

**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

## **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.

# SYLLABUS INDEX - SEMESTER 2

| COURSE CODE                   | COURSE COMPONENTS | COURSE                                                          | CREDITS   | HOURS |   |   |   |           |
|-------------------------------|-------------------|-----------------------------------------------------------------|-----------|-------|---|---|---|-----------|
|                               |                   |                                                                 |           | L     | T | P | O | Total     |
| MG2CCRBBA100                  | CC                | Organisation Behaviour (Business Administration)                | 4         | 4     | 0 | 0 | 0 | 4         |
| MG2CCRBBA101                  | CC                | Marketing Management (Business Administration)                  | 4         | 4     | 0 | 0 | 0 | 4         |
| MG2CCRBBA102                  | CC                | Business Economics (Business Administration)                    | 4         | 4     | 0 | 0 | 0 | 4         |
| MG2VACBBA100                  | VAC               | Indian Constitution (Business Administration/ Business Law)     | 2         | 2     | 0 | 0 | 0 | 2         |
| MG2SECBBA100                  | SEC               | Emerging Technologies and Application (Business Administration) | 2         | 1     | 0 | 2 | 0 | 3         |
| MG2MDEBBA100                  | MDE               | Media Literacy and Critical Thinking (Business Administration)  | 2         | 2     | 0 | 0 | 0 | 2         |
|                               | AEC               | AEC English                                                     | 3         | 3     | 0 | 0 | 0 | 3         |
|                               | AEC -OL           | AEC - Other Languages                                           | 3         | 3     | 0 | 0 | 0 | 3         |
| <b>TOTAL CREDIT AND HOURS</b> |                   |                                                                 | <b>24</b> |       |   |   |   | <b>25</b> |



# Mahatma Gandhi University

## Kottayam

|                         |                                                                                                                                                                                                                                                                                                                                                                                     |                              |          |           |             |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------|-----------|-------------|
| <b>Programme</b>        | <b>Bachelor in Business Administration (Honours)</b>                                                                                                                                                                                                                                                                                                                                |                              |          |           |             |
| <b>Course Name</b>      | <b>Organisation Behaviour</b>                                                                                                                                                                                                                                                                                                                                                       |                              |          |           |             |
| <b>Type, of course,</b> | <b>CORE COURSE</b>                                                                                                                                                                                                                                                                                                                                                                  |                              |          |           |             |
| <b>Course Code</b>      | MG2CCRBBA100                                                                                                                                                                                                                                                                                                                                                                        |                              |          |           |             |
| <b>Course Level</b>     | NA                                                                                                                                                                                                                                                                                                                                                                                  |                              |          |           |             |
| <b>Course Summary</b>   | <p>This course will cover principles and concepts to understand how individuals interact with each other and their environment in organisational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.</p> |                              |          |           |             |
| <b>Semester</b>         | 2                                                                                                                                                                                                                                                                                                                                                                                   | MGU-BBA (HONOURS)<br>Credits |          |           | Total Hours |
| <b>Course Details</b>   | Learning Approach                                                                                                                                                                                                                                                                                                                                                                   | Lecture                      | Tutorial | Practical | Others      |
|                         |                                                                                                                                                                                                                                                                                                                                                                                     | 60                           |          |           |             |
| <b>Pre-requisites</b>   |                                                                                                                                                                                                                                                                                                                                                                                     |                              |          |           |             |

## COURSE OUTCOMES (CO)

| CONo.                                                                                                                           | Expected Course Outcome                                                                                                    | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| 1                                                                                                                               | To develop a basic understanding of the concept of organisational behaviour                                                | U                  | 1            | 1      |
| 2                                                                                                                               | Demonstrate theoretical knowledge of human behaviour and its implications in the organisation.                             | A                  | 2            | 8      |
| 3                                                                                                                               | To understand and examine individual and group behaviour in the workplace to improve the effectiveness of an organisation. | An                 | 3            | 6      |
| 4                                                                                                                               | To understand organisation culture and analyse leadership styles.                                                          | An                 | 3            | 5      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                                            |                    |              |        |

## COURSE CONTENT

### Content for Classroom transactions (Units)

| Module                                             | Course description                                                                                                                                                | Hrs           | CO No. |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|
| <b>1: Introduction to Organisational Behaviour</b> |                                                                                                                                                                   | <b>6 Hrs</b>  |        |
| 1.1                                                | Meaning, importance, and historical development of organisational behaviour                                                                                       | 2             | CO1    |
| 1.2                                                | Factors influencing organisational behaviour; Contributing disciplines of OB                                                                                      | 4             | CO1    |
| <b>2: Individual Behaviour</b>                     |                                                                                                                                                                   | <b>30 hrs</b> |        |
| 2.1                                                | Personality, Meaning, Determinants of Personality                                                                                                                 | 3             | CO2    |
| 2.2                                                | Types of personality: Type A and B, Big Five personality types                                                                                                    | 3             | CO2    |
| 2.3                                                | Stages of personality development, Attitude – meaning, components                                                                                                 | 4             | CO2    |
| 2.4                                                | Learning- concept, theories-stimulus response theories (classical conditioning theory, operant conditioning theory), Cognitive theories, Social Learning theories | 8             | CO2    |

|                                                   |                                                                                                                                                                                                                                                                                                |    |               |
|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------|
| 2.5                                               | Perception - concept, perceptual process, factors influencing perception.                                                                                                                                                                                                                      | 4  | CO2           |
| 2.6                                               | Motivation – Concept, importance;<br>Theories of motivation: Early Theories of motivation – (Need Hierarchy, Theory X and Theory Y, Two Factors Theory);<br>Contemporary Theories of motivation- (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory). | 8  | CO2           |
| <b>Module 3: Group &amp; Team Behaviour</b>       |                                                                                                                                                                                                                                                                                                |    | <b>7 hrs</b>  |
| 3.1                                               | Group- Concept, Five Stage model of group development; Groupthink and shift.                                                                                                                                                                                                                   | 3  | CO3           |
| 3.2                                               | Teams; Types of teams; Creating team players from individual building; Individual & Group conflict; e-teams                                                                                                                                                                                    | 4  | CO3           |
| <b>4: Leadership &amp; Organizational Culture</b> |                                                                                                                                                                                                                                                                                                |    | <b>17 hrs</b> |
| 4.1                                               | Leadership: Concept; Leadership theories - Trait theories, Behavioural theories, Contingency theories, Inspirational Approaches (transformational, charismatic), Authentic leadership;                                                                                                         | 10 | CO4           |
| 4.2                                               | Mentoring, self-leadership, Comparison of Indian leadership styles with other countries.                                                                                                                                                                                                       | 3  | CO4           |
| 4.3                                               | Organisational Culture: Concept of culture; Impact, Employees and culture; Need and importance of Cross-Cultural management                                                                                                                                                                    | 4  | CO4           |

