

# **COURSE OF STUDIES**

## **Bachelor in Business Administration**

**(Based on NEP2020 Framework)**

**BBA (Honours)**

**&**

**BBA (Honours with Research)**

**(With effect from 2024-25)**

**KHALLIKOTE UNITARY UNIVERSITY  
BERHAMPUR-760001**

**DISTRIBUTION OF MARKS**  
**Semester and Continuous Evaluation**  
**(Irrespective of Credit in a Course / Paper)**

Course Type	Maximum Marks	End-Sem Theory	Continuous Evaluation Marks/Sessional	Mid-Sem Theory Marks	End-Sem Practical Marks	Mid-Sem Practical Marks
Without Practical	100	60	20	20	----	----
With Practical	100	50	10	10	20	10

**DISTRIBUTION OF SESSIONAL MARKS**  
**(Departments shall preserve all records of Sessional Examination)**

Course Type	Maximum Marks	Mid-Semester	Attendance	Surprise Test	Assignment/Presentation
Without Practical	40	20 marks	Above 95% (5 Marks)	10 Marks	5 Marks
With Practical	30	20 marks(Theory-10 & Practical-10)	85% to 94% (4 Marks)  75% to 84% (3 Marks)	5 Marks	NIL

## **Question Pattern of Term End Examination (End-Sem.)**

**Term End theory examination shall be for 100 marks of 3 hours duration.**

**The weightage shall be 50 with practical and 60 without practical.**

<b>Question Pattern</b>	<b>Type</b>	<b>With Practical (100 Marks)</b>	<b>Without Practical (100 Marks)</b>
<b>PART-I (Objective)</b>	<b>Answer in MCQ One word sentence (All are compulsory)</b>	<b>1 X 10=10</b>	<b>1 X 10=10</b>
<b>PART-II (Very Short Type)</b>	<b>Answer: Maximum 50 words (All are compulsory)</b>	<b>2 X 9=18</b>	<b>2 X 9=18</b>
<b>PART-III (Short Type)</b>	<b>Answer: Maximum 250 words (Any 8 out of 10 questions)</b>	<b>5 X 8=40</b>	<b>5 X 8=40</b>
<b>PART-IV (Long Type)</b>	<b>Answer: Maximum 800 words (Any 4 out of 5 questions)</b>	<b>8 X 4=32</b>	<b>8 X 4=32</b>

### **For Practical Paper**

- **Full Marks – 20**
- **Duration – 3 hours**
- **One major Experiment - 10 marks**
- **Laboratory Records – 05 marks**
- **Viva Voce – 05 marks**

**SEMESTER – I(BBA)**

<b>Sl. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>1</b>	<b>CC101</b>	<b>Principles and Practices of Management</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>2</b>	<b>CC102</b>	<b>Financial accounting</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>3</b>	<b>CC103</b>	<b>Business Statistics and Logic</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>4</b>	<b>AEC101</b>	<b>Business Communication</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>5</b>	<b>AEC102</b>	<b>General English</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>6</b>	<b>VAC101</b>	<b>Environmental Science and Disaster Management</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>7</b>	<b>MDE101</b>	<b>Indian Knowledge System</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>TOTAL</b>						<b>20</b>

**SEMESTER – II (BBA)**

<b>Sl. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>1</b>	<b>CC201</b>	<b>Human Behavior And Organization</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>2</b>	<b>CC202</b>	<b>Marketing Management</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>3</b>	<b>CC203</b>	<b>Business Economics</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>4</b>	<b>AEC201</b>	<b>Business Communication - II</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>5</b>	<b>MDE201</b>	<b>Understanding And Managing Self</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>6</b>	<b>VAC101</b>	<b>Indian Constitution</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>7</b>	<b>SEC201</b>	<b>Media Literacy And Critical Thinking</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>TOTAL</b>						<b>20</b>

## SEMESTER – I

<b>CC101</b>	<b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	<b>3L:1T:0P</b>	<b>4Credits</b>
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### UNIT-I

Introduction: Management Concept; Characteristics and Importance of Management, Managerial Roles; Function of managers; Levels of management; Managerial skills. Planning: Nature; Signification; Process and Types; Decision Making: Process; Group decision making.

### UNIT-II

Organization: Nature; Significance; Principles of organization;;Organization structure formal, Informal; Lne structure; Line and staff structure; Staffing: Importance and Process of staffing.

