

**Draft Teaching Scheme and Syllabus**

**Bachelor of Business Administration (BBA)**  
**and**  
**Integrated MBA (IMBA)**

**1st Semester (w.e.f 2024-25)**



**Gujarat Technological University**  
**Nr. Visat Three Roads, Visat - Gandhinagar Highway**  
**Chandkheda, Ahmedabad – 382424 – Gujarat**

## BBA/Integrated MBA Semester- 1 Teaching Scheme

Semester	Subject name	Subject Category	L	T	P	Total Credit	E_max	M_Max	I_Max	V_Max	Total mark
1	Principles and Practices of Management	Core Course	3	1	0	4	70	30	50	0	150
1	Financial Accounting	Core Course	3	1	0	4	70	30	50	0	150
1	Business Statistics and Logic	Core Course	3	1	0	4	70	30	50	0	150
1	General and Communicative English	Ability Enhancement Courses (AEC)	3	1	0	4	70	30	50	0	150
1	Indian Knowledge Systems	MDC-IKS	2	0	0	2	50	30	20	0	100
1	Fundamentals of ESG for Sustainability	Value Added Courses	2	0	0	2	50	30	20	0	100



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Principles and Practices of Management

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	To understand basic principles and functions of business management in practices

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	To understand history, nature and functions of management	R, U
C02	Analyzing and understanding planning and staffing in the organization	R,U,A
C03	To understand control functions and hierarchy as well as organogram	U,A ,E
C04	To analyze and understand business environment and social responsivity of business.	U,A,E
C05	To create or analyze and evaluate organizational charts and structure of/for organizations.	C,A,N

\*Revised Bloom's Taxonomy (RBT)

### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Principles and Practices of Management

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p><b>NATURE AND FUNCTIONS OF MANAGEMENT</b></p> <p>Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration.</p> <p>Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.</p> <p><b>HISTORY OF MANAGEMENT</b></p> <p>Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporary Approaches: Quantitative Management, Organizational Behavior, Systems Theory, Contingency Theory</p>	10	25
2.	<p><b>PLANNING, DECISION- MAKING, ORGANIZATION AND STAFFING</b></p> <p><b>PLANNING</b></p> <p>Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.</p> <p><b>DECISION-MAKING</b></p> <p>Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.</p> <p><b>ORGANIZATION AND ORGANIZATION STRUCTURE</b></p> <p>Organizing Process– Meaning and Definition, Characteristics, Process, need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart, Organizational Structure–Line Organization ,Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization</p>	12	25



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Principles and Practices of Management

	<p>– Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization</p> <p><b>STAFFING</b> Staffing–Meaning, Nature, Importance, Staffing Process–Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.</p>		
3.	<p>DIRECTION, SUPERVISION, CONTROLLING AND COORDINATING</p> <p><b>DIRECTION AND SUPERVISION</b> Direction–Definition, Nature, Need and Importance, Principles of Directing. Supervision– Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.</p> <p><b>CONTROLLING</b> Controlling–Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.</p> <p><b>CO-ORDINATION</b> Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.</p>	12	25
	<p><b>Motivation:</b> Concept, Theories – Classical and Modern, Importance, Financial and Non- Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles.</p> <p><b>Communication:</b> Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication.</p>		



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Principles and Practices of Management

4.	<b>Social Responsibility</b> Meaning, Definition, Features, Scope, Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, and Society. Indian Business and Social Responsibility.  <b>Strategic Management</b> Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis	10	25
<b>Total</b>			<b>100</b>

### Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	15	15	10	05

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

### References/Suggested Learning Resources:

#### (a) Books:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Principles and Practices of Management	L.M. Prasad	S Chand and Sons – ISBN: 9788180548918
2	Principles and Practices of Management	Swapna Pillai and Umesh U	Publication Rudra Publications 9789391333805
3	Fundamentals of management (Essential Concepts And Applications)	Stephen P. Robbins, Mary Coulter, David De Cenzo	Pearson Publication ISBN Number 9789332574120

#### (b) Open source software and website:

- <https://blog.hubspot.com/marketing/management-principles>
- <https://www.shiksha.com/online-courses/articles/principles-of-management-every-manager-should-know/>
- <https://www.uagc.edu/blog/5-principles-of-great-management>
- <https://www.atlassian.com/blog/leadership/motivation-theory>
- <https://imarticus.org/blog/leadership-and-motivation-exploring-10-theories-of-motivation/>



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Principles and Practices of Management

## Suggested Project List, if any: ( 50 Marks and 15 L)

Students are suggested to visit few medium to large scale organization and study their organogram and prepare organization chart. They need to analyse the hierarchy and controls of the organization

To visit various manufacturing and services organization and study their functions and departments.