## References

Text Books (Latest Editions):

1. Robbins, Stephen - Organisational Behaviour Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organisational Behaviour: An Evidence-Based Approach McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organisational Theory Behaviour-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organisation Behavior –Himalaya Publishing House.
5. Aswathappa, K.-Organisational Behaviour–Himalaya Publishing House, Mumbai, 18th Edition

## **Suggestive Assessment Activities:**

### **CO1:**

#### **1.1. Assignment: (Individual/Group 3-5 students)**

Analyse real-world organisations (more than one), identify the OB models they use and evaluate their effectiveness in achieving organisational goals. Examine whether these organisations use a single or a Hybrid Model that combines elements of multiple Organisational Behaviour (OB) models to create customised approaches tailored to an organisation's needs.

*Presentation can be conducted for this assignment (Group)*

#### **1.2. Quizzes/Exams:**

For testing CO-based learning domains.

#### **1.3 Assignment- Discuss the Evolution of Organizational Behavior and Its Impact on Modern Practices**

Analyse the strengths and weaknesses of OB theories and how they are applied in modern organisations.

### **CO2:**

#### **2.1 Personality Assessment & Reflection**

Let students take one or more well-known online personality tests (e.g., the Big Five Personality Test, INFP, MBTI, etc.) and prepare a reflective assessment that discusses their personality traits and how these traits might impact their interactions in teams.

This will help develop self-awareness and understand the relevance of personality types in organisational behaviour.

#### **2.2 Role-Playing Learning Theories**

Divide students into groups and assign each group a specific learning theory (e.g., classical conditioning, operant conditioning, cognitive learning). Each group must create and perform a short skit demonstrating how their assigned theory works in a real-life organisational setting (e.g., training employees and managing behaviour). The group performance is to be followed by a brief discussion about how the theory can be implemented in workplace learning and development programs.

#### **2.3. Exams:**

For testing CO-based learning domains.

### **CO3:**

#### **3.1 Case Study Analysis on Team Conflict Resolution**

Students may be given cases that analyse the situation

#### **3.2 Team Building Exercise (Virtual or In-person)**

Organise a series of team-building exercises (e.g., problem-solving challenges, trust exercises). This could include physical tasks (e.g., building a tower from limited materials) if in person. If virtual, use online collaboration tools for teamwork exercises (e.g., virtual scavenger hunt).

### **3.3 Group Dynamics and Decision-Making: Lessons from 'Ruka Hua Faisla/12 Angry Men**

Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision-making and prepare an assignment identifying key concepts and theories.

### **3.4 Quizzes/Exams:**

For testing CO-based learning domains.

#### **CO4**

#### **4.1 Leadership Style Inventory & Reflection**

Let students take one or more online Leadership Style Inventory assessment tests and prepare a reflective assessment that discusses their leadership style.

#### **4.2 Essay on leadership style of eminent personalities (Individual/Group 3-5 students)**

Select a well-known leader from any domain (business, politics, sports, social activism, etc.). Research the leader's life and achievements, focusing on their leadership strategies and techniques.

*Presentation can be conducted for this assignment (Group)*

#### **4.3 Exams:**

For testing CO-based learning domains.

### **ASSESSMENT**

#### **Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30**

| Sl. No | Component                                                                                                                                                                                                 | Activity                                     | Max. Marks |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|------------|
| 1      | Tests/ Quizzes                                                                                                                                                                                            |                                              | 10         |
| 2      | Assignments/ Personality Assessment & Reflection/ Role-Playing/ Case Study Analysis/ Team Building Exercise/ Leadership Style Inventory & Reflection/ Essay on leadership style of eminent personalities/ | Assessment methods specified in the syllabus | 10         |

|                                                                                               |                                                                               |                                                                                                    |    |
|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----|
| 3                                                                                             | Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation | Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used) | 5  |
| 4                                                                                             | Group or individual presentation                                              | Presentation of any of the assessment topics given in 2 and 3 above                                | 5  |
| Total Marks                                                                                   |                                                                               |                                                                                                    | 30 |
| (2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO) |                                                                               |                                                                                                    |    |

**End Semester Evaluation (ESE) - Maximum Marks: 70**

| Sl. No | Component                      | Activity                                                                                                                                                                             | Max. Marks |
|--------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1      | Written Examination<br>2 hours | Short answer (four to five sentences)<br>(a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b). | 5 X 3=15   |
|        |                                | Short Essay<br>(a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).                                     | 3 X 5=15   |
|        |                                | Long Essay<br>(a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)                                                   | 2 X 20=40  |
|        |                                | Total Marks                                                                                                                                                                          |            |



# Mahatma Gandhi University

## Kottayam

|                |                                                                                                                                                                                                                                                                                                                                                                               |         |          |           |        |             |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-----------|--------|-------------|
| Programme      | Bachelor in Business Administration (Honours)                                                                                                                                                                                                                                                                                                                                 |         |          |           |        |             |
| Course Name    | Marketing Management                                                                                                                                                                                                                                                                                                                                                          |         |          |           |        |             |
| Type of Course | CORE COURSE                                                                                                                                                                                                                                                                                                                                                                   |         |          |           |        |             |
| Course Code    | MG2CCRBBA101                                                                                                                                                                                                                                                                                                                                                                  |         |          |           |        |             |
| Course Level   | NA                                                                                                                                                                                                                                                                                                                                                                            |         |          |           |        |             |
| Course Summary | The marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. It will equip the students with an understanding of the Marketing Mix elements. The course is intended to introduce key principles and activities crucial to the role that marketing has in an organisation. |         |          |           |        |             |
| Semester       | 2                                                                                                                                                                                                                                                                                                                                                                             | Credits |          |           | 4      | Total Hours |
| Course Details | Learning Approach                                                                                                                                                                                                                                                                                                                                                             | Lecture | Tutorial | Practical | Others | 60          |
|                |                                                                                                                                                                                                                                                                                                                                                                               | 60      |          |           |        |             |
| Pre-requisites |                                                                                                                                                                                                                                                                                                                                                                               |         |          |           |        |             |

