

**THE MAHATMA GANDHI UNIVERSITY**  
**BACHELOR IN BUSINESS ADMINISTRATION (HONOURS)**  
**SYLLABUS**

(As per AICTE Norms)

**MGU-BBA (Honours)**

(2024 Admission Onwards)



**Faculty: Management Sciences**

**Expert Committee: Business Administration/Management  
Studies(UG)**

**Programme: Bachelor in Business Administration (Honours)**

**Mahatma Gandhi University  
Priyadarshini Hills  
Kottayam – 686560, Kerala, India**

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**MGU-BBA (HONOURS)**

**Syllabus**

## Preface

All India Council for Technical Education (AICTE), as per the Provisions of All India Council for Technical Education Act, 1987 (For short, "AICTE Act") as mentioned in its Chapter 2-g Shall Regulate Under Graduate (UG) courses in Management (BBA/BMS) and Computer Application (BCA) along with Post Graduate Courses in Management (MBA/MMS) and Computer Applications (MCA) from the Academic Year 2024-25. Accordingly, all the existing institutes offering or intending to offer UG Courses in Management (BBA/BMS) and Computer Applications (BCA) are required to take AICTE Approval from the Academic Year 2024-25.

In this context, colleges under Mahatma Gandhi University, Kottayam, already running Under Graduate courses in Management (BBA/ BMS) and existing /new institutes intending to offer UG Courses in Management (BBA/BMS) are required to follow the curriculum frameworks provided by AICTE in April 2024 and July 2024.

Further, an Expert Committee was constituted for the implementation of the AICTE Regulations. The committee drafted the regulations for the BBA programme, namely MGU\_ BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024, as per the model Curriculum for the UG programme in Bachelor in Business Administration provided by AICTE in April 2024 and July 2024. The Curriculum has been drafted as per the programme outcome provided by AICTE in their model curriculum. AICTE has envisioned that the programme outcome should be achieved annually.

With deep gratitude, the Chairperson and expert committee members of the Board of Studies extend their heartfelt thanks to everyone whose dedication and contributions have made this remarkable endeavour a resounding success.

## Expert Committee

1. Dr. Bindu Gopinath, Associate Professor, Department of Business Administration, NSS College, Rajakumari (Convenor).
2. Mr. Binuraj C.R., Assistant Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
3. Ms. Melby Joseph, Assistant Professor, Department of Business Administration, Marian College, Kuttikkanam (Member).
4. Dr. Sunil Abraham Thomas, Assistant Professor, Department of Economics, Union Christian College, Aluva (Member).
5. Mr. Ajish A., Assistant Professor, Department of Commerce, Govt. College, Tripunithura (Member)
6. Mr. Jacob Bose, Assistant Professor, PG Department of Management in Hospitality and Tourism, Marian College, Kuttikkanam [Autonomous] (Member)
7. Mr. Sanu Varghese, Assistant Professor, Department of Commerce, Sacred Heart College, Thevara, Ernakulam (Member)
8. Ms. Jayasree S.K., Assistant Professor, Department of Commerce, Devaswom Board College, Thalayolaparambu, Kottayam (Member)
9. Mr. Tharthiose Paul, Associate Professor, Department of Business Administration, BPC Piravom (Member)
10. Ms. Sangeetha Kumari, Associate Professor, Department of Business Administration, SAS SNDP Yogam College, Konni (Member)
11. Dr. Anju E.N., Assistant Professor, Department of Business Administration, Sree Narayana Arts and Science College, Kumarakom (Member)

## External Expert

1. Dr. Chandrasekar K.S., Chairman, PG Management Board of Studies

## Meritorious Contributors

1. Dr. Sopna V. Muhammed, Associate Professor, Department of Business Administration, MES College, Marampally
2. Dr. Mishel Elizabeth Jacob, Assistant Professor, Department of Business Administration, Baselius College, Kottayam
3. Mr. Jithesh K. S., Assistant Professor, Department of Business Administration, MES College, Erumely.

## **Program Objectives**

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decisionmaker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

## **Syllabus**

### **Programme Outcomes At the end of First Year (Y1-POs):**

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment.
4. To identify a problem with the help of data and logical thinking.

