HVPE102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

BMPD102-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 201-18 Business Statistics

Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques in statistical testing and their applications.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Unit IV

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Probability Distribution: Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution) Constants, Fitting of Poission Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

Suggested Readings:

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

BBA 202-18 Business Environment

Course Objective: The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To identify and evaluate the complexities of business environment and their impact on the business.

CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.

CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

Unit I

Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

Unit II

Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

Unit III

Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector**-Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

Unit IV

International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO, Consequences of WTO for India. IMF. Regional Groupings.

SUGGESTED READINGS:

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13th Revised Edition-2016)

- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20th Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4th Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

BBAGE201-18 Managerial Economics II

Course Objective: This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, with the objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the concept of national income and its measurement using different approaches.

CO2: Describe the underlying theories of demand and supply of money in an economy.

CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

CO4: Interpret macroeconomic issues like money, inflation and unemployment.

CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

Unit I

National Income: Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

Unit II

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation, Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

Unit III

Business cycle: Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

Unit IV

Macro-economic Framework in Indian Economy—Public Finance—Tax system in India—Financial Administration: Finance Commission.

SUGGESTED READINGS:

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

EMC-101-25	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development, and identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits

Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity

3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they’re most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they’re building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they’ll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting revenue or profit targets (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you’ve already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:

What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ☒
- C. Studying business in college
- D. Buying expensive things

Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs 
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

Feedback:

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task

Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
 - a) What do they do?
 - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

Supplementary Resources (Optional)

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours)

Unit 1: What Makes an entrepreneur?

Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. What people around you need

→ *Look around: is there something people often struggle with or something that could be better?*

B. What you *enjoy* or are *willing to try*

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

C. What solution you can create

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

Examples:

1. People Need → Affordable meals

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching

My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

- A. Waiting for the perfect idea
- B. Solving a problem with your skills 
- C. Buying a shop
- D. Studying for years

Feedback:

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)**Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

AECC
EVS102-18 Environment Studies

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance

Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p

17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BMPD202-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**Disaster Management and Preparedness
(Non-Credit Course)
UGDM-101-26**

**Model Course Curriculum (Undergraduate level – All disciplines)
Credit Distribution, Eligibility and Pre-Requisites of the Course**

Course Code	SKILL ENHANCEMENT COURSE (DISASTER RISK REDUCTION)	Contact hours		L	T	P*	C
				1	0	2	2
Semester	II	Lecture	Practical	Type			
Course Title	Disaster Risk Reduction and Management: Skills for Safety and Resilience	15 (1 hour/ week)	30# (2 hours/ week)	Compulsory			
Credits	2			Undergraduate			
Eligibility	12 th Pass (recommended for I Year, II Semester)						
Total Marks	100			(50 Marks Internal and 50 Marks end semester exam)			
Course Objective:							
To equip students with the knowledge, skills and competencies to identify, assess, mitigate disasters and design effective disaster management plans and strategies at individual, institutional and community levels, aligning with national and global frameworks.							
Learning Outcome:							
By the end of this course, students will be able to:							
1. Identify hazards, vulnerabilities and risks at individual, institutional and community levels. 2. Outline the legal and institutional frameworks of DRR in India and globally. 3. Demonstrate life-saving skills, emergency communication, disaster response and risk mitigation techniques. 4. Utilize and implement basic tools and technologies for risk assessment, preparedness and resilience-building. 5. Prepare disaster management plans and design community awareness activities, or prototypes in regional/local contexts.							
Unit: 1	Understanding Disaster Risk Reduction and Management						
• Basic concepts and terminology: Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management & Disaster Risk Reduction. • Hazard profile of India: Regional profile. • Disaster Management Cycle: Mitigation, preparedness, response, relief, recovery, rehabilitation. • Policy and legal frameworks: DM Act 2005, DM Amendment Act 2025, National Policy, State-specific Acts; PM 10 Points agenda. • International frameworks: Sendai Framework, Paris Agreement, SDGs.							

- **Role of Institutions in DRR (overview only):** NDMA, NIDM, IMD, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- **Case studies of different disasters in India:** Lessons learned (minimum 2).

Unit: 2	Preparedness, Mitigation and Response Planning
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- Framework for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Problem tree, Chapatti diagram etc.
- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster-specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMANG, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & nonstructural audit exercise (safety of home/college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

Unit: 3	Life-Saving Skills
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- **First Aid in disasters:** Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites (snake/dog/rabid), heat-related illnesses, triaging, stampede.
- **Household and personal preparedness and protection:** 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control (IPC) practices, Basic Sign Language.
- **Search and Rescue methods.**
- **Fire safety and electrical/gas/LPG safety:** Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- **Disaster-specific response:** Floods, landslides, earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heatwave, coldwave.
- **Psychosocial support in DRR;** Steps for implementing psychological first aid and its importance.
- **Public health preparedness:** Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

Unit: 4	Field Exposure and Community Engagement
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- **Field visits:** District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, fire stations, State Emergency Operations Center, hazard-prone communities, heat-prone areas (flood-prone village, fire-vulnerable urban slum).
- **Practical exposure:** Mock drills, demonstrations and simulations (multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/National Service Scheme/Nehru Yuva Kendra Sangathan, Red Cross).

- **Community Engagement projects:** Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs), Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- **Environmental hazards:** Youth/community participation (tree plantation, soil conservation).
- **Project/assignment:** Preparation of institutional/household DM plan in local language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.
- **Multidisciplinary integration:** Links with local governments, HEIs, youth/adolescent networks.
- **Activities for mitigating disaster risks:** Increasing green cover, plantation and knowledge of human anatomy.
- **Interaction with:** State, district, gram panchayat level officials, DRR helpline numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.

Total Lecture hours	15 hours
Total Practical hours (field/project/exercises)	30 hours
Total hours	45 Hours
Mode of Evaluation: Quizzes, Assignments, Multiple choice questions test, field work report, project, presentation, community activity, simulation	

* According to NEP 2020 guidelines, 2 credits of practical or field work are generally equivalent to 1 credit.

Inclusive of all practical/field visits/interactions/guest sessions.

Note: The approach of this course is to inculcate awareness of hazards and develop the capacity to respond to disasters with an aim for DRR. Hence, it is recommended to use the expertise of professionals during field visits and practical training. These professionals can be from the NDRF, SDRF, Indian Armed Forces, Firefighting department, medical and sports arenas and others who have first-hand experience and knowledge in such skills (a suggestive list is annexed).