## COURSE OUTCOMES (CO)

| CONo.                                                                                                                           | Expected Course Outcome                                                                                                              | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| CO1                                                                                                                             | Understand fundamental marketing concepts, theories, and principles; understand the role of marketing in the organisation's context. | U                  | 1            | 1      |
| CO2                                                                                                                             | Understand consumer behaviour and apply the principles of segmentation, targeting, and positioning.                                  | A                  | 2            | 8      |
| CO3                                                                                                                             | To develop a basic marketing mix and marketing strategy                                                                              | A                  | 3            | 6      |
| CO4                                                                                                                             | Understand the contemporary trends in marketing                                                                                      | U                  | 3            | 5      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                                                      |                    |              |        |

## COURSE CONTENT

### Content for Classroom transactions (Units)

| Module                                                                                 | Course description                                                                                                                                   | Hrs           | CO No. |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|
| <b>1: Fundamental marketing concepts, theories and principles</b>                      |                                                                                                                                                      | <b>11 Hrs</b> |        |
| 1.1                                                                                    | Meaning, Definition, Nature, Scope and Importance of Marketing.                                                                                      | 5             | CO1    |
| 1.2                                                                                    | Marketing concepts (Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept) | 2             | CO1    |
| 1.3                                                                                    | Marketing Environment: Micro and Macro Environment<br>(Indian context)                                                                               | 2             | CO1    |
| 1.4                                                                                    | Market and Types of market (B2C, B2G, B2B, C2C)                                                                                                      | 2             | CO1    |
| <b>2. Segmentation, Targeting and Positioning and Understanding Consumer Behaviour</b> |                                                                                                                                                      | <b>16 hrs</b> |        |
| 2.1                                                                                    | Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning.   | 5             | CO2    |

|                                                     |                                                                                                                                                                                                                            |               |     |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----|
| 2.2                                                 | Consumer Behaviour, Consumer vs customer, Stimulus-Response Model of Consumer Behavior.                                                                                                                                    | 2             | CO2 |
| 2.3                                                 | Factors affecting buyer behaviour-Buyer's Cultural, Social, Personal, and Psychological Characteristics (particularly in the Indian context)                                                                               | 4             | CO2 |
| 2.4                                                 | Consumer Buying Decision Process, Traditional vs Experiential Marketing's View of Customer.                                                                                                                                | 2             | CO2 |
| <b>3:Marketing Mix</b>                              |                                                                                                                                                                                                                            | <b>27 hrs</b> |     |
| 3.1                                                 | Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. | 11            | CO3 |
| 3.2                                                 | Pricing Decisions: Determinants of Price, Pricing Methods and strategies.                                                                                                                                                  | 3             | CO3 |
| 3.4                                                 | Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement-types, Sales Promotion-Types, Public Relations & Publicity and Personal Selling-importance.                      | 8             | CO3 |
| 3.5                                                 | Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailer.                                                                                                          | 5             | CO3 |
| <b>4: Service Marketing and Contemporary Trends</b> |                                                                                                                                                                                                                            | <b>9 hrs</b>  |     |
| 4.1                                                 | Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps                                                                                                                    | 5             | CO4 |
| 4.2                                                 | Contemporary issues in Marketing, Ethics in Marketing.                                                                                                                                                                     | 2             | CO4 |
| 4.3                                                 | Contemporary Trends in Marketing: E-commerce, Digital Marketing, Integrated Marketing, Guerilla Marketing, Rural Marketing, Social Marketing, Green Marketing, AI in Marketing (Introductory aspects only).                | 2             | CO4 |

## References

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.

2. Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth |Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.
7. Percy, L. Strategic Integrated Marketing Communications. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
9. Biswas A. K. Strategic Market Management: Managing Markets for profit and growth Notion Press.
10. Schmitt, B. Experiential marketing. Bilbao: Deusto.
11. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market. Basic Books.
13. Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter what? Penguin.
14. Capon, N. The marketing mavens. Crown Business.
15. Levitt T. Marketing Myopia.
16. Hamel & Prahalad Competing for the Future
17. Peter Doyle : Value-Based Marketing
18. Forsyth, Gupta, Haldar : A Segmentation You Can Act on.
19. Daniel Yankelovich and David Meer (HBS): Rediscovering Market Segmentation
20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid
21. Al Ries & Jack Trout : Positioning: The battle for your mind

### **Suggestive Assessment Activities:**

#### **CO1:**

##### **1.1 Group Assignment/Presentation: (3-5 students)**

Analyse the internal and external factors influencing a chosen company's marketing environment and assess their impact on marketing strategies and business performance.

*Presentation of the same may be conducted (Group)*

##### **1.2 Group Assignment/ Presentation:**

Conduct an in-depth market analysis for a specific product, focusing on its potential for growth, and competition, within the Indian market.

*Presentation of the same may be conducted (Group)*

##### **1.3 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO2:**

### **2.1 Group Assignment/ Presentation**

Develop a segmentation, targeting and positioning strategy for a hypothetical product in the Indian market.

*Report or presentation may be conducted*

### **2.2 Exams:**

For testing CO-based learning domains.

## **CO3:**

### **3.1 Group Assignment**

Design a Marketing Strategy for a New Product: Develop a comprehensive marketing strategy for a new product, incorporating the (appropriate marketing mix).

*Presentation of the same may be conducted (Group)*

### **3.2 Group Assignment**

Choose any brand of your choice and explore the different aspects of its product line (Product Line Length, Depth, Width, Consistency, and product line differentiation)

*Presentation of the same may be conducted (Group)*

### **3.3 Group Assignment**

Branding and New Product Development: Study a company's branding strategy, including its approach to innovation and new product development.