## CO- PO Mapping:

Semester ____	Course Name (Course Code: )				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	3	3	2	1
CO3	2	2	2	2	2
CO4	2	2	2	3	3
CO5	2	1	3	2	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Financial Accounting

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	Financial Accounting is a business language so every students of Business Administration should know this. All students have to take an introductory financial accounting course to develop the managerial perspective of accounting terminology, rules, methodology and preparation as well as analysis of financial statements of various organizations. This course focuses on the understanding and application of financial accounting, which is necessary for every Business Administration students.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	To remember fundamental Principles of Financial Accounting	R
C02	To Understand preparation of primary as well as secondary books of accounts and Final Accounts of companies	U
C03	To Apply accounting fundamentals to prepare financial accounts of Non-profit organization, Valuation of Inventory, Shares and Cash Flow statement to take effective Managerial Decision	A
C04	To Analyze the financial performance of companies with the help of different tools & techniques of analysis	N

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2) C	Assessment Pattern and Marks				Total Marks
L	T	PR		Theory		Tutorial / Practical		
			ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)		
3	1	0	4	70	30	50	0	150



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Financial Accounting

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p>INTRODUCTION OF ACCOUNTING Meaning and Definition of Accounts, Nature and scope of Accounts; Users of Accounting information, Branches of Accounting, Accounting Concepts and Conventions, Accounting Process; Accounting Terminology, Meaning and Importance of GAAP, Introduction to Ind Accounting Standard, Types of Transactions, Classification of Accounts, Rules of Debit and Credit and Accounting Equation</p> <p>JOURNALS, SUBSIDIARY BOOKS, LEDGER &amp; POSTING AND TRIAL BALANCE Preparation of Journal Entries, Cash Book, Purchase Book, Sales Book, Purchase Return and Sales Return Book, Ledger and posting of Journal and Subsidiary Book, Trial Balance</p>	10	25%
2.	<p>PREPARATION OF FINAL ACCOUNTS Preparation of Final Accounts (Vertical) - Profit &amp; Loss Account and Balance Sheet (with schedules) including Closing Entries and Adjustment Entries</p> <p>FINANCIAL STATEMENT ANALYSIS TECHNIQUES Horizontal Analysis Vertical Analysis Trend Analysis Ratio Analysis</p>	13	25%
3.	<p>FINAL ACCOUNTS OF NON-PROFIT ORGANIZATION Final Accounts of Non-Profit Organization (Receipt-Payment Account, Income-Expenditure Statement and Balance Sheet)</p> <p>CASH FLOW STATEMENT Operating Activity, Financing Activity, Investing Activity, Preparation of Cash Flow Statement as per AS-3</p>	12	25%
4.	<p>VALUATION OF INVENTORY Meaning, Applicability, Measurement of Inventory, Methods of Inventory Valuation – FIFO, LIFO &amp; WAC Methods.</p>	10	25%



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Financial Accounting

VALUATION OF SHARES: Need of valuation of Shares, Practical Sums on various Methods for valuation of Shares: Net Assets Method, Yield Method and Fair Value Method.		
<b>Total</b>	<b>45</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	30	20	20	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Financial Accounting by V. Rajasekaran & R. Lalitha from Pearson Publication House
2. Financial Accounting: A South Asian Perspective by Godwin, Alderman & Sanyal from Cengage Learning
3. Introduction to Accountancy by T.S. Grewal from S. Chand and Company
4. Total Management by Ratios by Rushikesh Bhattacharya from Sage Publications
5. Financial Accounting by Narayanswami from McGraw- Hill
6. Financial Accounting by Tulsiyani, P. C from Pearson Education

### (b) Open source software and website:

SWAYAM Platform for Course on Financial Accounting ([www.swayam.gov.in](http://www.swayam.gov.in))

## Suggested Project List, if any: (50 Marks and 15 L)

Students should select a particular firm of any industry, refer the notes below the financial statements and prepare the report about how accounting principles and above concepts applied to prepare the final accounts and valuation. Students should well-versed with reading of Annual reports of the companies and also able to compare and analyze the financial performance of companies using above mentioned tools and techniques.