Suggestive Resource Materials

Books/Handbooks

1. Sphere Handbook for humanitarian response standards.
Link: <https://spherestandards.org/handbook/>
2. Health emergency and disaster risk management framework (Health EDRM).
WHO. Link: <https://www.who.int/publications/i/item/9789241516181>

Websites of Key Agencies

1. National Disaster Management Authority (NDMA): <https://ndma.gov.in>
India's apex body for policy and planning in disaster management.
2. National Institute of Disaster Management (NIDM): <https://nidm.gov.in>
Apex national level training and capacity-building institution for disaster risk reduction.
3. India Meteorological Department (IMD): <https://mausam.imd.gov.in>
Provides official weather forecasts, warnings and alerts.
4. Central Water Commission (CWC): <http://www.cwc.gov.in>
Responsible for flood forecasting and hydrological data.
5. Flood Forecasting Portal (FFWC): <https://ffs.india-water.gov.in/>
Real-time flood forecasting and inundation alerts for India.
6. Geological Survey of India (GSI): <https://www.gsi.gov.in>
Provides hazard maps and geological risk assessments.
7. India Disaster Resource Network (IDRN): <https://idrn.gov.in>
Inventory of emergency response resources across India.
8. Coalition for Disaster Resilient Infrastructure (CDRI): <https://cdri.world/>
Global initiative led by India for promoting resilient infrastructure.
9. Indian Space Research Organisation (ISRO): <https://www.isro.gov.in/>
Space agency of India; information regarding academic programmes and fellowships
10. Indian Institute of Remote Sensing: <https://www.iirs.gov.in/>
Research, educational programmes and resources related to remote sensing and geo-informatics
11. DRDO Avalanche Warning Bulletin: <https://drdo.gov.in/drdo/avalanche-warning-bulletin>
Snow and avalanche forecasts for high-altitude regions.
12. Building Materials and Technology Promotion Council (BMTPC): <https://www.bmtpc.org/>
Promoting sustainable, cost-effective, and disaster-resistant building materials and technologies
13. National Information Centre of Earthquake Engineering (NICEE) at IIT Kanpur:
<https://www.nicee.org/EQTips.php>
Learning Seismic Design and Construction

Mobile Applications

1. Bhooskhalan App (GSI)
Reports and monitors landslide events in India.
2. MausamGram App (IMD)
Hyperlocal weather forecast and alerts powered by IMD.
3. Sachet App (NDMA)
Alerts for natural and human-induced disasters and industrial safety incidents.
4. SAFAR (System of Air Quality and Weather Forecasting and Research):
<https://safar.tropmet.res.in/>
Real-time air quality and environmental health forecasting.

NDMA Booklets

1. AAPDA MITRA: A prime example of community-based disaster management: <https://ndma.gov.in/sites/default/files/IEC/Booklets/AAPDA%20MITRA%20A5%20BOOK%20Final.pdf>
2. DISABILITY INCLUSIVE DRR: Transformative journey towards a disability-inclusive society: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Disability%20inclusive%20DRR.pdf>
3. BEATING THE HEAT: How India successfully reduces mortality due to heat waves: <https://ndma.gov.in/sites/default/files/IEC/Booklets/HeatWave%20A5%20BOOK%20Final.pdf>
4. PSYCHOSOCIAL CARE: Mitigating impact of disasters on mental health: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Psychosocial%20A5%20Book.pdf>
5. REACHING OUT TO SAVE LIVES: How social media transformed India's readiness towards disasters: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Social%20Media%20A5%20BOOK.pdf>
6. THUNDERSTORM AND LIGHTNING: Tackling weather hazards: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Thunderstorm%20Lightning%20NDMA%20A5%20BOOK%20New.pdf>

NIDM Training Modules and Guidelines

1. Do's and Don'ts for Common Disasters: https://nidm.gov.in/PDF/IEC/DOS_E_24.pdf
Simple safety instructions for major disasters.
2. Community-based disaster risk management: https://nidm.gov.in/PDF/Modules/ToTModule_CBDRM2025.pdf
3. Management of crowds at large congregations: https://nidm.gov.in/PDF/Modules/TrgMod_CrowdatLargeCongregations.pdf
4. Climate change and extreme events risk reduction: https://nidm.gov.in/PDF/Modules/TM_CCEERR_23.pdf
5. Health adaptation and resilience to climate risks; https://nidm.gov.in/PDF/Modules/NIDM_HARCR2021.pdf
6. NIDM IEC Material: <https://nidm.gov.in/iec.asp>
Informational and awareness-raising content on DRR.
7. Social and Behavioural Change Communication (SBCC) Training Module: https://nidm.gov.in/sbc_training_module.asp
Training content for behaviour change during disasters.
8. SBC Toolkit – Cyclone: https://nidm.gov.in/sbc_cyclone.asp
Preparedness and response strategies for cyclone-prone areas.
9. SBC Toolkit – Flood: https://nidm.gov.in/sbc_floods.asp
Community-level flood preparedness material.
10. SBC Toolkit – Earthquake: https://nidm.gov.in/sbc_eq.asp
Guidelines for earthquake risk reduction.
11. NIDRR Checklist and Planning Tools: <https://nidm.gov.in/pdf/sbc/DRR%20Checklist%20PDF%20for%20WEB.pdf>
Tools for local disaster preparedness planning.
12. NIDRR Communication Materials User Guide: <https://nidm.gov.in/pdf/sbc/NIDM%20User%20Guide%20Communication%20Material%20PDF%20for%20WEB.pdf>
Reference for community-level communication campaigns.

13. NIDM Training Modules: <https://nidm.gov.in/modules.asp>
Topic-wise training modules for educators and practitioners.

Other Key Materials

1. NDMA Awareness Booklets: <https://ndma.gov.in/Resources/booklets>
Official illustrated booklets on various disaster types.
2. Indian Red Cross Society: <https://indianredcross.org>
Offers first aid, blood services, and disaster relief training.
3. International Federation of Red Cross and Red Crescent Societies:
<https://www.ifrc.org>
4. NIDM Audio-Visual Material (YouTube): <https://www.youtube.com/@NIDMINDIA>
Videos, webinars, and documentaries on DRR.
5. UNDRR resources: <https://www.undrr.org/> Resources for global frameworks
6. Class 9–10 CBSE Teachers' Manual (Life Skills)

Resources on Youth Engagement for Disaster Risk Reduction

1. The Power of Youth Engagement in Disaster Risk Reduction activities (Technical Report · May 2020):
<https://www.researchgate.net/publication/351049159>
2. Participation in Disaster Risk Reduction (DRR) Education: Analysing the Practices, Issues and Challenges - Open Journal of Earthquake Research, 2023, 12, 198-222:
<https://www.scirp.org/journal/ojer>
3. Youth Participation in Disaster Risk Management and Climate Change Adaptation (Book · October 2023): <https://www.researchgate.net/publication/382973623>
4. Nalla, V., & Ranjit, N. (Eds.). (2022). Afterwards: Graphic narratives of disaster risk and recovery from India. Indian Institute for Human Settlements. <https://doi.org/10.24943/9788195648559>

Online courses

• NIDM

1. Comprehensive Disaster Risk Management Framework (CDRMF):
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=193
2. Gender Aspects of Disaster Recovery and Reconstruction:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=187
3. Risk Sensitive Land Use Planning:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=191
4. Safe cities: https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=197
5. Community- Based Disaster Risk Management:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=217
6. Climate Change and Disaster Risk:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=216

• SWAYAM and NPTEL MOOCs:

1. Disaster Recovery and Build Back Better (BBB):
https://onlinecourses.nptel.ac.in/noc22_ar05/preview

2. Climate Change and Disaster Risk Management
https://onlinecourses.swayam2.ac.in/ntr25_ed113/preview
3. Disaster Management:
https://onlinecourses.swayam2.ac.in/ntr25_ed102/preview
4. Disaster Management:
https://onlinecourses.swayam2.ac.in/cec25_hs135/preview
5. Disaster Risk Reduction and Management:
https://onlinecourses.swayam2.ac.in/ini25_hs32/preview
- **NIDM courses on iGOT Karmayogi for government officials (<https://igotkarmayogi.gov.in>):**
 1. Dos and Don'ts of Disaster Preparedness
 2. Basics of Disaster Management
 3. School Safety: Hazard risk vulnerability analysis
 4. Crowd management
 5. School safety beyond structures: Planning and mitigation
 6. Flood management

Annexure - I

Fire Services Departments list

S. no.	State/ UT	Contact No.	E-mail	Website
1	Andaman & Nicobar	03192-230216	dgp@and.nic.in	http://andssw1.and.nic.in/ospfire/
2	Andhra Pradesh	040-23442944	vivekdube@hotmail.com	https://fireservices.ap.gov.in/
3	Arunachal Pradesh	0360-2212576	igp.arunpol@nic.com	https://anjaw.nic.in/divisions/fire-station/
4	Assam (Guwahati)	0361-2511329	info@asfso.org	https://fireandemergency services.assam.gov.in/
5	Bihar (Patna)	0612-2221191	sfocumdirector-bih@gov.in	https://fireservice.bihar.gov.in/
6	Chandigarh	91-98881117800	supdtfire42@gmail.com	https://web.archive.org/web/20140203030327/http://mcchandigarh.gov.in/firedept.htm
7	Chhatisgarh	+91-771-2512330 2512331, 2512332 2512333	-	https://cghgcd.gov.in/
8	Dadra & Nagar Haveli and Daman & Diu	0260-2242666 0260-2241101 0260-2241666/101	Sfo-dmn-dd@ddd.gov.in	https://fes.ddd.gov.in/Home/Contact_us
9	Goa	+91 7391047132 101 / 112	dir-fire.goa@nic.in	https://dfes.goa.gov.in/overview-functioning/contact-us/
10	Gujarat	0079-23259509	afes@ahmedabadcity.gov.in	https://fscop.gujfiresafetycop.in/Default.aspx
11	Haryana	0172-2704941	dulbhry@yahoo.co.in	-
12	Himachal Pradesh	0177-2629945	fire-hp@nic.in	https://himachal.nic.in/fire
13	Jammu & Kashmir	0191-2457821/3013	info.fesjk@jk.gov.in	https://www.fireandemergencyjk.co.in/

14	Jharkhand	9123461101	sfojhkfire@gmail.com	https://advantage.jharkhand.gov.in/fire/
15	Karnataka	91-80-22282392 22285659 22286632	md@kumbangalore.com ebiz.karnatakaonline1@gmail.com	https://ebiz.karnataka.gov.in/kum/ksfesd.aspx
16	Ladakh	91 -99062 62252	Ladakhfireservice101@gmail.com	-
17	Kerala	0471-2320872 2320868	dg.frs@kerala.gov.in	https://fire.kerala.gov.in/
18	Lakshadweep	04896-262258	lak-sop@nic.in	-
19	Madhya Pradesh	0755-2554081 82,2552356 2655367	lsbaghel.mpuad@gmail.com commuadmp@mpurban.gov.in	-
20	Manipur	0385-2450101 +91 8415925200	fireservice.mn@gov.in, nabamanipurfire@gmail.com	https://manipurfireservice.gov.in/
21	Meghalaya	0364-2224668	fes.meg@meghalaya.gov.in	https://megfireservice.gov.in/
22	Maharashtra	<u>022 69820555</u>	info@mahafireservice.gov.in	https://mahafireservice.gov.in/
23	Mizoram	0389-2341203	so.fire@mizoram.gov.in firemizo@gmail.com	https://fireservice.mizoram.gov.in/
24	Nagaland	0370-2221817	firedept-ngl@gov.in nlfnes@gmail.com	https://nfes.nagaland.gov.in/
25	New Delhi	011-23414000	director.dlfire@nic.in	https://dfs.delhi.gov.in/
26	Odisha	0671-2300317	cghomeguar dorrisa@gmail.com dircdodisha@gmail.com	www.odishafshgscd.gov.in

27	Puducherry	0413-2336677	Fire.pon@nic.in	https://fire.py.gov.in/
28	Punjab	09815941207 0172-2619278 2619145	dlgmisc123@ gmail.com dirlocalgovtpunjab @gmail.com	https://lgpunjab.gov.in/cms/fire-services.php
29	Rajasthan	0141-2222403	dlbrajasthan@ gmail.com	-
30	Sikkim	101, 03592-202001	controlroom@ sikkimfire.nic.in	https://sikkimfire.nic.in/About_us.htm
31	Tamil Nadu	9443655001/044- 28294129	tnfrs.tn@nic.in	https://www.tnfrs.tn.gov.in/
32	Telangana	040-23442955	ts_firechief@ yahoo.com	https://fire.telangana.gov.in/
33	Tripura	0381) 232-6451	dg.fire-tr@gov.in	http://www.fireservice.tripura.gov.in/
34	Uttarakhand	0135- 2654900/ 2712685	ddtfireukd@gmail. com	https://ukfireservices.com/uttarakhand_fire/
35	Uttar Pradesh	0522-2287236	shqup@gmail.com	www.upfireservice.gov.in
36	West Bengal	033-22527172	dg.wbfes@gmail. com	https://wbfes.gov.in/

Annexure - II

National Disaster Response Force battalions list

Unit	Address	Control Room No.	E-mail
1 st Battalion NDRF	1 st BN NDRF, Patgaon PO - Azara, Distt. Kamrup Metro, Guwahati - 781017	0361-2840027	assam01-ndrf[at] nic[dot]in
2 nd Battalion NDRF	2 nd BN NDRF Near RRI Camp. Haringhata Mohanpur, Nadia (West Bengal) Pin - 741246	033-25875032	wb02-ndrf[at] nic[dot]in
3 rd Battalion NDRF	3 rd BN NDRF, PO-Mundali Cuttack - Odisha Pin - 754013	0671-2879710	ori03-ndrf[at]nic[dot] in
4 th Battalion NDRF	4 th BN NDRF, Suraksha Campus, Arrakonam, Distt. Ranipet, Tamilnadu - 631152	04177-246594 9442140269	tn04-ndrf[at]nic[dot] in
5 th Battalion NDRF	5 th BN NDRF Sudumbare, Mavel, Pune Maharashtra-412109	9422315628 9422318427	mah05-ndrf[at] nic[dot]in
6 th Battalion NDRF	6 th BN NDRF, Jarod Camp Teh-Wagodia, Vadodara (Gujarat) Pin - 391510	9429199493	guj06-ndrf[at] nic[dot]in
7 th Battalion NDRF	7 th BN NDRF, Bibiwala Road Bhatinda (Punjab) Pin 151001	0164-2246030	pun07-ndrf[at] nic[dot]in
8 th Battalion NDRF	8 th BN NDRF, Kamla Nehru Nagar, Ghaziabad, UP Pin - 201002	0120-2766013	up08-ndrf[at] nic[dot]in
9 th Battalion NDRF	9 th BN NDRF, Bihata Patna Bihar, Pin-801103	8544415050 8544415049	patna-ndrf[at] nic[dot]in
10 th Battalion NDRF	10 th BN NDRF, Village Kondapavuluru, PO- Surampalli, Gannavaram Mandal Krishna (AP) PIN-521212	--	ap10-ndrf[at]nic[dot] in