*Presentation of the same may be conducted (Group)*

### **3.4 Retail Store Visit and Observation**

Visit a local retail outlet or an online store to observe competing brands' products, pricing, and promotion strategies. Report findings.

*Presentation of the same may be conducted (Group/ Individual)*

### **3.5 Case Study Analysis**

**3.6 Create an advertisement for a product, service or event (video, print, role play, etc.)**

### **3.7 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO4**

### **4.1 Group Assignment/ Presentation**

Designing a Marketing Strategy for a New Service: Develop a comprehensive marketing strategy for a new service offering, incorporating the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence). Include aspects like digital marketing integration, ethical considerations, and green marketing.

*Presentation of the same may be conducted (Group)*

#### **4.2 Group Assignment/ Presentation**

Suppose you are appointed as a marketing manager of a service business looking to expand online, propose digital and e-commerce marketing strategy with the help of digital marketing tools.

*Presentation of the same may be conducted (Group)*

#### **4.3 Group Assignment/ Presentation**

Rural and Social Marketing: Create a marketing campaign targeting rural consumers for a social or green initiative (e.g., eco-friendly products or health education).

*Presentation of the same may be conducted (Group)*

#### **4.4 Case Study Analysis**

#### **4.5 Exams:**

For testing CO-based learning domains.

### **ASSESSMENT**

#### **Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30**

| Sl. No | Component                                                                                                     | Activity                                     | Max. Marks |
|--------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------|------------|
| 1      | Tests/ Quizzes:                                                                                               |                                              | 10         |
| 2      | Assignments/ group presentations/ Case study Analysis/ Retail store visit and report/ Advertisement creation/ | Assessment methods specified in the syllabus | 10         |

|                                                                                               |                                                                                   |                                                                                                                                                                                                                                                                              |    |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 3                                                                                             | Assignments/ seminar/ viva voce/ case study analysis/ role play/ marketing events | Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used). Marks may be allotted to students who participate in marketing events of inter collegiate competitions based on the submission of participation certificates and report. | 5  |
| 4                                                                                             | Group or individual presentation                                                  | Presentation of any of the assessment topics given in 2 and 3 above                                                                                                                                                                                                          | 5  |
| Total Marks                                                                                   |                                                                                   |                                                                                                                                                                                                                                                                              | 30 |
| (2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO) |                                                                                   |                                                                                                                                                                                                                                                                              |    |

**End Semester Evaluation (ESE) - Maximum Marks: 70**

| Sl. No      | Component                      | Activity                                                                                                                                                                                 | Max. Marks |
|-------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1           | Written Examination<br>2 hours | Short answer (four to five sentences)<br><br>(a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b). | 5 X 3=15   |
|             |                                | Short Essay<br><br>(a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).                                     | 3 X 5=15   |
|             |                                | Long Essay<br><br>(a choice between two options for each question-answer one long essay questions and one case study, one from each pair (9a/9b, 10a/10b)                                | 2 X 20=40  |
| Total Marks |                                |                                                                                                                                                                                          | 70         |

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# Mahatma Gandhi University

## Kottayam

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|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|-----------|--------|-------------|
| Programme       | Bachelor in Business Administration (Honours)                                                                                                                                                                                                                                                                                                                                          |                   |          |           |        |             |
| Course Name     | Business Economics                                                                                                                                                                                                                                                                                                                                                                     |                   |          |           |        |             |
| Type, of Course | CORE COURSE                                                                                                                                                                                                                                                                                                                                                                            |                   |          |           |        |             |
| Course Code     | MG2CCRBBA102                                                                                                                                                                                                                                                                                                                                                                           |                   |          |           |        |             |
| Course Level    | NA                                                                                                                                                                                                                                                                                                                                                                                     |                   |          |           |        |             |
| Course Summary  | Business economics uses economic concepts and principles, emphasising demand and supply analysis, production and cost analysis, and different market structures, which are fundamental for further study. This course also introduces important macroeconomic concepts, which are indispensable for understanding the functioning of an economy and might affect business performance. |                   |          |           |        |             |
| Semester        | 2                                                                                                                                                                                                                                                                                                                                                                                      | MGU-BBA (HONOURS) |          |           | 4      | Total Hours |
|                 |                                                                                                                                                                                                                                                                                                                                                                                        | Credits           |          |           |        |             |
|                 |                                                                                                                                                                                                                                                                                                                                                                                        | Syllabus          |          |           |        |             |
| Course Details  | Learning Approach                                                                                                                                                                                                                                                                                                                                                                      | Lecture           | Tutorial | Practical | Others | 60          |
|                 |                                                                                                                                                                                                                                                                                                                                                                                        | 60                |          |           |        |             |
| Pre-requisites  |                                                                                                                                                                                                                                                                                                                                                                                        |                   |          |           |        |             |

## COURSE OUTCOMES (CO)

| CONo.                                                                                                                           | Expected Course Outcome                                                                                    | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| 1                                                                                                                               | Understand the fundamental concepts and principles of microeconomics and its application in business       | A                  | 1            | 10     |
| 2                                                                                                                               | Apply fundamental production and cost concepts to optimise resource utilisation                            | A                  | 1            | 1      |
| 3                                                                                                                               | Understand and analyse different market structures and their influence on price and output determination   | An                 | 3            | 2      |
| 4                                                                                                                               | Understand a few key concepts in macroeconomics, the Indian economy and the calculation of National Income | U                  | 4            | 7      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                            |                    |              |        |