**Programme outcome at the end of the Second Year (Y2-POs):**

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

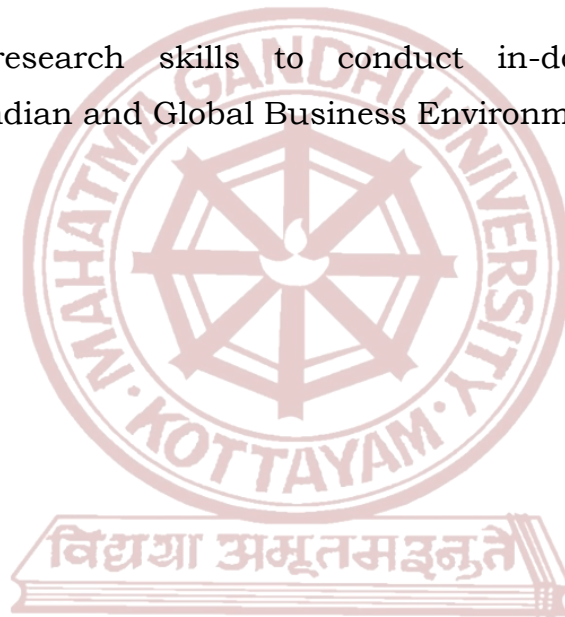
**Program outcome at the end of Third Year: Bachelor in Business Administration (BBA) (Y3-POs):**

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

**Programme outcome at the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research) (Y4-POs)**

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.

3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.



**MGU-BBA (HONOURS)**

# Syllabus

## SYLLABUS INDEX - SEMESTER 1

3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)								
Course Code	Title of the Course	Type of the Course CC, MDE, VAC, SEC etc.	Credit	Hours / week	Hour Distribution /Week			
					L	T	P	O
MG1CCRBBA100	Principles and Practices of Management (Business Administration)	CC	4	4	4	0	0	0
MG1CCRBBA101	Financial Accounting (Business Administration)	CC	4	4	4	0	0	0
MG1CCRBBA102	Business Statistics and Logic (Business Administration/ Business Statistics)	CC	4	4	4	0	0	0
MG1CCRBBA103	Business Communication - 1 (Business Administration)	CC	3	3	3	0	0	0
MG1MDEBBA100	Indian Systems of Health and Wellness (Business Administration)	MDE	2	2	2	0	0	0
MG1VACBBA100	Environmental Science and Sustainability (Business Administration)	VAC	2	2	2	0	0	0
	AEC English	AEC	3	3	3	0	0	0
	AEC - Other Languages	AEC - OL	3	3	3	0	0	0
	<b>TOTAL CREDIT AND HOURS</b>		<b>25</b>	<b>25</b>				





# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>					
<b>Course Name</b>	Principles and Practices of Management					
<b>Type of Course</b>	CORE COURSE					
<b>Course Code</b>	MG1CCRBBA100					
<b>Course Level</b>	<b>NA</b>					
<b>Course Summary</b>	<p>This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organisational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organisational success.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To understand the basic concepts, principles, and theories of Management</li> <li>2. To examine the essential functions of Managers</li> <li>3. To analyze the impact of globalization, diversity, and ethics on management</li> <li>4. To develop skills in strategic planning, decision-making, and leadership</li> </ol>					
<b>Semester</b>	One	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	4
<b>Pre-requisites, if any</b>	NA					

## COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand management principles and demonstrate how they are used to solve practical business problems	U, A	Y1-PO1	1
2	Compare and contrast different management theories and their effectiveness in various organisational contexts.	An, E	Y1-PO3	2
3	Design a management strategy for a hypothetical or real organisation using a mix of management theories and practices.	C	Y1-PO4	5
4	Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios	C	Y1-PO4	10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

## COURSE CONTENT

Module	Course description	Hrs	CO No.
1	<p><b>Introduction to Management:</b></p> <p>Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical- Scientific, Administrative and Bureaucratic, Human Relations, Quantitative, Systems, and Contingency approaches; Management as a science and an art; Functions of management: Planning, organizing, directing, and controlling</p>		CO1, CO2, CO3
2	<p><b>Planning, Organizing and Staffing</b></p> <p>Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision making- Importance and steps, Organisational structure, types of organisational structures: Functional, divisional, matrix; Authority, responsibility, and</p>		CO1, CO2, CO3

	delegation, Centralization Vs Decentralization of authority- Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing - recruitment, selection		
3	<b>Directing and Controlling</b> Meaning and nature of directing, Leadership, Motivation, Communication (meaning and importance) in management; Controlling-meaning and steps in controlling, control process, essentials of sound control system, methods of establishing control.		CO1, CO2, CO3
4	<b>Strategic Management, Ethics and Social Responsibility</b> Overview of strategic management, SWOT analysis, Ethical issues in management, Corporate social responsibility (CSR)		CO4