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Financial Accounting

## Suggested Activities for Students, if any:

Collection of annual reports of the listed companies, Selection of Companies from different industries for comparative study of financial performance, Analysis of Cash Flow statements of different companies, etc.

## Suggested Practical List, if any:

Students should select a particular firm of any industry, refer the notes below the financial statements and prepare the report about how accounting principles and above concepts applied to prepare the final accounts and valuation. Students should well-versed with reading of Annual reports of the companies and also able to compare and analyze the financial performance of companies using above mentioned tools and techniques.

## CO- PO Mapping:

Semester ____	Course Name (Course Code: )				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	1	2
CO2	2	3	1	-	2
CO3	2	2	1	-	1
CO4	1	1	1	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name: Business Statistics and Logic

w. e. f. Academic Year:	2024 – 25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	The goal of this course is to familiarize BBA students with the fundamentals of business statistics and logic. It helps students improve their crucial analytical and decision-making skills. This subject enables students to interpret data effectively and make informed business decisions.

### Course Outcome:

After Completion of the Course, Student will be able to:

No	Course Outcomes	RBT Level
01	Understand the foundational concepts of statistics	U
02	Apply methods of organizing and presenting data using statistical tools such as frequency tables, graphs, and charts	N
03	Calculate and interpret measures of central tendency and dispersion	A
04	Analyze and interpret linear correlation using Karl Pearson's and Spearman's coefficients	A
05	Understand the concepts and applications of index numbers	U
06	Understand basic logical concepts	U

\*Revised Bloom's Taxonomy (RBT)

### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name: Business Statistics and Logic

## Course Content:

Unit No.	Content	No. of Hours	% Weightage
1.	<b>Unit 1: Introduction to Business Statistics</b> Introduction to Statistics - Overview – Definition, Functions, Scopes & Limitations. Types of Data - Primary and Secondary Data, Organization of Data - Frequency Tables and Frequency Distribution, Presentation of Data - Bar Graph, Pie-Chart, Line Graph, Histograms & Frequency Polygons.	10	25%
2.	<b>Unit 2: Measurement of Central Tendency &amp; Dispersion</b> Measurement of Central Tendency- Arithmetic Mean, Median, Mode, Percentile and Quartile (for Ungrouped and Grouped Data. Measures of Dispersion – Concept of Dispersion, Absolute and Relative measure of Dispersion, Range, Variance, Standard Deviation, Coefficient of Variation and Basic Concept of Skewness & Kurtosis.	12	25%
3.	<b>Unit 3: Linear Correlation, Regression &amp; Index Numbers</b> Correlation - Meaning, Definition, Types of Correlation. Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation Coefficient. Simple Linear Regression - Lines of Regression, Concepts and uses of index numbers - Construction of Index Numbers: Laspeyres, Paasche, and Fisher's Ideal Index.	12	25%
4.	<b>Unit 4: Fundamentals of Logic</b> Basic Logical Concepts: Propositions, Arguments, Validity, Soundness. Methods of Reasoning: Deductive and Inductive Reasoning. Permutation & Combination: Methods and their Business Applications	11	25%
<b>Total</b>		<b>45</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
15	35	30	10	05	05

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name: Business Statistics and Logic

## Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Statistics	J. K. Sharma	Vikas Publication House Pvt. Ltd. (Latest Edition)
2	Fundamental of Statistics	Gupta	S. Chand & Sons (Latest Edition)
3	Statistics (Theory, Methods & Applications)	Sancheti & Kapoor	S. Chand & Sons (Latest Edition)

Note: wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## Suggested Activities (50 Marks – 15 Hours)

- Students' presentation on application of statistics on business problems
- Case studies on the application of statistics