## COURSE CONTENT

### Content for Classroom transactions (Units)

| Module                                                      | Course description                                                                                                                                                                                                                                                                                                            | Hrs           | CO No. |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|
| <b>1: Fundamentals and Basic Elements of Microeconomics</b> |                                                                                                                                                                                                                                                                                                                               | <b>30 Hrs</b> |        |
| 1.1                                                         | Economics-Meaning, definition, the Economic Problem: Scarcity and Choice, Positive and Normative, Economics, Micro-economics - meaning, Macro-economic- meaning and scope; Managerial Economics-meaning, definition, significance                                                                                             | 3             | CO1    |
| 1.2                                                         | Demand-meaning and definition; Utility-total utility and marginal utility; types of demand; Law of diminishing marginal utility, assumptions, exceptions; Law of demand, assumptions, reasons, exceptions, Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Movement and Shift among Demand Curve | 8             | CO1    |
| 1.3                                                         | Elasticity of demand-meaning; Kinds of elasticity; Price elasticity-meaning, degree of price elasticity, factors influencing price elasticity, importance of price elasticity, measurement of price elasticity (theory only); Income elasticity - meaning, degree, uses/importance, measurement (theory only);                | 10            | CO1    |

|                                          |                                                                                                                                                                                                                                                          |               |     |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----|
|                                          | advertisement elasticity: meaning, uses/importance of price elasticity, measurement (theory only); Cross elasticity: meaning, uses/importance, measurement (theory only)                                                                                 |               |     |
| 1.4                                      | Supply- meaning, Supply Schedule: individual and market supply, determinants of supply, law of supply                                                                                                                                                    | 5             | CO1 |
| <b>2: Production Function</b>            |                                                                                                                                                                                                                                                          | <b>12 hrs</b> |     |
| 2.1                                      | Factors of Production: Production Function, assumption, managerial uses, Laws of production: Law of Variable Proportions, assumptions reasons, Law of Returns to Scale; Isoquant curve, Isocost curve, Law of Equi-Marginal Utility, Indifference Curves | 7             | CO2 |
| 2.2                                      | Cost-meaning, cost concepts; Theory of Cost- Short Run function, Long Run cost function                                                                                                                                                                  | 5             | CO2 |
| <b>3: Analysis of Market</b>             |                                                                                                                                                                                                                                                          | <b>10 hrs</b> |     |
| 3.1                                      | Concept of Market; Market forms- Perfect competition-meaning, features; Price and Output Determination Under Perfect Competition                                                                                                                         | 7             | CO3 |
| 3.2                                      | Monopoly-meaning, features, kinds; Monopolistic Competition-meaning, features, Oligopoly-meaning, features; duopoly (meaning only); monopsony (meaning only); duopsony (meaning only); oligopsony (meaning only)                                         | 3             | CO3 |
| <b>4: Introduction to Macroeconomics</b> |                                                                                                                                                                                                                                                          | <b>12 hrs</b> |     |
| 4.1                                      | A Brief Introduction of Indian Economy - Pre-and Post-Independence; Current Challenges Faced by Indian Economy; Sustainable Economic Development                                                                                                         | 4             | CO4 |
| 4.2                                      | Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income                                                                                                                         | 8             | CO4 |

## References

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory

4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics" by N. Gregory Mankiw Model curriculum for UG Degree in BBA
18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

### **Suggestive Assessment Activities:**

#### **CO1:**

##### **1.1 Survey and report: (Individual/ Group 3-5 students)**

Select three different products or services from real life (Example: A fast-moving consumer good (e.g., soft drinks), a luxury item (e.g., smartphones), and a substitute product (e.g., two different coffee brands). For each product, observe the following (by surveying with at least 10 participants):

- Price Elasticity: How does demand change with price variations? (e.g., discounts or price hikes, I will not buy "product X" if the price increases by 10%).
- Income Elasticity: How does demand change for the product as the incomes of consumers vary? (eg: If my income increased by 20%, would you buy more of this product x)
- Cross Elasticity: How demand for one product changes with changes in the price of a substitute or complementary product. (eg, does a competitor's price change influence your decision to buy this product)

Prepare a report (500-1500 words).

##### **1.2 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO2:**

### **2.1 Assignment (Individual/ Group)**

Select a small business around you (e.g., a bakery, farm, or local shop) and:

- Identify its factors of production (land, labour, capital, entrepreneurship).
- Assess how these factors influence its production process.
- Highlight any constraints or inefficiencies faced by the business.

Prepare a case study report (500 words-1000 words) detailing the above aspects.

*Presentation can be conducted for this assignment (Group)*

### **2.2 Quizzes/ Exams:**

For testing CO-based learning domains.

## **CO3:**

### **3.1 Assignment/ Presentation (Individual/ Group)**

Select an industry or product that closely resembles the various forms of market. Compare the features of these market forms and observe whether the chosen examples satisfy them.

*A report may be submitted, or a presentation can be conducted for this assignment.*

### **3.2 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO4:**

### **4.1 Essay on India's GDP trends over the years(individual)**

Using data collected from sources such as the Economic Survey of India, Reserve Bank of India (RBI) Reports, World Bank and IMF data repositories, and Research papers and articles from reputed journals and publications, write an essay/report that will help understand and analyse India's GDP trends over the years (at least 10 years), identify the key drivers of growth, and explore the challenges hindering sustainable economic development.

*Presentation can be conducted for this assignment (Group)*

### **4.2 Quizzes/ Exams:**

For testing CO-based learning domains.

## ASSESSMENT

### Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30

| Sl. No                                                                                        | Component                                                                              | Activity                                                                                                    | Max. Marks |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------|
| 1                                                                                             | Tests/ Quizzes                                                                         |                                                                                                             | 10         |
| 2                                                                                             | Assignments/ Survey/<br>Case Study Analysis/<br>Essay/ Report                          | Assessment methods<br>specified in the syllabus                                                             | 10         |
| 3                                                                                             | Assignments/ seminar/<br>viva voce/ case study<br>analysis/ role play/<br>presentation | Assessments specified by the<br>teacher (Assessment<br>methods defined in the<br>syllabus may also be used) | 5          |
| 4                                                                                             | Group or individual<br>presentation                                                    | Presentation of any of the<br>assessment topics given in 2<br>and 3 above                                   | 5          |
| Total Marks                                                                                   |                                                                                        |                                                                                                             | 30         |
| (2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO) |                                                                                        |                                                                                                             |            |

### End Semester Evaluation (ESE) - Maximum Marks: 70

| Sl. No | Component                             | Activity                                                                                                                                                                             | Max. Marks |
|--------|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1      | Written<br>Examination<br><br>2 hours | Short answer (four to five sentences)<br>(a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b). | 5 X 3=15   |
|        |                                       | Short Essay<br>(a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).                                     | 3 X 5=15   |
|        |                                       | Long Essay<br>(a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)                                                   | 2 X 20=40  |
|        |                                       | Total Marks                                                                                                                                                                          | 70         |