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lectures, Seminars and Presentations, Assignments, Case Studies		
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>		
	<b>A. Continuous Comprehensive Assessment (CCA)</b>		
	Sl. No	Component	Marks
	1	Test (Best out of two)	15
	2	Group Project and Presentation	15
		Format: Students form groups to research a specific management theory or approach and present their findings to the class.  Details provided below	
		<b>Total Marks</b>	<b>30</b>
<b>B. End Semester Evaluation Maximum Marks: 70</b>			
Sl. NO	Component	Activity	Max. Marks
2	Written Examination	Short Answer- 5 out of 8 questions- 3 marks	5x3=15

		2-hour exam	each	
			Short Essay -3 out of 6 questions -5 marks each)	3x5=15
			Essay Question: 2 questions of 20 marks each from a choice of 4 questions (Long Essay and Case study)	2x20=40
Total Marks				70

Submit a hardcopy of the ppt and also maintain a digital copy in the department.

#### Project Guidelines:

Each group selects a management theory or approach (e.g., Scientific Management, Administrative Theory, Bureaucratic Management, Human Relations, Quantitative Approach, Systems Approach, Contingency Approach).

Research the selected theory, including its historical background, key contributors, core principles, and practical applications.

Analyze a real-world case or organisation that has successfully implemented this management approach.

Prepare a 15–20-minute presentation, including visual aids (e.g., slides, charts) to illustrate key points.

#### References

### MGU-BBA (HONOURS)

#### SUGGESTED READINGS

#### Text Books (Latest Editions):

## Syllabus

1. Prasad, L. M, Principles and Practice of Management, Sultan Chand & Sons-New Delhi.
2. Tripathi P C Principles of Management, *Tata McGraw Hill Publishing Company Ltd.*
3. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
4. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
5. Weihrich, H., & Koontz, H. (1993). Management: A global perspective. (No Title). McGRAW Hill
6. Koontz, H., O'Donnell, C., & Weihrich, H. (1986). Essentials of management (Vol. 18). New York: McGraw-Hill.

## Other References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

## Reflective Exercises and Cases:

1. ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
2. Review of Lincoln Electric Co. by Norman Berg.
3. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
4. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing| W88C34-PDF-ENG <https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
5. [http://www.ibscdc.org/Case\\_Studies/Leadership/Leadership%2C](http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C)
6. Organisational Change and CEOs/LDS0028.html

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**MGU-BBA (HONOURS)**

# Syllabus



# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>					
<b>Course Name</b>	Financial Accounting					
<b>Type of Course</b>	CORE COURSE					
<b>Course Code</b>	MG1CCRBBA101					
<b>Course Level</b>	NA					
<b>Course Summary</b>	<p>This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalising, ledger posting, preparation of trial balance and final accounts in sole trading and familiarise the company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To provide an understanding of the application of various principles and practices of accounting.</li> <li>2. To demonstrate knowledge of the accounting cycle process and the basic steps involved in accounting.</li> <li>3. To apply the knowledge of systematic maintenance of books of accounts to real-life business.</li> <li>4. To estimate annual financial statements for sole proprietorships forms of business and familiarize with the company form of business.</li> </ol>					
<b>Semester</b>	One	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	4
<b>Pre-requisites, if any</b>	NA					

## COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Identify the application of various principles and practices of accounting in the preparation of accounting statements.	U	Y1-PO1	2
2	Familiarize the Annual Financial statements of Company form of business	U	Y1-PO1	1
3	Demonstrate knowledge of the process of the accounting cycle.	A	Y1-PO3	1
4	Apply the knowledge of systematic maintenance of books of accounts to real-life business.	A, An	Y1-PO4	10
5	Estimate Annual Financial statements of Sole proprietorship	An	Y1-PO4	2
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>				

## COURSE CONTENT

Module	Course description	Hrs	CO No.
1	<p><b>Introduction to Accounting, Accounting system and process</b></p> <p>Meaning, Need for accounting and accounting information systems, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation, accounting process, contingent assets and liabilities, Fictitious assets.</p>		CO1
2	<p><b>Recording transactions and Trial balance Transactions</b></p> <p>Rule of debit and credit, Entry in Journal, Understanding the concepts of Subsidiary</p>		CO2

	books (such as Purchases, Sales, Returns, Receivables, and Payables; theory only), Simple cash book, Cash book with Cash, Bank and Discount Columns (Simple problems only), Entry in Ledger, Trial balance preparation.		
3	<b>Final Accounts</b> Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns with basic adjustments such as stock, accrued, pre-paid & outstanding entries, depreciation and provisions, Importance of disclosures in final accounts.		CO3, CO5
4	<b>Introduction to company</b> Kinds, share capital, issue of shares (concepts only), schedules to accounts (understand concepts only), Financial statements as per Companies Act- 2013, Familiarisation with the content and format of Income statement and Balance sheet (horizontal and Vertical), Green Accounting- need and objectives, Sustainability Reporting- need and methods.		CO2