### UNIT-III

Motivation: Concept; Need theory of motivation. Leading: Concept and leadership Styles;Likert's leadership style, leadership as a continuum, managerial grid and Fiedler's contingency model. Effective Communication.

### UNIT-IV

Controlling: Concept and process; Management of Change: Concept, nature and process of planned change, Resistance of change, overcoming resistance to change.

#### Recommended Books:

1. Principles of Management: R.K.Shrma& S.K. Gupta (Kalyani)
2. Principles of Management: L.M.Prasad (S.Chand& Co

<b>CC102</b>	<b>FINANCIAL ACCOUNTING</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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## **UNIT -I**

Introduction to Accounting: Meaning of Accounting: Book Keeping – The Basis of Accounting, Evolution of Accounting; Sub fields of Accounting; Users of Accounting information.

Accounting Cycle, Journal and Ledger: Accounting Cycle; Identification of Transactions; Recording of transactions in Journal; The Ledger. Accounting Concepts.

## **UNIT -II**

Subsidiary Books of Account: Subdivision of Journal; Cash Book; Purchase Day Book; Sales Day Book; Purchase returns Book; Sales Return Book; Bills receivable and payable Book; Journal Proper.

The Trial Balance: Introduction; Objectives in Drawing up a Trial Balance; Construction of a Trail Balance; Errors disclosed and not disclosed by a Trial Balance; rectification of errors.

Capital and Revenue: Introduction; Capital and Revenue Expenditures; Deferred Revenue Expenditure; Capital and Revenue Receipts; Capital and Revenue Profits; Capital and Revenue Losses.

## **UNIT-III**

Bank Reconciliation Statement

Final Accounts: Preparation of Trading and Profit and Loss Account and Balance Sheet of Non-Corporate entities with important adjustments

## **UNIT – IV**

Accounting for Nonprofit Organization: Non-profit Entities; Characteristics of nonprofit organization; preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet with important adjustment.

Recommended Books:

Double Entry Book-keeping: C.Mohan Joneja, A.S.Arora, R.C.Chawla, K.K.Saxena (K.P)

Financial Accounting: P.C. Tulsian (Pearson)

Higher Secondary Accounting: Hanif, Mukherjee, Biswal and Sharma

<b>CC103</b>	<b>BUSINESS STATISTICS AND LOGIC</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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## **UNIT-I**

### **Measures of Central Tendency, Dispersion & Moments**

Classification and tabulation of data, frequency distribution, diagrams and graphs, Measure of Central Tendency- Arithmetic mean, Weighted arithmetic mean, Median, Mode, Geometric mean and Harmonic Mean, Measures of dispersion- range, quartile deviation, mean deviation from mean, standard deviation and coefficient of variation.

Moments: meaning, Moments about the origin, Central Moments and skewness, Karl Pearson's and Bowley's measures of skewness, concept of Kurtosis (Beta, Gamma constants)

## **UNIT - II**

### **Correlation and Regression Analysis**

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient. 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 and its properties.

## **UNIT-III**

### **Probability and Probability Distributions**

Introduction to Probability, Basic concepts of probability-Classical definition, Axiomatic approaches, Addition and Multiplication rules, Baye's rule of Probability, Random variable, Probability Mass function, Probability Distributions – Binomial, Poisson Distributions and its Mean and variance.

## **UNIT-IV**

### **Introduction to Logic**

Logic: Meaning, Proposition, Symbolic logic, Truth table, Disjunction, conjunction, Implications, Tautology and Contradiction, Number series, coding decoding and odd man outs series, seating arrangements– linear and circular, blood relations, Arithmetic and Geometric progressions.

### **Readings:Textbooks (LatestEditions):**

LevinR.I.&RubinD.S.StatisticsforManagement.Delhi:Pearson.

Pillai&Bagavathi.Statistics,TheoryandPractice,SChandPublishing

SP Gupta.StatisticalMethods,SultanChandandSons

SCGupta.FundamentalsofStatistics,HimalayaPublishingHouse

Sharma,Gupta,ThePracticeofBusinessStatistics,KhannaPublishingHouse.

SharmaJ.K.BusinessStatistics,VikasPublishingHouse

<b>AEC101</b>	<b>BUSINESS COMMUNICATION</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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## **UNIT-I**

Communication in language - its features.

Writing skills - its features - how it differs from other language skills. How to put ideas together, writing paragraphs, identifying the logical development of ideas in piece writing.