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**Mahatma Gandhi University**  
**Kottayam**

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |         |          |           |        |                    |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-----------|--------|--------------------|
| <b>Programme</b>        | <b>Bachelor in Business Administration (Honours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |         |          |           |        |                    |
| <b>Course Name</b>      | <b>Indian Constitution</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |         |          |           |        |                    |
| <b>Type, of course,</b> | <b>Value Added Course</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |         |          |           |        |                    |
| <b>Course Code</b>      | MG2VACBBA100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         |          |           |        |                    |
| <b>Course Level</b>     | <b>NA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |         |          |           |        |                    |
| <b>Course Summary</b>   | <p>This course provides a distinctive perspective on the Indian Constitution by emphasizing its economic dimensions and influence on business. It explores the historical and ideological foundations of the Constitution as an economic framework, charting its evolution from post-colonial economic governance to contemporary debates. Students will investigate constitutional conflicts over land reforms, economic liberalization, and fiscal federalism, offering insights into competing economic ideologies and interests. Through case studies and legal analysis, the course examines fundamental rights related to business, the dynamics of fiscal federalism, and key constitutional issues shaping India's economic landscape</p> |         |          |           |        |                    |
| <b>Semester</b>         | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Credits |          |           | 2      | <b>Total Hours</b> |
| <b>Course Details</b>   | Learning Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Lecture | Tutorial | Practical | Others | 30                 |
|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30      |          |           |        |                    |

|                       |  |
|-----------------------|--|
| <b>Pre-requisites</b> |  |
|-----------------------|--|

### COURSE OUTCOMES (CO)

| CO NO                                                                                                                           | Expected Course Outcome                                                                                                                           | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| 1                                                                                                                               | Understand the Indian Constitution's key features, preamble, and principles as the foundation for governance and socio-economic justice in India. | U                  | 1            | 9      |
| 2                                                                                                                               | Develop the ability to critically assess the impact of fiscal policies and fundamental rights on the business landscape in India.                 | U                  | 3            | 9      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                                                                   |                    |              |        |

### COURSE CONTENT

#### Content for Classroom transactions (Units)

| Module                                                                                                                      | Course description                                                                                                                 | Hrs | CO No. |
|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----|--------|
| <b>1: Introduction to the Indian Constitution and Foundations of Economic Reform in Independent India.</b><br><b>15 hrs</b> |                                                                                                                                    |     |        |
| 1.1                                                                                                                         | Introduction to the Indian constitution.                                                                                           | 2   | CO1    |
| 1.2                                                                                                                         | Salient Features of India Constitution                                                                                             | 1   | CO1    |
| 1.3                                                                                                                         | Preamble of Indian Constitution & Key Concepts of the Preamble.                                                                    | 2   | CO1    |
| 1.4                                                                                                                         | Introduction to Economic Justice in the Constitution- Directive Principles of State Policy (DPSPs) and their economic implications | 3   | CO1    |
| 1.5                                                                                                                         | Economic Liberalization and Nationalization-Bank Nationalization Cases                                                             | 1   | CO1    |
| 1.6                                                                                                                         | Financial and Tax Reforms in the Post-Emergency Era- Taxation and Fiscal Policy                                                    | 4   | CO1    |
| 1.7                                                                                                                         | Fundamental Duties.                                                                                                                | 2   | CO1    |

| <b>2: Fiscal Federalism, Fundamental Rights and Business in India</b> |                                                                                                           |   | <b>15 hrs</b> |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---|---------------|
| 1.1                                                                   | Introduction to Fundamental Rights                                                                        | 1 | CO2           |
| 1.2                                                                   | Economic Dimensions of Fundamental Rights                                                                 | 2 | CO2           |
| 1.3                                                                   | Concept of Federalism                                                                                     | 1 | CO2           |
| 1.4                                                                   | Division of Financial Powers- Taxation and revenue allocation between the Centre and State                | 2 | CO2           |
| 1.5                                                                   | Fiscal Federalism and GST                                                                                 | 1 | CO2           |
| 1.6                                                                   | Fundamental rights vs. economic regulations (e.g., liquor bans, mining rights).                           | 1 | CO2           |
| 1.7                                                                   | Key regulations affecting businesses (e.g., SEBI, RBI).                                                   | 1 | CO2           |
| 1.8                                                                   | Emerging Challenges in FinTech and Artificial Intelligence. Regulatory frameworks for the digital economy | 2 | CO2           |
| 1.9                                                                   | Articles 301-307: Freedom of Trade, Commerce, and Intercourse                                             | 3 | CO2           |
| 1.10                                                                  | Role of the Finance Commission (Article 280)                                                              | 1 | CO2           |

## CASES

- ✓ Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- ✓ State of Rajasthan v. Mohan Lal Vyas, (1971) 1 SCC 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)
- ✓ Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- ✓ T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
- ✓ Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- ✓ Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224

- ✓ State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- ✓ Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- ✓ State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- ✓ G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- ✓ Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

## References

Text Books (Latest Editions):

1. The Oxford Handbook of the Indian Constitution, Oxford University Press.
2. "Introduction to the Constitution of India", (Students Edition.) by Durga Das Basu (DD Basu): Prentice –Hall, 2008.
3. Indian Fiscal Federalism" by Y.V. Reddy and G.R. Reddy

## Suggestive Assessment Activities:

### CO1:

#### 1.1. Assignment:

Through this assignment, students will critically analyse how the Indian Constitution has responded to and shaped significant economic challenges and reforms, demonstrating an understanding of the interplay between constitutional principles and economic policy.

Prepare a report (1000-2000 words).

Format: Structured headings with clear, concise paragraphs. Add relevant case studies and examples to substantiate your analysis.

#### 1.2. Quizzes/Exams:

For testing CO-based learning domains.

### CO2:

#### 2.1 Debate/ Panel Discussions (Group)

Critically analyse and discuss constitutional and economic challenges posed by contemporary issues, enhancing students' analytical, communication, and teamwork skills.

#### Topic Allocation:

Assign specific case studies to teams or individuals:

- Banning of diesel engine cars
- Telecom regulation and ownership of broadcast media
- Demonetization

- Aadhaar and data privacy concerns
- Lifting of restrictions on cryptocurrencies

Debate: Two teams for each topic—Pro (supporting the issue) and Con (opposing it).