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Interactive Lectures and Discussions, Case Studies and Real-Life Applications Assignments, Quizzes			
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>			
	<b>A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 30)</b>			
	Sl. No	Component	Activity	Marks
	1	Test (Best out of two)		15
	2	Assignments (Group)	Provided below	15
Total Marks			30	
Sl. No	Component	Activity	Max. Marks	



	2	Written Examination 2- hours exam	Short Answer- 5 out of 8 questions- 2 marks each (from all units; no problem-based questions included in this section)	5x2=10
			Short Essay - 4 questions 5 marks each (out of 6 choices; up to two questions from unit 1, 2 and 3 (including 2-3 problem-based questions from units 2 and/ or 3); one question from units 4).	4x5=20
			Essay Question: 2 questions of 20 marks each from a choice of 4 questions comprising of 1 problem-based question each from Unit 2 and 3 and 2 theory questions from unit 1, 2 and 3.	20x2=40
			Total Marks	70
<b>B.End Semester Evaluation (Maximum Marks: 70)</b>				

### Assignments

- A. Based on Profit and Loss account and balance sheet of an existing private and/ or public limited company, oral presentation accompanied by slides and written record summarizing key insights and observations to be made. (5 marks)
- B. Prepare a report on the Green Accounting Practices or Sustainability initiatives of at least one Indian company. The report should include sections such as a brief introduction to the company, regulatory requirements in the industry with respect to Green Accounting/sustainability practices, practices adopted by the company, suggestions, etc. (4 marks)
- Submit a hardcopy of the ppt and also maintain a digital copy in the department.

### References

1. Jain S.P., & Narang K L., Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.

4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish K Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: [www.ifac.org](http://www.ifac.org)
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications.

*AICTE Suggested Cases*

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company



**MGU-BBA (HONOURS)**

# Syllabus



# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>
<b>Course Name</b>	Business Statistics and Logic
<b>Type of Course</b>	CORE COURSE
<b>Course Code</b>	MG1CCRBBA102
<b>Course Level</b>	<b>NA</b>
<b>Course Summary</b>	<p>Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.</p> <p>Business Statistics helps to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions, it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To establish importance of logical reasoning in human inquiry.</li> <li>2. To demonstrate data handling skills and summarize data with clarity.</li> <li>3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.</li> <li>4. To understand business problems and make decisions using appropriate statistical models and explain trends.</li> </ol>

	5. To demonstrate the knowledge on the process of organizing data and conducting statistical treatment.					
<b>Semester</b>	One	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		4	0	0	0	4
<b>Pre-requisites, if any</b>	NA					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Outline the relevant concepts of Statistics to a given context/business scenario	U	Y1-PO1	1
2	Demonstrate data handling skills with clarity and logical reasoning.	A	Y1-PO4	2
3	Organize business data and conduct statistical treatment.	A	Y1-PO3	1
4	Evaluate and interpret data using appropriate statistical techniques.	E, C	Y1-PO4	2
5	Explain data trends using appropriate statistical models	A	Y1-PO3	2

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

### COURSE CONTENT

Module	Course description	Hrs	CO No.
1	<b>Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis</b> Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean theory only and harmonic mean-theory only, measures of dispersion - range, quartile		CO1, CO2

	deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Concepts of Skewness and kurtoses and its importance.		
2	<b>Correlation and Regression</b> Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error- theory only. Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines -x on y, y on x, regression equations and regression coefficients.		CO2, CO3
3	<b>Probability and Probability distributions</b> Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions (theory only) – binomial, poisson and normal distributions.		CO3, CO4
4	<b>Introduction to Logic</b> Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.		CO4

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.</p> <p><i>Note to instructor:</i> Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc.</p>										
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA)</b> (Maximum Marks: 30)</p> <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Component</th> <th>Activity</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Sl. No	Component	Activity	Marks				
Sl. No	Component	Activity	Marks								