11 th Battalion NDRF	11 th BN NDRF, Sanskritik Sankul, Maqbool Alam Road Varanasi, UP-221002	0542-2501202	up-11ndrf[at]gov-[dot]in
12 th Battalion NDRF	12 th BN NDRF, Itanagar Arunachal Pardesh-791112	0360-2999577	bn12[dot]ndrf[at]gov[dot]in
13 th Battalion NDRF	13 th BN NDRF, Ladhowal Ludhiana, Punjab-141008	0161-2921304	jk13[dot]ndrf[at]gov[dot]in
14 th Battalion NDRF	14 th BN NDRF, Nurpur Jassur, Kangra Himachal Pradesh PIN-176201	01893-292602	co14[dot]ndrf[at]gov[dot]in
15 th Battalion NDRF	15 th BN NDRF, PO-Gadarpur Distt - Udham Singh Nagar Uttarakhand, PIN-263152	05949-231198 7579098442	co15[dot]ndrf[at]gov[dot]in
16 th Battalion NDRF	16 th BN NDRF, Near Dada Dev Mandir Road, Sector-7 Dwarka, New Delhi PIN-110077	011-20893564	co16[dot]ndrf[at]gov[dot]in

Annexure - III

State Disaster Response Force list

State	Email id	Contact no.	Website
Andhra Pradesh	apsdrf@gmail.com	-	https://apsdma.ap.gov.in/apsdrf.php
Arunachal Pradesh	dirts@arunpol.nic.in	-	https://sdma-arunachal.in/sdrf/
Assam	asdmaghy@gmail.com	+91-361-2237221 (O) +91-361-2237010 (F)	https://sdrf.assam.gov.in/
Bihar	info@bsbma.org	+91-6115252028-29 (O)	state.bihar.gov.in/disastermgmt/
Chhattisgarh	dghomeguard.cg@gmail.com	+91-771-2512306 (O)	cghgcd.gov.in
Gujarat	control-pu@gujarat.gov.in	+91-79-23254442 (O)	http://www.gsdma.org/Content/creation-of-state-disaster-response-force-sdrf-4191
Goa	Dir-fire.goa@nic.in	(+91) 7391047132 101 1122225500 / 2423101 2425101 / 2455400	https://dfes.goa.gov.in/disaster-management/state-disaster-response-force/
Haryana	fcr@hry.nic.in	+91-172-2711925 (O) +91-124-2269913	http://hdma.gov.in/en/sdrf-norms
Himachal Pradesh	sp1-sdrf@hp.gov.in , sdma-hp@nic.in	+91-98160-06938 (M) +91-177-2626212(O)	hpsdma.nic.in/Index1.aspx?lid=1410&lsid=1460&pid=1457&lev=3&langid=1
Karnataka	dgp.ksfes@ka.gov.in	+91-80-25570733 (O) +91-80-22971501	https://ksdrf.karnataka.gov.in/en
Kerala	seoc.gok@gmail.com , keralasdma@gmail.com	+91-471-2364424 2331345 (O)	https://sdma.kerala.gov.in/sdrf/
Madhya Pradesh	secyhomep@mp.gov.in	+91-755-2708062 (O)	https://negd.gov.in/isl/Directory/statedata/25
Maharashtra	sdrfgrunagpur@gmail.com	+91-7104-238032 (F)	https://sdma.maharashtra.gov.in/en/
Manipur	sdrfgrunagpur@gmail.com	+91-385-2450038(O)	https://manipursdma.com/

Meghalaya	sdmadeptt007@gmail.com	+91-364- 2500053 (O)	https://msdma.gov.in/sdrf.html
Mizoram	jsdmr@gmail.com	+91-389-2315205 (O) 2322745 (F)	https://dmr.mizoram.gov.in/page/sdrf
Nagaland	homecommissioner.nagaland@gmail.com	+91-370-2270068(O) 2270071 (F)	https://nsdma.nagaland.gov.in/sdrf
Odisha	srcodishagov@gmail.com	+91-674-2534180(O)	https://www.osdma.org/#gsc.tab=0
Punjab	fcr@punjab.gov.in	+91-172-2743854(O), 2740904(O)	https://revenue.punjab.gov.in/?q=disaster-management-plans
Rajasthan	adgp.sdrf@rajpolice.gov.in , adgpsdrf@gmail.com	+91-141-2741927(O)	https://dmrelief.rajasthan.gov.in/content/raj/dmr/en/home.html#
Sikkim	NA	-	https://ssdma.nic.in/
Tamil Nadu	marutham28@gmail.com	+91-44-24328392(O)	https://www.tn.gov.in/go.php?dep_id=MjY=&year=MjAyMQ==
Tripura	sarat.kumar.das@gmail.com	+91-381-2413318/357(O) 2413318(F)	https://tdma.tripura.gov.in/
Uttar Pradesh	NA	+91-522-2238200(O) +91-522-2238084(F)	https://www.sdrfup.in/
Uttarakhand	cosdrf-police-uk@nic.in	+91-135-2410197(O) +91-9412057650	https://usdma.uk.gov.in/
West Bengal	ps.dmd-wb@nic.in	+91-33-22143674 501003(O), 22144005(F)	http://wbmdm.gov.in/Pages/Default.aspx
Dadra & Nagar Haveli and Daman & Diu	dmc-dnh@nic.in	+91-260-2630304 (O) 2641113 (F) +91-7874148005	https://daman.nic.in/state-disaster-managment-dd.aspx
Jammu and Kashmir	ighg@jkpolice.gov.in	+91-194-2455165 (O)	https://www.jkpolice.gov.in/jk-civil-defence
Ladakh	utdrfleh@gmail.com	+91-1982-251169(O)	https://ldma.ladakh.gov.in/
Lakshadweep	lak-sop@nic.in	+91-4896-262258(O)	https://lakshadweep.gov.in/disaster-management/