Panel Discussion: A moderator and 4–5 panellists per topic.

Assessment Criteria: Content Quality (40%), Communication Skills (30%), Critical Thinking (20%), Teamwork and Collaboration (10%)

### 2.3. Quizzes/ Exams:

For testing CO-based learning domains.

## ASSESSMENT

### Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

| Sl. No | Component                                                                     | Activity                                                                                           | Max. Marks |
|--------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------|
| 1      | Tests/ Quizzes:                                                               |                                                                                                    | 5          |
| 2      | Assignments / Essay/ Report/ Debate/ Panel Discussions                        | Assessment methods specified in the syllabus                                                       | 5          |
| 3      | Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation | Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used) | 5          |
|        | Total Marks                                                                   |                                                                                                    | 15         |

### End Semester Evaluation (ESE) - Maximum Marks: 35

| Sl. No      | Component                     | Activity                     | Max. Marks  |
|-------------|-------------------------------|------------------------------|-------------|
| 1           | Written Examination<br>1 hour | 35 Multiple Choice Questions | 1 Mark Each |
| Total Marks |                               |                              | 35          |

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# Mahatma Gandhi University Kottayam

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|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-----------|-------------|
| <b>Programme</b>      | <b>Bachelor in Business Administration (Honours)</b>                                                                                                                                    |         |          |           |             |
| <b>Course Name</b>    | <b>Emerging Technologies and Applications</b>                                                                                                                                           |         |          |           |             |
| <b>Type of Course</b> | <b>Skill Enhancement Course (SEC)</b>                                                                                                                                                   |         |          |           |             |
| <b>Course Code</b>    | MG2SECBBA100                                                                                                                                                                            |         |          |           |             |
| <b>Course Level</b>   | <b>NA</b>                                                                                                                                                                               |         |          |           |             |
| <b>Course Summary</b> | To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, etc. and to develop the skill to handle data in Microsoft Excel. |         |          |           |             |
| <b>Semester</b>       | 2                                                                                                                                                                                       | Credits |          | 2         | Total Hours |
| <b>Course Details</b> | Learning Approach                                                                                                                                                                       | Lecture | Tutorial | Practical | Others      |
|                       |                                                                                                                                                                                         | 15      |          | 30        |             |
| <b>Pre-requisites</b> |                                                                                                                                                                                         |         |          |           |             |

## COURSE OUTCOMES (CO)

| CONo.                                                                                                                           | Expected Course Outcome                                                                                              | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| CO1                                                                                                                             | Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing and Industry 4.0 | U                  | 1            | 1      |
| CO2                                                                                                                             | Develop basic skills to handle data in Microsoft Excel                                                               | S                  | 4            | 2      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                                      |                    |              |        |

## COURSE CONTENT

### Content for Classroom transactions (Units)

| Module                                        | Course description                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Hrs           | CO No. |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------|
| <b>1: Introduction to emerging technology</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>15 Hrs</b> |        |
| 1.1                                           | <b>Introduction to Cloud Computing:</b> Meaning and Definition, the evolution from traditional IT infrastructure to cloud computing, Key features; Components of Cloud Computing (Hardware, software, networks, and virtualisation & Public, Private, and Hybrid Clouds);<br><br>Importance in the Business World; challenges of adopting cloud technologies; Understand various cloud service models (IaaS, PaaS, SaaS) (concept only); key players in the cloud industry and their offerings | 5             | CO1    |
| 1.2                                           | Industry 4.0: Meaning, Core Technologies of Industry 4.0, Benefits and challenges;<br><br>IoT: Meaning, Components of IoT Systems, IoT in Various Industries and businesses, Benefits and challenges.                                                                                                                                                                                                                                                                                          | 5             | CO1    |
| 1.3                                           | Block chain Technology:<br><br>Fundamentals of Block chain- Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations                                                                                                                                                                                                                                                                                    | 5             | CO1    |
| <b>2. Introduction to Microsoft Excel</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>30 hrs</b> |        |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |     |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
| 2.1 | <p>Understanding key Concepts: Spreadsheet, Areas in a spreadsheet (Ribbon, Tabs, Quick Access, Name bar, Formula Bar, Toolbar), Workbook, Worksheet, Cells, Rows, Columns;</p> <p>Basic Operations: Creating a new worksheet, Renaming, Inserting, and Deleting Worksheets; Opening, saving, closing and printing workbooks; Cell selection and navigation;</p> <p>Modifying spreadsheet: cut, copy, paste data; changing row height and column width, adding, deleting and hiding/unhiding rows and columns, merge or split cells, wrap cell;</p> <p>Formatting: format numbers, cell borders, font, size, colour, alignment, orientation, indentation, using format painter; format table;</p> <p>Undo, Redo, Basic excel shortcuts keys;</p> <p>Conditional Formatting</p> | 7  | CO2 |
| 2.2 | <p><b>Data Management and Organization in excel:</b></p> <p>Sorting and Filtering Data (Basic only); Data Validation (Creating drop-down lists); Ensuring data consistency by restricting data types (e.g., numbers only); Using Freeze Panes</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 6  | CO2 |
| 2.3 | <p><b>Working with basic mathematical operators, Excel Functions and Formulas</b></p> <p>Cell referencing: Absolute, relative and mixed referencing; Working with mathematical operators in Excel: Addition, subtraction, multiplication, and division; Sums using mathematical order of operations;</p> <p>Excel functions: <i>Arithmetic Functions</i> (Sum, Average, Max, Min, Fact, Count, Countif, Round, Sqrt, Power, Log); <i>Statistical Functions</i> (Average, Standard deviation, Mode, Median, Range), <i>Logical Functions</i> (IF, AND, OR, NESTED IF, IF AND, IF OR)</p>                                                                                                                                                                                        | 10 | CO2 |
| 2.4 | <p><b>Data Visualization in Excel</b></p> <p>Creating Charts and Graphs: different types of charts and graph in excel;</p> <p>Create column charts (Clustered Column, Stacked Column, 100% Stacked Column),</p> <p>Bar Charts (Clustered Bar, Stacked Bar, 100% Stacked Bar),</p> <p>Pie Charts (Simple, 3D, Doughnut pie), Simple line graph</p> <p>Basic Chart Formatting: Selecting the Chart, Changing</p>                                                                                                                                                                                                                                                                                                                                                                 | 7  | CO2 |

|  |                                                                                                                                                                   |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | the Chart Type; Adding and formatting Chart elements: Chart Title, Axis, Axis Titles, legends, gridlines, data labels, chart style, colour; Modifying Axis Scale. |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## References