	1	Test (Best out of two)		15
	2	Assignments (Individual/ Group)	Provided below	15
	Total Marks			30
<b>B. End Semester Evaluation (Maximum Marks: 70)</b>				
Sl. NO	Component	Activity		Max. Marks
2	Written Examination of 2 hours	Short answer of 2 mark each (from last two units) 5 questions out of 8		2 X 5 = 10
		Short Essay -4 questions 5 marks each (out of 6 choices (problem and theory)		4 X 5 = 20
		Essay Question: 2 questions of 20 marks each from a choice of 4 questions (problem and case study)		2X 20 = 40
Total Marks				70

### Assignments

- A. Using EXCEL and the statistical concepts studies in this course, students should analyse any real-world data and interpret the results. Primary or Secondary data may be used for this purpose. For example, calculate mean, median, mode, standard deviation, and range of sales data from a local vendor or environmental indicators such as air quality index, water usage, or carbon emissions; finding out the correlation and regression coefficient with expenditure and income data from 50 students (5 marks) (group)
- B. To understand and identify the skewness and kurtosis of a given dataset using real-life data. Choose a real-life dataset. This could be from sources such as:

- Public datasets available online (e.g., government databases)
- Data from a project at work or school.
- Personal data you have collected (e.g., daily step count, expenses).

Calculate basic statistics (mean, median, mode, standard deviation) of the chosen numerical variable.

Identify skewness and kurtosis and visualise data using histogram. Also overlay the normal distribution curve for comparison (4 marks) (individual).

Reference:

Textbooks (Latest Editions):

1. Levin R. I. & Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing.
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons.
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J.K. *Business Statistics*, Vikas Publishing House.

Reference Research Paper:

1. Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organisations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
2. Stanovich, K.E., & West, R.F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

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Syllabus



# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>					
<b>Course Name</b>	Business Communication-I					
<b>Type of Course</b>	CORE COURSE					
<b>Course Code</b>	MG1CCRBBA103					
<b>Course Level</b>	<b>NA</b>					
<b>Course Summary</b>	<p>This course focuses on bringing in perspective the importance of Business Communication for organisations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organisational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To understand the concept, process, and importance of Business Communication.</li> <li>2. To help students in understanding the basic principles and techniques of business communication.</li> <li>3. To train students to acquire and master written communication for the corporate world.</li> <li>4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.</li> </ol>					
<b>Semester</b>	One	Credits			3	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	0	0	3
<b>Pre-requisites, if any</b>	NA					



## COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.	U	Y1-PO1	4
2	Apply the skills of effective letter writing and be able to create various kinds of Business letters.	A	Y1-PO2	9
3	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.	An	Y1-PO2, Y1-PO4	1,9
4	Able to present in front of audience with confidence and expertise.	S	Y1-PO2	4
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)				

## COURSE CONTENT

Module	Course description	Hrs	CO No.
1	<b>Introduction to Communication in Organisations</b> Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.		CO1
2	<b>Written Communication</b> Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation.		CO2

3	<p><b>Interpersonal Communication</b></p> <p>Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho).</p>		CO3
4	<p><b>Digital Communication</b></p> <p>Social media and individual, social media &amp; organisations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes &amp; responsibilities; introduction to personal and organisational websites.</p>		CO4

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <p>Lectures, Seminars and Presentations, Assignments, Case Studies, Group Discussions</p>										
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA)</b> (Maximum Marks: 25)</p> <table border="1"> <thead> <tr> <th>Sl. No</th> <th>Component</th> <th>Activity</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Test (Best out of two)</td> <td></td> <td>10</td> </tr> </tbody> </table>			Sl. No	Component	Activity	Marks	1	Test (Best out of two)		10
Sl. No	Component	Activity	Marks								
1	Test (Best out of two)		10								

	2	Presentation using tools specified in Unit 3 (PPT, Infographics, Prezi, Visme, Sway, Zoho etc.) – Individual	Business /Management related presentation	15
	Total Marks			25
<b>B. End Semester Evaluation (Maximum Marks: 50)</b>				
<b>Sl. No</b>	<b>Component</b>	<b>Activity</b>		<b>Max. Marks</b>
1	Record Submission & Practical Test	Record submission as per point No.4 in Reflective Exercises & Cases (10 Marks)		20
		Practical Test- Written - random pick from a basket of questions (10 Marks)		
2	Written Examination 1.5 hours	Short Essay - 2 out of 4 questions 5 marks each		2x5=10
		Essay Question: 2 questions of 10 marks each from a choice of 4 questions (long essay and case study)		2x10=20
Total Marks				50

Reference:

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, “Business Communication: Connecting in a Digital World”, McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.