## Course Outcomes (COs) and Program Outcomes (POs) Mapping

COs	Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	Understand the foundational concepts of statistics	3	3	-	-	3
CO2	Apply methods of organizing and presenting data using statistical tools such as frequency tables, graphs, and charts	3	3	-	-	3
CO3	Calculate and interpret measures of central tendency and dispersion	-	3	3	-	3
CO4	Analyze and interpret linear correlation using Karl Pearson's and Spearman's coefficients	-	3	2	-	3
CO5	Understand the concepts and applications of index numbers	3	2	-	-	3
CO6	Understand basic logical concepts	3	3	-	2	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : General and Communicative English

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	To understand basic principles and functions of business management in practices

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Understand sentence construction and be able to translate one's thoughts into words with the knowledge of basic grammar and reasonably good vocabulary	A
C02	Analyse the 4Ws and 1H of communicative English and perfect the same through practice thus developing self confidence in oral and written communication	N
C03	Create content for paraphrasing, comprehension, essay writing/elocutions, presentations and public speaking etc.	C
C04	Understand what makes a good oratory and develop the same alongwith self confidence	A
C05	Analyse the structure of various types of communication required for effectiveness	N

\*Revised Bloom's Taxonomy (RBT) Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

### Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : General and Communicative English

## Course Content:

Unit No.	Content	No. of Hours	% Weightage
1.	<b>GRAMMAR AND USAGE : SENTENCE CONSTRUCTION</b> <ul style="list-style-type: none"><li>• Accurate Grammatical Usage</li><li>• Words often confused and misused</li><li>• Synonyms and antonyms</li><li>• Understanding expressions</li><li>• Common Grammatical Errors</li><li>• Phrasal Verbs and Idioms</li><li>• Standard Vocabulary</li><li>• Sentence Structure</li></ul>	12	25
2.	<b>LISTENING AND SPEAKING COMPETENCE</b> <ul style="list-style-type: none"><li>• Listening and feedback</li><li>• The hearing listening distinction,</li><li>• Stages of listening process</li><li>• Developing Listening Skills:<ul style="list-style-type: none"><li>• Understanding gist, main points, deduce meaning.</li><li>• Communicative Functions • Listening for specific information</li><li>• Listening to a conversation, speech and lecture • Listening for global information</li></ul></li><li>• Loud Reading for pronunciation and fluency</li><li>• Situational Conversation</li><li>• Extempore</li></ul>	12	25
3.	<b>ENGLISH COMPREHENSION &amp; COMPOSITION:</b> <ul style="list-style-type: none"><li>• Reading Comprehension – Skimming and Scanning, Identifying Main Ideas, Drawing inferences • Summarizing</li><li>• Precis • Reports • Abstract • Article Writing • Expansion Writing</li><li>• Composition: Reflective, Descriptive, Narrative and Argumentative</li><li>• Dialogue Writing</li></ul>	11	25



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : General and Communicative English

4.	<b>PUBLIC SPEAKING AND PRESENTATION:</b> <ul style="list-style-type: none"><li>• News writing and reading- radio and television</li><li>• Public service announcements</li><li>• Making commentary or demonstration (with visual aids)</li><li>• Compering (in given situations), Making a speech or radio/ T.V panel discussion<ul style="list-style-type: none"><li>* Analyze the oratory of various orators on Audio-visual media</li><li>* Analyze the presentation skills of various presenters from various fields</li></ul></li></ul>	<b>10</b>	<b>25</b>
	<b>TOTAL</b>	<b>45</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	0	40	40	0	20

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

#### Suggested Student Activities for PA: (50 Marks) Addition topics for Project Report and Presentations

- Prepare Charts for Display of all the learning in a creative manner
- Prepare Slides / Animations of the content for better understanding
- Practice all the aspects mentioned in the syllabus for improvement in communicative English

#### Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Communication Skills in English	Anjana Tiwari	Khanna Publishing
2	Communication Skills	Sanjay Kuman , Pushp Lata	Oxford University Press, Second Edition, 2015



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : General and Communicative English

3	Written and Spoken Communication in English	Board of Editors	Universities Press
4	Communicative English – Text Book and Work Book combined	Dr Jayachandiran, R. Gopalakrishnan	United Global Publishers Pvt Ltd.