## **UNIT -II**

Report writing - How to present facts clearly and logically. Standard formats for writing  
Preparation of abstract technical documents.

## **UNIT-III**

Reading skills – Reading to get main ideas. Identifying the logical development of ideas in a piece writing, reading to summarize, reading to take and make notes.

## **UNIT -IV**

Speaking – Group discussion based on current topics. Group dynamics Paralinguistic communication - gestures, actions, body language Linguistic tools for better communication.

Audio-visual aids for communication.

Communicative/functional Grammar –Communicative use of structures, collocations.

Books:

1. A Communicative Grammar of English By Geoffrey Leech and Jan Svartvik, Longman
2. A millennium Guide to Writing and Speaking English by J.D. Chand & B.C. Das
3. Oxford Guide to Writing and Speaking, OUP. By John Sealy



<b>AEC 102</b>	<b>GENERAL ENGLISH – I</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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## **UNIT- I**

### **Vocabulary Building**

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

## **UNIT-II**

### **Basic Writing Skills**

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

## **UNIT- III**

### **Identifying Common Errors in Writing**

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

## **UNIT- IV**

### **Nature and Style of sensible Writing**

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing

## **UNIT-V**

### **Oral Communication:**

Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations.

### **Text/Reference Books (Latest Editions):**

AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,  
 Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing,  
 Practical English Usage. Michael Swan. OUP.  
 Remedial English Grammar. F.T. Wood. Macmillan.  
 On Writing Well. William Zinsser. Harper Resource Book.  
 Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press.  
 Communication Skills. Sanjay Kumar and Pushpa Lata. Oxford University Press.  
 Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

<b>VAC 101</b>	<b>ENVIRONMENTAL SCIENCE &amp; DISASTER MANAGEMENT</b>	<b>2L:0T:0P</b>	<b>2 Credits</b>
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### **Unit I: Multidisciplinary nature of environmental studies (12 Periods)**

Definition, scope and importance

Need for public awareness

Environmental Pollution

Definition

• Cause, effects and control measures of:-

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Radiation pollution

### **Unit II: Natural Resources: (12 Periods)**

#### **Renewable and non-renewable resources:**

Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies.  
Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources : World food problems, changes caused by agriculture and Overgrazing, effects of modern agriculture, fertilizer-pesticide problems, waterlogging, salinity, case studies.
- e) Energy resources : Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

#### **Biodiversity:-**

Introduction-Definition; Biogeographically classification of India

India as a mega diversity nation. Hot spots of biodiversity, Threats to biodiversity.

Endangered and endemic species of India. Conservation of biodiversity. In Situ and Exso conservation of biodiversity

### **Unit-III: Disaster Management (12 Periods)**

1. Disaster Management: Types of disasters (natural and Man-made) and their causes and effect)
2. Vulnerability Assessment and Risk analysis: Vulnerability to various disasters (Flood, Cyclone, Earthquake, Heat waves, Desertification and Lighting)
3. Institutional Framework: Institutional arrangements for disaster management (National Disaster Management Authority (NDMA), State Disaster Management Authority (SDMA), Disaster Management Act, 2005, District Disaster Management Authority (DDMA), National Disaster Response Force(NDRF) and Odisha Disaster Rapid Action Force(ODRAF)

4. Preparedness measures: Disaster Management cycle, Early Warning System, Pre-Disaster and Post-Disaster Preparedness, strengthening of SDMA and DDMA, Community Preparedness for flood cyclone, heat waves, fire safety, lightening and snake biting. Stakeholders' participation, Corporate Social Responsibility (CSR)
5. Survival Skills: Survival skills adopted during and after disaster (Flood, Fire, Earthquake, Cyclone and Lightening), Disaster Management Act-2005, Compensation, and Insurance

#### **Unit IV: Social Issues and the Environment (9Periods)**

A.

- a) Environmental Ethics: Issues and possible solutions.
- b) Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies
- c) Environment Protection Act
- d) Air (Preservation Control of Pollution) Act
- e) Water (Preservation Control of Pollution) Act
- f) Wildlife Protection Act
- g) Forest Conservation Act
- h) Solid waste management Cause, effect and Control Measure of Urban and Industrial waste  
(Role of each individual in conservation of Natural resources and prevention of Pollution)

B. Human Population and the Environment

Population Ecology: Individuals, species, population, community

Human population growth, population control method

Urbanization and its effect on society

#### **Unit V: Field work (15 Periods of 30 hrs)**

- Visit to an area to document environmental assets: river/forest/flora/fauna, etc.
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge ,etc