4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication.
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.
6. Rajendra Pal Korahill, –Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
7. Ramesh, MS, & C. C Pattanshetti, –Business Communication, R. Chand & Co, New Delhi.
8. Rodriguez M V, –Effective Business Communication Concept, Vikas Publishing Company.

#### References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

#### Reflective Exercises and Cases:

1. Preparing on curriculum vitae/resume and cover letter.
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
3. Case study- Barry and effective communication barriers <http://www.lrjj.cn/encrm1.0/public/upload/CommunicationCaseStudy1.pdf>
4. Prepare a record book of various letters mentioned in UNIT II. List of letters to be written in the record book.

#### Sales Letters

1. New Product Launch: Announcing and promoting a new product to existing and potential customers.
2. Seasonal Sale Promotion: Informing customers about an upcoming seasonal sale or special discount event.
3. Service Upgrade Offer: Encouraging clients to upgrade to a premium service with highlighted benefits.
4. Loyalty Program Invitation: Inviting valued customers to join an exclusive loyalty program with special perks.

#### Complaint & Follow-up Letters

1. Product Defect Complaint/wrong supply of goods: Addressing an issue with a defective product received by a customer.
2. Service Delivery Delay Complaint: Complaining about a delay in the delivery of a service or product.
3. Follow-up on Unresolved Issue: Following up on a previously reported

issue that has not been resolved.

4. Complaint About Poor Customer Service: Reporting unsatisfactory customer service experience and seeking resolution.

### Promotion Letters

1. Employee Promotion Announcement: Announcing the promotion of an employee to a higher position within the company.
2. Internal Promotion Application: Applying for an internal promotion by highlighting qualifications and achievements.

### Job Application Letters

1. Application for Software Developer Role: Seeking a position as a Software Developer at a tech startup.
2. Application for Sales Representative Job: Applying for a Sales Representative position in a reputed sales company.
3. Application for Human Resources Specialist: Applying for a Human Resources Specialist position in a multinational corporation.

### Cover Letters

1. Cover Letter for an Accounting Job: Emphasizing accounting qualifications and professional achievements.
2. Cover Letter for a Customer Service Position: Detailing customer service skills and experience in previous roles.
3. Cover Letter for an Internship: Applying for an internship by outlining educational background and career aspirations.

### Resumes

1. Resume for a Senior Executive Role: Highlighting extensive leadership experience and strategic achievements.
2. Resume for a Recent Graduate: Emphasizing academic achievements, internships, and relevant coursework.
3. Resume for an Administrative Assistant: Highlighting administrative skills, organisational abilities, and professional experience.

### Resignation Letters

1. Resignation for Personal Reasons: Resigning due to personal or family matters requiring attention.
2. Resignation Due to Relocation: Resigning because of moving to a different city or country.
3. Resignation for Retirement: Announcing retirement and resigning from the current position.

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# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>					
<b>Course Name</b>	<b>Indian Systems of Health and Wellness</b>					
<b>Type of Course</b>	MULTIDISCIPLINARY ELECTIVE COURSE					
<b>Course Code</b>	MG1MDEBBA100					
<b>Course Level</b>	<b>NA</b>					
<b>Course Summary</b>	<p>This course aims to emphasize the significance of maintaining a healthy lifestyle by educating students on the essential aspects of physical and mental well-being. It seeks to raise awareness about lifestyle-related diseases and equips students with knowledge and strategies for effective stress management.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To understand the importance of a healthy lifestyle.</li> <li>2. To familiarize students about physical and mental health.</li> <li>3. To create an awareness of various lifestyle related diseases.</li> <li>4. To provide understanding of stress management.</li> </ol>					
<b>Semester</b>	One	Credits			2	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	0	0	0	2
<b>Pre-requisites, if any</b>	NA					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
1	Explain the concept and nature of health, wellness and its various implications	U	Y1-PO1, Y1-PO3	10

2	Demonstrate adequate knowledge on well-being and promotion of healthy behaviour	U	Y1PO1	10
<b>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</b>				

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Course description	Hrs	CO No.
1	<b>Introduction to Health &amp; Wellness:</b> Definition of Health, Importance of health in everyday life, Components of health – physical, social, mental, spiritual and its relevance, Concept of wellness, Mental health and wellness, Determinants of health behaviour, Health and Wellness at work place.		CO1
2	<b>Mind Body and Well-Being:</b> Mind body connection in health – concept and relation, Implications of mind- body connection, Wellbeing – why it matters? Digital wellbeing.		CO2
3	<b>Deficiency &amp; Diseases:</b> Malnutrition, under nutrition and over nutrition, Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks.		CO1
4	<b>Indian system of well being</b> Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health, happiness and well-being in India.		CO2