Annexure - IV

State Emergency Operations Centers list

S.no.	Ministry/State	Contact Number	Email	Website
1	National Emergency Response Center, Disaster Management Division, Ministry of Home Affairs	011-23438252 011-23438253 Help Line: 011-1070	dresponse-nerc@gov.in	https://ndmindia.mha.gov.in
2	Ministry of Railways	+9123382638(O) 9717641291(M)	safetycontrolrb@gmail.com	https://indianrailways.gov.in/index1.html
3	Andaman & Nicobar Island	03192-238880	statecontrolroom@gmail.com	https://ddm.and.nic.in/
4	Andhra Pradesh	08645-246600 0863-2377119 2377120,	seoc-apsdma@ap.gov.in	http://apsdma.ap.gov.in/
5	Arunachal Pradesh	-	arun01ddm@gmail.com	https://itanagar.nic.in/disaster-management/
6	Assam	+91-361-2237219 +91-361-2237377 +91-9401044617 +91-9435-592762	sdma-assam@gov.in, statedmcontrolroomassam@gmail.com	https://asdma.assam.gov.in/
7	Bihar	+91-612-2294204 +91-612-2294205	secy-disastermgmt-bih@nic.in	https://state.bihar.gov.in/disastermgmt
8	Chandigarh (UT)	+91-1722704048	civildefence.chandigarh@gmail.com	https://chandigarh.gov.in/departments/other-departments/sdma

9	Chhattisgarh	+91-7712221242 +91-7712510593	cgrelief@gmail.com	https://sdma.cg.nic.in/
10	Dadra & Nagar Haveli Daman & Diu	91-260-2253000 +91-260-112	eoc-dnhdd@nic.in	https://ddd.gov.in/
11	Delhi	0107, 011- 23982164, 23831077	ddma1077.delhi@ nic.in	https://ddma.delhi.gov.in/
12	Goa	+91-832-2419444 +91-832-2419446	usrev1-sect.goa@ nic.in , usrev2-sect. goa@nic.in	https://sdma.goa.gov.in/
13	Gujarat	+91-79-23251900 +91-79-23251903	revcontrol1@ gujarat.gov.in	http://gsdma.org/
14	Haryana	+91-172-2545938	sdmaharyana@ gmail.com	http://hdma.gov.in/en
15	Himachal Pradesh	+91-177-2628940	seocshimla@gmail. com, sdma_hp@ nic.in	https://hpsdma.nic.in/
16	Jammu & Kashmir	-	jksdma@gmail.com; jksdma@gmail.com, pcrjammuoff@ jkpolice.gov.in; pcrkashmir@gmail. com	https://jksdma.jk.gov.in/
17	Jharkhand	+91-651-2446923	dmjharkhand@ gmail.com	https://www.jharkhand.gov.in/home
18	Karnataka	080-22340676 080-22353980	sodmrevenue@ gmail.com	https://ksdma.karnataka.gov.in/english

19	Kerala	+91-471-2364424	keralasdma@gmail.com	https://sdma.kerala.gov.in/
20	Laddakh (UT)	+91-1982-251169 +91-1982-260887 260888	igpladakh@gmail.com	https://leh.nic.in/document-category/disaster-management/
21	Lakshadweep	+91-4896-263100	controlroomkvt@gmail.com, lk-coll@nic.in, ldmaeoc@gmail.com	https://lakshadweep.gov.in/disaster-management/
22	Madhya Pradesh	+91-755-2441419 +91-755-2527177	reliefcom@nic.in	https://mpsdma.mp.gov.in
23	Maharashtra	+91-22-22027990 +91-22-22794229	controlroom@maharashtra.gov.in; director.dm@maharashtra.gov.in	https://rfd.maharashtra.gov.in/en
24	Manipur	+91-385-2443941 +91-385-2443441	ranjitoff@gmail.com	https://manipur.gov.in/?page_id=1649
25	Meghalaya	+91364-2502098	sdmadeptt007@gmail.com	https://msdma.gov.in/
26	Mizoram	+91-389-2342520 +91-389-2335837	mizoramdmr@gmail.com, dmr.gov@gmail.com	https://dmr.mizoram.gov.in/
27	Nagaland	0370-22911200	sdma.nagaland@gmail.com, seoc.nsdma@gmail.com	https://nsdma.nagaland.gov.in/home
28	Odisha	+91-6742534177	srcodishagov@gmail.com	https://www.osdma.org/?lang=en

29	Puducherry	+91-4132253407	seoc.pon@nic.in, eocpdy@gmail.com	https://puducherry-dt.gov.in/disaster-management/
30	Punjab	0172-2740298 Civil CR- 2740397 2740936 2440035 +91-172-2720153	sccr.pd2020@gmail.com	https://revenue.punjab.gov.in/?q=floodsnatural-calamities
31	Rajasthan	+91-1412227084	relief-rj@nic.in	https://dmrelief.rajasthan.gov.in/#
32	Sikkim	+91-3592201145	ssdma01@gmail.com	https://www.ssdma.nic.in/
33	Tamil Nadu	044-28593990 044-28414513	tnstateeoc@gmail.com	https://www.cra.tn.gov.in/disaster.php
34	Telangana	040-23454088 1079, 40-23454088	instaxx@telangana.gov.in, commr_dm@telangana.gov.in	https://fire.telangana.gov.in/
35	Tripura	+91-381-2416045 +91-381-2416241	scrtripura@gmail.com	https://tdma.tripura.gov.in/
36	Uttarakhand	+91-135-2710334	seoc.dmmc@gmail.com	https://usdma.uk.gov.in/
37	Uttar Pradesh	+91-522-2235083	rahat@nic.in	https://upsdma.up.nic.in/
38	West Bengal	+91-33-22143526 22141378(F)	wbdmeoc@gmail.com	http://wbdmd.gov.in/Pages/Default.aspx

Annexure - V

List of State Disaster Management Authorities

S. No.	States	Office Address	Email	Contact No.
1	Andhra Pradesh	Andhra Pradesh State Disaster Management Authority D.No:21/2B Pathuru Cross Road Centre Kunchanpalli (PO) Tadepalli Mandal Guntur District Andhra Pradesh-522501	commr_relief_rev@ap.gov.in	0863-2377099 0863-2377105
2	Arunachal Pradesh	Directorate of Disaster Management Daying Ering Colony Itanagar -791111	dcitanagar@gmail.com, dani.salu@gov.in danisulu@gmail.com	0360-2215581
3	Assam	Assam State Disaster Management Authority Ancillary Block, Janata Bahawan Dispur Guwahati-781006	sdma-assam@gov.in, statedmcontrolroomassam@gmail.com	0361-2237221
4	Bihar	Bihar State Disaster Management Authority Sardar Patel Bhawan 5 th Floor, D & E Block Nehru Path (Bailey Road) Patna, Bihar-800023	info@bsdma.org	0612- 2547232
5	Himachal Pradesh	Himachal Pradesh State Disaster Management Authority Disaster Management Cell, HP Secretariat, Shimla -171002	sdma-hp@nic.in	0177-2880321, 2880320, 2621022
6	Jharkhand	Disaster Management Authority, T. A. Division Building Near Gol Chakkar, Dhurwa, Ranchi, Jharkhand - 834004	dmjharkhand@gmail.com, sec-home-jhr@nic.in,	0651- 2400220, 2400700