<b>MDE 101</b>	<b>INDIAN KNOWLEDGE SYSTEM</b>	<b>2L:0T:0P</b>	<b>2 Credits</b>
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## **UNIT-I**

### **Introduction to IKS**

- Caturdaśa Vidyāsthānam: 64 Kalas, 14 Vidyas, Four Vedas- Introduction. Itihaasa - Lessons of management from Ramayana and Mahabharata
- The concept of Prakriti (Jad) and Purush (Chetana): Human as co-existence of Jad & Chetan, Pancha-Mahabhutas
- Aims of Human life at individual level and societal level: At societal level: Four Purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress)

## **UNIT-II**

### **Indian Traditional Knowledge Science and Practices:**

- Introduction to Science and research in Ancient India,
- Traditional agricultural practices, -Traditional water-harvesting practices, -Traditional Livestock and Veterinary Sciences, -Traditional Houses & villages, -Traditional Ayurveda & plant based medicine

## **UNIT-III**

### **Ancient Architecture Principle & Planning :**

- Residence Planning - site selection, site orientation- aspect, prospect, grouping, circulation, privacy, furniture requirements
- Vaastu Shastra and its importance in building interrelationship with human and nature
- Vastu shastra and its application in city layout
- Town Planning: Town plans of Harappa, Mohenjodaro, Pataliputra

## **UNIT IV**

### **The Introduction to Ancient Mathematics & Astronomy:**

- Introduction to inception of Mathematics & Astronomy from Vedic periods,
- Details of different authors who has given mathematical & astronomical sutra e.g. Arytabhatta, Bhaskara, Brahmagupta, Varamahira, Budhyana, Panini.

## SEMESTER-II

CC 201	HUMAN BEHAVIOR AND ORGANIZATION	3L:1T:0P	4 Credits
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### UNIT-I

**Introduction:** Meaning & Definition; Importance of OB; Various schools of thought;

**Perception:** Meaning; Factors affecting; Application of perception concepts of OB; Managerial application of perception; Distortion in perception

### UNIT -II

**Attitudes:** Concept; Types; Attitude: types, Factors in attitude formation. **Personality:** Determinants; Theories – Psychoanalytical. **Learning:** Concept, conditioning theories.

### UNIT -III

**Work Stress:** causes, Effects, Stress Management: Individual coping Strategies, Organizational Coping Strategies, Counseling **Motivation:** Concept; Vroom's expectancy theory, equity theory.

**Leadership:** Meaning; Theories: Behavioral theory, transformation theory.

### UNIT -IV

**Conflict:** Nature; Sources; Conflict resolution techniques; **Transactional Analysis:** Ego states, Types of Analysis,

### RECOMMENDED BOOKS:

1. Organizational Behaviour: Stephen Robbins (PHI)
2. Organizational Behaviour: L.M. Prasad
3. Organizational Behaviour: K.Aswathappa (HPH)
4. Management Process and Organizational Behaviour: P.K.Agarwal

<b>CC 202</b>	<b>MARKETING MANAGEMENT</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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### **UNIT-I**

Introduction: Marketing concepts; Selling vs. Marketing; Marketing mix;

Markets Segmentation: Concept; Importance; Bases for market segmentation.

### **UNIT-II**

Product: Concept; New Product development; Product life cycle concept;

Brand: Concept of Branding; Advantages of branding.

### **UNIT -III**

Price: Concept; Importance of pricing; Methods of pricing;

Place: Types of distribution channels; Factors affecting choice of distribution channel.

### **UNIT-IV**

Promotion: Various promotional tools; Advertising: Benefits of advertising; Sales promotion: various tools; Public relation: functions; Personal selling – advantages.

Recommended Books:

Marketing Management - Arun Kumar, N Meenakshi (VIKAS).

Marketing Management – Philip Kotler (PHI)

Marketing Management – C.N.Sontaki (Kalyani)

Marketing Management – S.A.Sherlekar (Himalaya)

Principles of Marketing – P.Ravi Lochana

<b>CC 203</b>	<b>BUSINESS ECONOMICS</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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## **UNIT-I**

### **Fundamentals and Basic elements of Microeconomics**

The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.

Scope of Study and Central Problems of Micro and Macroeconomics

Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.

Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

## **UNIT-II**

### **Producer And Consumer Behavior**

Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.

Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

## **UNIT-III**

### **Analysis of Market**

Concept of Market and Main Forms of Market.

Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

## **UNIT-IV**

### **National Income and Various Indian Economy Challenges**

Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.

A Brief Introduction of Indian Economy - Pre-and Post-Independence.

Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings:

Text Books (Latest Editions):

Varian. H.R: Micro Economics A modern Approach

Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.

Ahuja, H.L. Advanced Economic theory

Jain K.P. Advanced Economic theory

<b>AEC 201</b>	<b>Business Communication-II</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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## **UNIT-I**

Foundations of Business Communication

Achieving success through effective business communication.

Communicating in terms & mastering listening and non-verbal communication skills.

## **UNIT-II**

Applying the three-step writing process.

Planning and writing business messages.

Writing Letters, Memos, E-mail

Writing routines, good-news & bad news messages.

## **UNIT-III**

Designing & Delivering Oral Presentations

Planning, writing and completing oral presentations.

Enhancing oral presentations with electronic slide shows and overhead transparencies.

## **UNIT-IV**

Writing employment messages and interviewing for jobs.

Writing resumes and application letters.

Interviewing for employment and following up.

## **Books:**

Business Communication Today - Bovee Thill Schatzman.

Lesiker's Business Communication (TMH)



<b>MDE 201</b>	<b>UNDERSTANDING AND MANAGING SELF</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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## **UNIT-I**

### **Understanding and Exploring Self:**

(i) Definition of Self; Dimensions of Self; Importance of Self-Awareness, Exploring self through Johari-Window & SWOC Analysis (ii) Emotional Intelligence: Meaning and Definition, Need for Emotional Intelligence, Competencies of Emotional Intelligence; Skills to develop emotional Intelligence SWOC Analysis of self Learning Outcomes • Understand the basic concepts of self and enhance their self-Awareness skills

## **UNIT-II**

### **Managing Self:**

Stress Management: What is Stress? Sources of Stress; Effect of Stress, Managing Stress: Relaxation Exercise, Yoga and Meditation; Time Management: Principles and Techniques; Being Assertive, Saying 'No' (ii) Improving interpersonal relationships through 'Transactional Analysis': Understanding Ego states, Transactions, Life Positions.

## **UNIT –III**

### **Self Counseling:**

Counseling Process and Skills: Counseling Relationship- Meaning and nature, counseling interview, Rapport Building, Assessment of Problems, Setting goals, selecting and designing interventions, Termination of counseling

## **UNIT-IV**

### **Ethical Standards in Counseling:**

Ethics and Professional issues in Counseling, Definition of ethics, Professional codes of ethics and standards, legal concerns of counselors, the right of Informed Consent, Dimension of Confidentiality, Strategies to maintain ethical standards

### **Text Books:**

✓ Soft Skills: An Integrated Approach to Maximize Personality, Gajendra S. Chauhan, Sangeeta Sharma, Wiley India

✓ Personality Development and Soft Skills, Barun K. Mitra, Oxford Press

### **Reference Books: ✓**

Trevor J. Powell, Mental Health Handbook (2017), 3rd Edition, Routledge

✓ David A. Whetten, Kim. S. Cameron, Developing Management Skills (2011), 8th Edition, PHI Learning Private Limited.

<b>VAC 201</b>	<b>INDIAN CONSTITUTION</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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### **UNIT I: An Economic History of the Constitution of India**

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice

### **UNIT II: Fundamental Rights and Business in India**

Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

### **UNIT III: Fiscal Federalism**

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

### **UNIT IV: Constitutional battles that shaped the economy**

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetization, Aadhaar Readings:

#### **References:**

The Oxford Handbook of the Indian Constitution, Oxford university press.

#### **Cases**

Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248

State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)

Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)

Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)

<b>SEC 201</b>	<b>MEDIA LITERACY AND CRITICAL THINKING</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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## **UNIT-I**

### **Foundations of Media Literacy and Critical Thinking**

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

## **UNIT-II**

### **Deconstructing Media Texts**

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

## **UNIT-III**

### **Media Consumption and Production Dynamics**

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analyzing audience consumption patterns

## **UNIT-IV**

### **Ethics, Regulation, and Digital Media Literacy**

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

### **Text Books** (Latest Editions):

Potter, W. J. Media literacy (8th ed.). SAGE Publications.

Hobbs, R. Media literacy in the digital age. Routledge.

Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.

Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.

Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.

Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.

Barbour, K., & Marshall, J. The media literacy handbook. ASCD.

Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.