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <ul style="list-style-type: none"> <li>• Conduct interactive sessions and classes by health/medical/Ayush practitioners.</li> <li>• Students will have to create a comprehensive report and presentation on any one topic highlighting key findings and recommendations for promoting mental/ physical wellness in communities. A suggestive list of projects topics is provided below.</li> </ul>
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Assessment Types	<b>MODE OF ASSESSMENT</b>			
	<b>A. Continuous Comprehensive Assessment (CCA) (Maximum Marks: 15)</b>			
	Sl. No	Component	Activity	Marks
	1	Internal Exam 30 minutes (Best out of two)	Multiple Choice Question (30 questions of 1 mark each) (The marks obtained to be converted to 10)	10
	2	Assignments	(Any assignment topic related to the course objective)	5
	Total Marks			15
	<b>B. End Semester Evaluation (Maximum Marks: 35)</b>			
	Sl. No	Component	Activity	Max. Marks
	1	Project Presentation (Final Assessment)	Project presentation (Group project – 3 students in a group) 15 marks for project report and 20 marks for project presentation. (List of topics provided below)	35
	Total Marks			35

### Project Topics

- ✓ The Role of Mental Health in Overall Wellness
- ✓ The Comprehensive Definition of Health: Exploring the Multi-Dimensional Nature of Well-being
- ✓ The Role of Health in Daily Life: Enhancing Quality of Life Through Healthy Practices
- ✓ Components of Health: Analyzing the Interconnectedness of Physical, Social, Mental, and Spiritual Health
- ✓ Understanding Wellness: Beyond the Absence of Disease
- ✓ Mental Health and Wellness: Strategies for Promoting Mental Well-being in Modern Society
- ✓ Exploring the Mind-Body Connection: Understanding Its Impact on Physical Health



- ✓ Implications of the Mind-Body Connection in Chronic Disease Management
- ✓ Well-Being: Its Importance and How to Enhance It
- ✓ Digital Well-Being: Balancing Technology Use for Better Health
- ✓ Mind-Body Interventions: Evaluating Their Effectiveness in Promoting Well-Being
- ✓ The Impact of Malnutrition on Public Health: Addressing Under-nutrition and Over-nutrition
- ✓ Understanding the Human Body Systems and Common Diseases: Prevention and Management
- ✓ The Sedentary Lifestyle Epidemic: Assessing the Risks and Solutions
- ✓ Health Risks of Modern Lifestyles: Balancing Convenience with Well-being
- ✓ Nutritional Deficiencies and Their Impact on Health: Identification and Intervention
- ✓ Health Beliefs in India: Understanding Traditional and Modern Perspectives
- ✓ AYUSH: A Comprehensive Overview of India's Traditional Health Systems
- ✓ Indigenous Health Perspectives: The Role of Traditional Knowledge in Modern Health Practices
- ✓ Happiness and Well-being in India: Cultural and Societal Influences
- ✓ Integrating Traditional and Modern Health Systems in India: Challenges and Opportunities.

*"This is a list of project topics, but it is not an exhaustive list."*

Text Books / References:

1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge
2. C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease management.

**Syllabus**  
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# Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>BBA/ BBA (HONOURS) / BBA (HONOURS WITH RESEARCH)</b>					
<b>Course Name</b>	<b>Environmental Science and Sustainability</b>					
<b>Type of Course</b>	VALUE ADDED COURSE					
<b>Course Code</b>	MG1VACBBA100					
<b>Course Level</b>	<b>NA</b>					
<b>Course Summary</b>	<p>This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.</p> <p style="text-align: center;">Course Objectives:</p> <ol style="list-style-type: none"> <li>1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.</li> <li>2. This course will equip students to make decisions that consider environmental consequences.</li> <li>3. This course will enable future business graduates to become environmentally sensitive and responsible managers.</li> </ol>					
<b>Semester</b>	One	Credits		2	Total Hours	
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		2	0	0	0	

Pre-requisites, if any	NA
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### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	Annual PO No	MGUPO
1	Understand the basic environmental concepts and issues relevant to the business and management field.	U, R	Y1-PO1	6,10
2	Recognize the interdependence between environmental processes and socioeconomic dynamics.	U, An	Y1-PO3	6
3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	E	Y1-PO3	1
4	Identify possible solutions to curb environmental problems caused by managerial actions.	An, E	Y1-PO4	1
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	A, C	Y1-PO4	10