7	Karnataka	Revenue Department (Disaster Management) Karnataka State Natural Disaster Monitoring Centre, Major Sandeep Unnikrishnan Road, Near Attur Layout, Yelahanka, Bangalore - 560 064	secy.dm@gmail. com director@ ksndmc.org, dmc. kar@gmail.com	080- 67355000, 22032995 22032495
8	Kerala	Kerala State Disaster Management Authority, Observatory Hills, Vikas Bhavan P.O. Kerala, Thiruvananthapuram- 695033	seoc.gok@gmail. com, Keralasdma@ gmail.com, sdma. kerala.gov.in commissioner dmkerala@gmail. com	471-2364424 2778888
9	Madhya Pradesh	Madhya Pradesh State Disaster Management Paryavaran Parisar E-5, Arera Colony, Bhopal-462016	secyhomep@ mp.gov.in, ed@ mp.gov.in, dmi@mp.gov.in reliefcom@mp.nic. in, mpstatecoord. sdma@mp.gov.in	-
10	Manipur	Directorate of Relief & Disaster Management, Babupara, DC complex, Imphal West, Manipur-795001	seocmanipur@ gmail.com cs-manipur@nic.in, secymanipurdm@ gmail.com	0385-2451144 , 2450064
11	Meghalaya	State Disaster Management Authority, Meghalaya, Shillong-793001	comsecy.sg.gom@ gmail.com, sdmadeptt-meg @gov.in,	0364-2223509
12	Mizoram	Disaster Management & Rehabilitation P.O Vaivakawn, Chawnpui Aizawl - 796009	mizoramdmr@ gmail.com, secydmr123@ gmail.com	0389 2342520

13	Nagaland	Nagaland State Disaster Management Authority, Civil Secretariat Kohima-797001	sdma.nagaland@gmail.com, nsdma.nagaland@gmail.com	0370-2270050
14	Odisha	Odisha State Disaster Management Authority Rajiv Bhawan Unit V, Odisha Bhubaneswar-751001	osdma@osdma.org, md@osdma.org	0674-2395398, 2395531
15	Sikkim	Sikkim State Disaster Management Authority, Land Revenue and Disaster Management Department, Tashiling Secretariat, Block-B Gangtok, Sikkim- 737101	directorssdma@gmail.com	03592201145
16	Tamil Nadu	Tamil Nadu State Disaster Management Authority, Ezhilagam, Chepauk, Chennai-600005	tnsdma.director@gmail.com tnsdma@tn.gov.in	044-28528745, 044-28523299
17	Tripura	Tripura Disaster Management Authority 1 st Floor, New Capital Complex, Secretariat, Tripura Agartala-799001	secydws.sanitation2023@gmail.com	0381 241 3357, 2418053, 2416045
18	Uttar Pradesh	UPSDMA, Pick up Bhawan, Vibhuti Khand, Gomtinagar Uttar Pradesh-226001	upsdma@gmail.com	0522-2306882, 2306823, 2723950,

19	Delhi	Delhi Disaster Management Authority (DDMA) 5, Sham Nath Marg Prema Kunj, Civil Lines Delhi, 110054	specialceo-dm@delhi.gov.in singh.sushil@gov.in	23930611, 23928860, 011- 23936477
20	Lakshadweep	Kavaratti UT of Lakshadweep Kavaratti -682555	secretary-utl1@utl.gov.in ldmaeoc@gmail.com	4896263725
21	Gujarat	Gujarat State Disaster Management Authority Block No. 11, 5 th Floor, Udyog Bhawan Sector-11 Gandhinagar- 382011	ceo@gsdma.org info@gsdma.com	079--23259276, 23259275 23259302 23259246
22	Puduchery	I -Floor, New Revenue Complex,Vazhudavoor Road, Pettaiyanchathiram Puducherry- 605 009	dcrev.pon@nic.in	0413-2299502
23	Punjab	Department Revenue Rehabilitation and Disaster Management 3 rd Floor, Punjab Civil Secretariat-1, Sector 1 Chandigarh - 160001	fcr@punjab.gov.in	0172-2743854
24	Uttarakhand	Uttarakhand State Disaster Management Authority 36, IT Park, Dehradun Uttarakhand-248001	usdmauttara khand@gmail.com	0135-2710334 0135-2659850
25	Goa	Goa State Disaster Management Authority Administrative Block Secretariat, Alto-Porvorim Goa-403501	sdma.goa.gov.in, cs-go@nic.in	0832- 2419550,0832 2419446

26	West Bengal	West Bengal Disaster Management & Civil Defence Department Nabanna, 2 nd Floor, 325 Sarat Chatterjee Road Mandirtala, Shibpur, Howrah -711102	ps.dmd-wb@nic.in, secrelief@wb.gov.in	2214-3674
27	Andaman & Nicobar Islands	Directorate of Disaster Management Anticorruption Building 2nd Floor, Link Road Goal Ghar Port Blair 744 101	ddm.and@nic.in, dirdmani@gmail.com	03192- 241774
28	Chandigarh	UT of Chandigarh Estate Office Building Sector 17 Chandigarh-160017	dc-chd@nic.in	0172-2700109
29	Leh -Ladakh	Ladakh Disaster Management Authority, Civil Secretariat, Leh-Ladakh Pin-194101	admsecyut@gmail.com	01982-255567
30	J & K	Civil Secretariat Srinagar-190008	dmrrr-sec@jk.gov.in	0191- 2545535, 2545725(Jammu) 0194-2506462, 2506418 (Srinagar)
31	Telangana	Telangana Disaster Response Fire Services O/o Director General Telangana Disaster Response and Fire Services, Beside IRDA Nanakramguda Financial District, Hyderabad Telangana-500032	dg-fireservices@telangana.gov.in,	

32	Rajasthan	Disaster Management Relief & Civil Defence of Secretariat, Jaipur-302005	relief-rj@nic.in	0141-2227084
33	Maharashtra	Maharashtra State Disaster Management Authority Room No. 101 1 st Floor Main Building, Mantralaya Mumbai-40032	director.dm@maharashtra.gov.in	
34	Haryana	Haryana, Revenue & Disaster Management Department Room No. 429, 4 th Floor, New Haryana Secretariat, Sector-17 Chandigarh-160017	secretaryrevenue2@gmail.com	0172-2704453