### Software/Learning Websites

1. Dr R Krishnamurthi, Communicative English for Career Excellence, Through Amazon.in
2. <http://youtu.tube/1nGfWO75-MU?si-GtzdMR3gaemxcUL>

### Suggested Activities for Students: For 50 Marks and 15 Hours

- Read at least one storybook / novel and summarize the highlights of the same
- Write/Design at least one : Short Story, Paragraph on any topic of interest, Public announcement, Address of any event

### CO- PO Mapping:

Semester ____	Course Name (Course Code: )				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	-	1	-	-	2
CO2	-	1	-	-	2
CO3	-	1	-	-	2
CO4	-	1	-	-	2
CO5	-	1	-	-	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Indian Knowledge Systems

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Multi-Disciplinary Course- IKS

Prerequisite:	UG Course
<b>Rationale:</b>	<p>In the last 2000 years of economic history, India contributed to almost 40 % of the world GDP* for 1000 years and remained a major economic power in the world till 1850. It is only in the last 150 years that it lost this position and became a marginal player in world trade. This superlative economic performance was achieved without the abuse and exploitation of nature which we are a witness to since the industrial revolution of Europe till present. This was a model of life in which economic growth and ecology were not positioned against each other. How this was conceived and achieved in reality? What was the vision of the rishis, our forefathers, who conceived, designed and developed a way of life which is based on reverence for all existence? What was their understanding about life and its meaning? This course introduces the learners to the rich and varied knowledge traditions of India from antiquity to the present. This also helps the learner to know and understand their own knowledge systems and traditions which are imperative for any real development and progress.</p>

**Course Outcome: After Completion of the Course, Student will able to:**

Sr. No.	Course Outcomes	RBT
CO1	Understand the role of Indian knowledge systems in our society and, conversely, society's impact on its knowledge traditions	U
CO2	Comprehend the importance of Sanskrit Language in the corpus of Indian Knowledge Traditions	U
CO3	Classify the Shruti and Smriti parts of Sanskrit Literature – Vedas, Upanishads, Puranas and Itihasa - Ramayana and Mahabharata	U
CO4	Summarize the Indian knowledge contributions in the field of Philosophy, Mathematics, Astronomy, Music and Architecture	U
CO5	Interpret the relevance of Indian Knowledge systems in Governance, Management, Health, Wellness and Psychology	A

\*Revised Bloom's Taxonomy (RBT)



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Indian Knowledge Systems

## Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	PA (I)	ESE (V)		
2	0	0	2	50	30	20	0	100

## Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>INTRODUCTION:</b> <ul style="list-style-type: none"><li>Importance of Ancient Knowledge,</li><li>Defining Indian Knowledge System,</li><li>Importance of Oral Tradition in the continuity of IKS</li><li>Historicity and some unique aspects of IKS</li></ul> <b>SANSKRIT LANGUAGE &amp; SANSKRIT LITERATURE:</b> <ul style="list-style-type: none"><li>Phonetics in Sanskrit Language</li><li>Patterns in Sanskrit Vocabulary</li><li>Role of Sanskrit in Natural Language Processing</li><li>Some Unique Aspects of the Sanskrit Language</li></ul> <b>Shruti Literature</b> <ul style="list-style-type: none"><li>Introduction to Vedas and Upanishads</li></ul> <b>Smriti Literature</b> <ul style="list-style-type: none"><li>Puranas</li><li>Itihasa as a source of Wisdom</li><li>Ramayana &amp; Mahabharata</li></ul>	15	50%
2	<b>SIGNIFICANT CONTRIBUTIONS OF INDIAN KNOWLEDGE SYSTEMS</b> <b>Mathematics</b> <ul style="list-style-type: none"><li>Number System in India – Historical Evidence</li><li>Great Mathematicians and their Contributions</li></ul> <b>Astronomy</b> <ul style="list-style-type: none"><li>Unique aspects of Indian Astronomy</li></ul>	15	50%