**\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**

### COURSE CONTENT

Content for Classroom transaction (Units)

Module	Course description	Hrs	CO No.
1	<b>Understanding Environment, Natural Resources, and Sustainability:</b> Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues.		CO1
2	<b>Ecosystems, Biodiversity, and Sustainable Practices:</b> Various natural ecosystems, learning about their structure, functions, and ecological		CO2

	<p>characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.</p> <p>Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.</p>		
3	<p><b>Environmental Pollution, Waste Management, and Sustainable Development</b></p> <p>Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.</p>		CO1
4	<p><b>Social Issues, Legislation, and Practical Applications</b></p> <p>Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations.</p>		CO2

<p><b>Teaching and Learning Approach</b></p>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <ul style="list-style-type: none"> <li>• Conduct interactive sessions and classes by environmental scientist and consultants.</li> <li>• Students will have to create a comprehensive report and presentation on any one topic highlighting key findings and recommendations for improving environmental and sustainable management in societies. A suggestive list of projects topics is</li> </ul>
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	also provided.			
<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>			
	<b>Continuous Comprehensive Assessment (CCA)</b> (Maximum Marks: 15)			
	Sl. No	Component	Activity	Marks
	1	Internal Exam 30 minutes (Best out of two)	Multiple Choice Question (30 questions of 1 mark each) (The marks obtained to be converted to 10)	10
	2	Assignments/Dossier	(Any assignment or Dossier topic related to the course objective)	5
	Total Marks			15
	<b>B. End Semester Evaluation</b> (Maximum Marks: 35)			
	Sl. No	Component	Activity	Marks
	1	Project Presentation (Final Assessment)	Project evaluation and viva voce 15 marks for project report and 20 marks for viva voce examination	35
	Total Marks			35

#### Suggested list of project topics

- ✓ Ecosystem Analysis and Conservation Strategies: Study the structure and function of a local ecosystem and propose strategies for its conservation, both in situ and ex situ.
- ✓ India's Biodiversity and Conservation Efforts: Examine the significance of India as a mega diverse nation and evaluate current conservation efforts and nature reserves.
- ✓ Renewable vs Non-Renewable Resources: Analyze the usage, advantages, and challenges associated with renewable and non-

- renewable natural resources in a specific region.
- ✓ Impact of Human Activities on Natural Resources: Investigate the impact of human activities on the availability and quality of natural resources, with a focus on sustainable utilization.
  - ✓ Impact of Pollution on Human Health: Assess the effects of air, water, soil, or noise pollution on human health in an urban area.
  - ✓ Deforestation and Its Impact on Biodiversity: Explore the causes and consequences of deforestation and propose measures to mitigate biodiversity loss.
  - ✓ Climate Change Adaptation and Mitigation Strategies: Evaluate the effectiveness of current strategies to combat climate change and global warming in a specific country or region.
  - ✓ Innovative Waste Management Solutions: Investigate and propose innovative methods for waste management, focusing on recycling, composting, and waste-to-energy technologies.
  - ✓ Implementation of SDGs in Developing Countries: Case study analysis of the implementation of specific SDGs in a developing country, focusing on successes and challenges.
  - ✓ Sustainable Practices in the Fashion Industry: Explore sustainable practices within the fashion industry and assess their impact on environmental conservation.
  - ✓ Sustainability in Urban Planning: Investigate how urban planning practices can contribute to achieving sustainability and SDGs in growing cities.
  - ✓ Comparative Study of SDG Implementation: Conduct a comparative study of the implementation of SDGs in two different countries, highlighting best practices and areas needing improvement.
  - ✓ Technological Innovations in Sustainability: Examine emerging technological trends in sustainability and their potential impact on environmental conservation.
  - ✓ Challenges in Promoting Sustainable Practices: Identify and analyze the major challenges faced in implementing sustainable practices in a specific industry or region.
  - ✓ Role of Education in Sustainability: Investigate the role of education and awareness programs in promoting sustainability among different age groups.
  - ✓ Future Career Opportunities in Sustainability: Explore the future prospects and career opportunities in the field of sustainability, including the skills required and potential job roles.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
- Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage LearningIndia Pvt Ltd.

- Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.
- Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13<sup>th</sup> ed.). Pearson.

#### References

#### Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html>
- [www.myfootprint.org](http://www.myfootprint.org)
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/king/ecosystem/ecosystem.html>



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**MGU-BBA (HONOURS)**

# Syllabus