Annexure - VI

List of important institutions and suggestive sites for field visit

Organisation	Address	Contact number(s)	Email	Website
National Disaster Management Authority	NDMA Bhawan, A-1 Safdarjung Enclave New Delhi - 110029	+91-11-26701700	controlroom@ndma.gov.in	https://ndma.gov.in/
National Institute of Disaster Management	NIDM, Delhi Plot No. 15, Pocket-3 Block-B, Sector-29 Rohini, Delhi – 110042 NIDM, Vijayawada (South Campus) Kondapavaluru Village Gannavaram Mandal Krishna District Andhra Pradesh 521212	011-20873412	info[dot]nidm[at]nic[dot]in	https://nidm.gov.in/
Geological Survey of India (GSI)	27 Jawaharlal Nehru Road, Kolkata 700016 West Bengal (gsi.gov.in)	Tel: 033-2252 1779 / 033-2252 1714	nmh4@gsi.gov.in (lands-slides nodal) (bhusanket.gsi.gov.in)	https://www.gsi.gov.in
India Meteorological Department (IMD)	Mausam Bhawan Lodi Road New Delhi - 110003	Tel: 011-24344253 / 011-24344599	ananda.das@imd.gov.in (and duty-officer cyclone: cyclonewarningdivision@gmail.com) (Mausam)	https://mausam.imd.gov.in
Indian National Centre for Ocean Information Services (INCOIS)	“Ocean Valley” Pragathi Nagar (BO) Nizampet (SO) Hyderabad - 500090 Telangana	Tel: +91-40-23886000	webmaster@incois.gov.in (incois.gov.in)	https://www.incois.gov.in

Wadia Institute of Himalayan Geology (WIHG)	33 GMS Road Near Ballapur Chowk, Dehradun 248001/248171 Uttarakhand	Tel: +91-135-2525555 also +91-135-2525109	director@ wihg.res.in / registrar@ wihg.res.in (wihgnew. wihg.res.in)	https://www.wihg.res.in
Indian Institute of Remote Sensing (IIRS)	4 Kalidas Road, P.O. Box No 135, Dehradun - 248001, Uttarakhand	Tel: +91-135-2524103	director@iirs. gov.in (iirs. gov.in)	https://www.iirs.gov.in
Survey of India (SOI)	O/o The Surveyor General of India Post Box No. 37 Survey of India, Hathibarkala Estate Dehradun – 248001 (Uttarakhand)	Tel: +91-135-2743331 +91-135-2744064	helpdesk. soi@gov.in	https://www.surveyofindia.gov.in
Indian Space Research Organisation (ISRO)	Headquarters: Antariksh Bhavan New BEL Road Bengaluru – 560 094 (Karnataka)	+91 80 22172119	isropr[at] isro[dot] gov[dot]in	https://www.isro.gov.in
National Remote Sensing Centre (NRSC)	Balanagar Hyderabad, Telangana (Head office)	04023879572 9573/9574	feedback@ nrsc.gov.in	https://www.nrsc.gov.in
Central Water Commission (CWC)	3 rd Floor (South) Sewa Bhawan R.K. Puram, Sector-1 New Delhi – 110066	+91-11-26187232(0)	secy-cwc[at] nic[dot]in	https://cwc.gov.in/en/
Smritivan Earthquake Memorial and Museum	Bhujio Dungar, Bhuj Kutch – 370020 Gujarat	Tel: +91-635-719-9991	smritivankut@ gmail.com	https://www.smritivanearthquakemuseum.com
8 th Battalion NDRF	Kamla Nehru Nagar Ghaziabad(UP) Pin - 201002	0120-2766618	up08-ndrf[at] nic[dot]in	NA

BBA 301-18 Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Organizational behaviour and various challenges for OB.

CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: To examine the dynamics of group development and group properties.

CO4: To understand various dimensions of organisational culture.

CO5: To analyse the process of conflict management and approaches to stress management.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BBABE 302- 18-Agricultural Economics

Course Objective: This course aims to provide fundamental knowledge of economic principles and their application to agriculture and develop understanding of the role of agriculture in economic development, particularly in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To Explain basic economic concepts and their relevance to agriculture.

CO2: To Analyze demand, utility, and production relationships in agriculture.

CO3: To Evaluate cost structures, supply behavior, and market mechanisms.

CO4: To Understand factor pricing and income distribution in agriculture.

CO5: To Assess macroeconomic concepts such as national income, population, and economic systems in relation to agriculture.

Unit I: Fundamentals of Economics and Agricultural Economics

Introduction to Economics: Meaning, scope, definitions, and subject matter Micro and macroeconomics; positive and normative analysis, Nature of economic theory: rationality, equilibrium, economic laws Basic concepts: goods, wants, utility, wealth, capital, income

Introduction to Agricultural economics: meaning, characteristics, and scope, Differences between agricultural and industrial economics, Role of agriculture in economic development (Indian context), Agricultural development vs economic development

UNIT II: Demand, Utility, and Production Analysis

Introduction to Demand: Meaning, law of demand, determinants, Demand schedule and demand curve, Utility theory: law of diminishing marginal utility, equi-marginal principle, Consumer equilibrium and consumer surplus. **Elasticity of demand:** price, income, and cross elasticity, Measurement of Elasticity of Demand, Factors affecting Elasticity of Demand

Agricultural Production & Farm Management Production Function: concept, Factors of agricultural production, Production function and laws of returns, Farm management: meaning, objectives, and types

UNIT III: Cost, Supply, and Market Structure

Cost concepts: short run and long run cost curves, **Supply:** meaning, law of supply, determinants, Elasticity of supply.

Market structure: Meaning and types, Perfect and imperfect competition Price determination and equilibrium, short run and long run equilibrium of firm and industry, Break-even point and shut-down point. **Agricultural marketing:** concept and functions, Marketing channels and intermediaries.

UNIT IV: Agricultural Finance and Agribusiness

Agricultural Finance & Policies: Agricultural finance: sources and types, Institutional vs non-institutional credit, Role of NABARD and cooperative institutions. Agricultural policies in India (MSP, subsidies, crop insurance).

Agribusiness & International Trade: Concept of agribusiness and agro-based industries, Agricultural trade and globalization, WTO and agriculture, Food security and sustainable agriculture, Emerging trends: organic farming, contract farming

Suggested Readings/ Books:

1. S. Subba Reddy, P. Raghu Ram, T.V. Neelakanta Sastry & I. Bhavani Devi, *Agricultural Economics*, CBS Publishers & Distributors, 2nd Edition, 2022

2. A.N. Sadhu & Amarjit Singh, *Fundamentals of Agricultural Economics*, Himalaya Publishing House, Latest Reprint, 2014
3. Ravi Kumar, K. Nirmal. *Objective Agricultural Economics*. New Vishal Publications, 2023 Edition.
4. Lekhi, R.K., and Joginder Singh. *Agricultural Economics: An Indian Perspective*. Kalyani Publishers, Revised Edition, 2021.
5. Dutt, R., and K.P.M. Sundaram. *Indian Economy*. S. Chand Publishing, 2023 Edition.

BBABE 303- 18-Industrial Economics

Course Objective: The course aims to provide an understanding of the structure, functioning, and performance of industries and to analyze industrial growth, location, and development patterns.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain concepts and scope of industrial economics.

CO2: Analyze industrial structure, location, and growth patterns.

CO3: Evaluate market structures and industrial strategies.

CO4: Understand industrial policy and regulatory framework in India.

CO5: Assess industrial performance and emerging challenges.

UNIT I:

Nature and Scope of Industrial Economics: Meaning, nature, and scope Industrial economics vs general economics, Micro and macro approaches, Concept of firm and industry

Industrialization and Economic Development: Concept and stages of industrialization, Role of industry in economic development, Linkages between industry and other sectors.