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Indian Knowledge Systems

	<ul style="list-style-type: none"><li>The Indian Calendar System</li></ul> <b>Indian Music &amp; Architecture</b> <ul style="list-style-type: none"><li>Hindustani and Carnatic Music, Architecture</li><li>Vastu Shastra – The Science of Architecture</li></ul> <b>Governance and Management</b> <ul style="list-style-type: none"><li>Arthashastra and its relevance</li><li>Shukraniti : An Overview</li><li>Concept of Leadership and Management in IKS</li></ul> <b>Health and Wellness</b> <ul style="list-style-type: none"><li>Ayurveda as a complete medical system</li></ul> <b>Psychology</b> <ul style="list-style-type: none"><li>Consciousness – The true nature of an Individual</li></ul>		
	<b>Total Hours/Marks:</b>	<b>30</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	80	20	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Introduction to Indian Knowledge Systems – Concepts and Applications	B Mahadevan Vinayak Rajat Bhat Nagendra Pavana R N	PHI Learning Pvt Limited, New Delhi 2022 Edition
2	Vedic and Post Vedic Thought in Leadership	Dr. Margie Parikh	Gujarat University, Ahmedabad, 2017
3	Canakya on Management,	Ashok R Garde	Jaico Publishing 2013
4	India that is Bharat: Coloniality, Civilization	J Sai Deepak	Bloomsbury India, 2021



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## Software/Learning Websites

- <https://iksindia.org/>
- [www.sanskrit.nic.in](http://www.sanskrit.nic.in)
- <https://infinityfoundation.com/>

**Suggested Student Activities for PA:** Course Projects on India Heritage of their respective cities'/areas of residence

- Group Discussions and Debates on topics related to IKS
- Paintings and write up on Important Personalities in the Indian Knowledge Tradition

## CO- PO Mapping:

Semester ____	Course Name (Course Code: )				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	-	-	-	-	-
CO2	-	-	-	-	-
CO3	-	-	2	2	-
CO4	-	-	-	-	-
CO5	1	1	1	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Fundamentals of ESG for Sustainability

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Value added Courses (VAC)

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	<p>Sustainability is a strategic business approach that fosters enduring value by meticulously considering ecological, social, and economic dimensions.</p> <p>This course will help students understand the importance of various ecological, social and economic as well as legal dimensions for sustainable business growth. The ESG framework will create sensitivity amongst students towards climate change and it's impact on business in particular and the entire habitat in general.</p>

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Understand the basic framework of ESG and its relevance for business growth and sustainability	U
C02	Understand the practices that need to be changed/developed in order to abide by the Sustainable Development mandate	A
C03	Widen one's knowledge base on organizational practices and improvements being made and measured by Industries in their pursuit to attain Sustainable Development Goals	N

*\*Revised Bloom's Taxonomy (RBT) Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)*

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	30	20	0	100



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Fundamentals of ESG for Sustainability

## Course Content:

Unit No.	Content	No. of Hours	% Marks
1.	Sustainable Development Goals (SDGs) : <ul style="list-style-type: none"><li>• What is Sustainability</li><li>• Meaning , Importance and when and how these goals were created</li><li>• 17 goals under SDG and how they are linked with ESG</li><li>• Why is “making a difference” very critical</li></ul> Ways of making a difference – initiatives by Individuals, organizations, society and government.	15	50%
2.	ESG ( Environmental, Social and Governance) Framework : <ul style="list-style-type: none"><li>• Importance and Main Focus of ESG Framework</li><li>• Individual Components of the ESG Framework and value creation for businesses</li></ul> ESG and EHS ( Environment, Health and Safety ), CS ( Corporate Sustainability) and CSR ( Corporate Social Responsibility)	15	50%
	TOTAL	30	50

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	40	30	30	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

- Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Understanding ESG and Sustainability	Sunny Revankar	ISBN-13: 978-9357494724 ISBN-10:9357494723
2	Sustainable Development Goals	Vinod Malhotra	Pentagon Press LLP ISBN: 978-9390095629



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Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code:

Course / Subject Name : Fundamentals of ESG for Sustainability

- Software/Learning Websites  
<http://unglobalcompact.org>

## Suggested Activities for Students, if any:

\* Read about Industry initiatives for achieving Sustainable Development Goals  
Read about Industry initiatives in the areas of EHS and CSR and how they address ESG goals

## CO- PO Mapping:

Semester ____	Course Name (Course Code: )				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	-	1	2
CO2	2	3	-	1	2
CO3	1	2	-	2	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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