Industrial Structure in India: Organized vs unorganized sector, public vs private sector, Overview of major industries in India

UNIT II:

Theories of Industrial Location: Weber's theory of location, Lösch's theory of location, Relevance of location theories in modern context

Determinants of Industrial Location: Economic, geographic, and infrastructural factors, Government policies and incentives, Role of transport and communication

Industrial Growth and Regional Development: Industrial growth trends in India, Regional imbalance and balanced vs unbalanced growth, MSMEs, industrial clusters, and SEZs

UNIT III:

Market Structure and Industrial Organization: Meaning and classification of market structures, Industrial concentration and market power, Oligopoly and strategic behavior

Pricing and Competitive Strategies: Pricing strategies: administered pricing, limit pricing, price leadership, Price discrimination, non-price competition: product differentiation, branding, advertising

Industrial Growth Strategies: Mergers and acquisitions, Diversification and expansion, Innovation and technology in industry

UNIT IV:

Industrial Policy Framework in India: Industrial Policy Resolution 1956, New Industrial Policy 1991, Recent policy developments

Economic Reforms and Regulation: Liberalization, Privatization, Globalization (LPG), Role of regulatory bodies (CCI, SEBI – overview), Disinvestment and public sector reforms

Emerging Trends and Challenges: Make in India, Startup India, PLI schemes, Sustainability and green industrialization, Digitalization and Industry 4.0, Global competition and supply chain challenges

Suggested Reference Books:

1. A.N. Sadhu & Amarjit Singh, Industrial Economics, Himalaya Publishing House.
2. R.R. Barthwal, Industrial Economics, New Age International.
3. Francis Cherunilam, Industrial Economics: Indian Perspective, Himalaya Publishing House.
4. R. Dutt & K.P.M. Sundaram, Indian Economy, S. Chand.
5. I.J. Ahluwalia, Industrial Growth in India, Oxford University Press.

BBABE-GE 301-18- Indian Economy

Course Objective: The course aims to develop an understanding of the Indian economic environment from a business perspective and analyze macroeconomic policies and their implications for business decisions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the structure and evolving nature of the Indian economy in a business context.

CO2: Analyze macroeconomic indicators and their implications for business strategy.

CO3: Evaluate fiscal, monetary, and external sector policies affecting business.

CO4: Understand economic reforms and institutional frameworks shaping the business environment.

CO5: Assess emerging economic trends, risks, and opportunities for businesses in India.

UNIT I:

Structure of the Indian Economy: Nature and characteristics of the Indian economy, Sectoral composition and structural transformation, Role of services sector in economic growth, Informal sector and its business implications.

Economic Development and Business Environment: Economic growth vs economic development (business perspective), Key development indicators (HDI, per capita income), Regional disparities and market potential.

Demographic and Consumption Trends: Population dynamics and demographic dividend, Changing consumption patterns in India, Urbanization and its impact on business demand

UNIT II:

National Income and Business Analysis: National income concepts (GDP, NNP, per capita income), Methods of Measurement of National Income, Trends in India's economic growth

Fiscal Policy and Business Environment: Objectives and instruments of fiscal policy, Government budget and taxation (GST, direct taxes), Public expenditure and its impact on industries

Public Finance and Business Decisions: Fiscal deficit and public debt, Government incentives and subsidies (business relevance), Centre-State financial relations and business implications

UNIT III:

Monetary Policy and Financial System: Role and functions of the Reserve Bank of India, Monetary policy tools and their impact on liquidity, credit, and interest rates, Inflation and its business implications

Banking and Financial Markets: Structure of Indian financial system, Role of banks and financial institutions in business financing, financial inclusion, fintech, and digital payments

External Sector and Global Linkages: Balance of Payments (BoP) and trade balance, Exchange rate fluctuations and business risk, Foreign trade policy and export-import environment

UNIT IV

Economic Reforms and Policy Regime: LPG reforms (1991) and their impact on business, Role of NITI Aayog in policy-making, Ease of Doing Business and regulatory reforms

Government Initiatives and Business Ecosystem: Startup India, Digital India, Skill India Make in India (business perspective), Investment policies and FDI.

Emerging Trends and Challenges: Digital economy and e-commerce growth, Sustainability and ESG practices in business, Unemployment, inequality, and inclusive growth (business responsibility), Global uncertainties and supply chain disruptions.

Suggested Reference Books

1. Dutt, R., and K.P.M. Sundaram. Indian Economy., New Delhi: S. Chand Publishing, 2023 Edition.
2. Singh, Ramesh. Indian Economy., New Delhi: McGraw Hill Education (India) Pvt. Ltd., 18th Edition, 2026
3. Kapila, Uma (Ed.), Indian Economy Since Independence, New Delhi: Academic Foundation, Latest Revised Edition (2023).
4. Mishra, S.K., and V.K. Puri. Indian Economy, Himalaya Publishing House, Latest Edition (2022).
5. Government of India. Economic Survey (Latest Issue) and Union Budget Documents. New Delhi: Ministry of Finance, Government of India, Annual Publications

BBASEC 301-18 IT Tools for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes (COs): After completion of the course, the students shall be able to:

- CO1:** Develop understanding of computer fundamentals, functions and their classifications
- CO2:** Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
- CO3:** Demonstrate proficiency in Microsoft word & Excel.
- CO4:** Apply formatting and editing features to enhance worksheets.
- CO5:** Use styles, themes, and conditional formats to customize worksheets.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit –II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

Unit –III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings

command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit –IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B.(2018). *Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017). *Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014). *Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010). *Microsoft Access 2010*. Delhi: Pearson Education.
- Forouzan,(2009). *Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

Semester Snapshot - Semester 2

Entrepreneurship 102/201 (Marketing Basics)

6m2-102-25

Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
					Share your experience of doing this milestone
		Attempt task 03 quiz			

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
Share your experience of doing this milestone					
		Attempt task 04 quiz			

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
					Attempt task 03 quiz
			4	Create a brand poster using AI	Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

					created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone ne #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
			3	Help your users with 3-5 days content sprint and generate leads	Attempt task 02 quiz
					Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
			4	Convert leads into sales	Attempt task 03 quiz
					Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
Write how many leads you converted into sales					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
					Enter the summary of your campaign
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
			3	Execute offline marketing in local market	Attempt task 02 quiz
					Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
		Share your experience of doing this milestone			
		Attempt task 03 quiz			

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
					Respond to new leads within 24 hours
					Close at least one sale
Attempt task 04 quiz					

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
					Attempt task 03 quiz
			4	Launch your ad	Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
					Attempt task 04 quiz
			5	Manage incoming leads from ad	Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

				up
				Close at least one sale
				Attempt task 05 quiz
			6	Learn metrics to measure ad performance
				Write money spent and leads or impressions
				Mention CPL or CPM
				Write revenue generated and number of sales closed
				Write what worked and how to improve ads in future
				Share your experience of doing this milestone
				Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
Share your experience of doing this milestone					
		Attempt task 03 quiz			

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.