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited by Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
11. <https://www.scribd.com/document/671869762/Microsoft-Excel-Book-2022>
12. [https://mcrhrdi.gov.in/group12019/Reading%20Material/IT/Adv.Excel%20-%20Handbook\(7-6-17\).pdf](https://mcrhrdi.gov.in/group12019/Reading%20Material/IT/Adv.Excel%20-%20Handbook(7-6-17).pdf)

## ASSESSMENT

### Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

| SL. NO | Component                             | Activity | Max. Marks |
|--------|---------------------------------------|----------|------------|
| 1      | Quiz/Exams/MCQ                        |          | 10         |
| 2      | Lab involvement and subject knowledge |          | 5          |
|        | <b>Total Marks</b>                    |          | <b>15</b>  |

### End Semester Evaluation (ESE) - Maximum Marks: 35

| Sl. NO | Component                          | Activity                                                                                                  | Max. Marks                          |
|--------|------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|
| 2      | Practical Examination<br>1.5 hours | Two practical questions from (module 2)<br><br>2 questions of 15 marks<br><br>5 marks for viva (module 1) | 2*15=30<br><br><br>5 marks for viva |
|        | <b>Total Marks</b>                 |                                                                                                           | <b>35</b>                           |



# Mahatma Gandhi University

## Kottayam

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |          |           |        |             |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|-----------|--------|-------------|
| Programme       | Bachelor in Business Administration (Honours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |          |           |        |             |
| Course Name     | Media Literacy and Critical Thinking                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |          |           |        |             |
| Type, of Course | MULTI DISCIPLINARY ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |          |           |        |             |
| Course Code     | MG2MDEBBA100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |          |           |        |             |
| Course Level    | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |          |           |        |             |
| Course Summary  | This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production. |                   |          |           |        |             |
| Semester        | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | MGU-BBA (HONOURS) |          |           | 2      | Total Hours |
| Course Details  | Learning Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Lecture           | Tutorial | Practical | Others | 30          |
|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30                |          |           |        |             |
| Pre-requisites  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |          |           |        |             |

## COURSE OUTCOMES (CO)

| CONo.                                                                                                                           | Expected Course Outcome                                                                            | Learning Domains * | Annual PO No | MGU PO |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------|--------------|--------|
| 1                                                                                                                               | Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies. | U                  | 1            | 1      |
| 2                                                                                                                               | Apply media literacy principles to make informed decisions about media consumption and production. | A                  | 2            | 2      |
| 3                                                                                                                               | Understand the complexities of media production, distribution, and audience behaviour.             | U                  | 3            | 3      |
| 4                                                                                                                               | Understand the ethical standards in media content creation and consumption.                        | U                  | 3            | 8      |
| *Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap) |                                                                                                    |                    |              |        |

## COURSE CONTENT

### Content for Classroom transactions (Units)

| Module                                                        | Course description                                                                                               | Hrs          | CO No. |
|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------|--------|
| <b>1: Foundations of Media Literacy and Critical Thinking</b> |                                                                                                                  | <b>6 Hrs</b> |        |
| 1.1                                                           | Core principles of media literacy and critical thinking; Definition and significance of media literacy;          | 2            | CO1    |
| 1.2                                                           | Historical evolution within the Indian context;                                                                  | 2            | CO1    |
| 1.3                                                           | Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors. | 2            | CO1    |
| <b>2: Deconstructing Media Texts</b>                          |                                                                                                                  | <b>9 hrs</b> |        |
| 2.1                                                           | Forms of media texts, including print, broadcast, digital, and social media;                                     | 3            | CO2    |
| 2.2                                                           | Textual analysis and the deconstruction of visual media using semiotics                                          | 2            | CO2    |

|                                                     |                                                                                                                                                      |   |              |
|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------|
| 2.3                                                 | The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.              | 4 | CO2          |
| <b>3: Media Consumption and Production Dynamics</b> |                                                                                                                                                      |   | <b>9 hrs</b> |
| 3.1                                                 | Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content                 | 6 | CO3          |
| 3.2                                                 | Techniques for critically evaluating media content and analysing audience consumption patterns                                                       | 3 | CO3          |
| <b>4: Ethics and Regulations in media</b>           |                                                                                                                                                      |   | <b>6 hrs</b> |
| 4.1                                                 | Ethical and regulatory considerations inherent in media practices                                                                                    | 3 | CO4          |
| 4.2                                                 | Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards | 3 | CO4          |

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

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

#### **Suggestive Assessment Activities:**

##### **CO1:**

##### **1.1 Concept Mapping:**

Create a mind map to represent core principles of media literacy visually.

### **1.2 Case Study Analysis:**

Analyse a case where students assess the role of media literacy in resolving a real-world issue.

### **1.3 Assignment:**

Written assignment on topics related to the evolution of Indian print, radio, television, and digital media.

### **1.4 Quizzes/Exams:**

For testing CO-based learning domains.

### **CO2:**

#### **2.1 Debate**

Debate can be organised on media-covered Indian social issues/ case studies.

#### **2.2 Decoding Advertisements Using Semiotics**

Select a popular advertisement (images or short video clips). Analyse the advertisement by analysing the media text/video (eg: tagline, storyline, jingle, etc.), form and medium, identifying and analysing semiotic analysis, Cultural and Social Context/ impact analysis, analysis of likely impact of ad on consumer behaviour, critical reflection (strength and limitation)

Report may be submitted or group presentation may be conducted.

#### **2.3 Quizzes/Exams:**

For testing CO-based learning domains.

### **CO3:**

#### **3.1 Media Portfolio:**

Collect examples of different forms of media on a socially/economically/ environmentally relevant topic (e.g., newspaper articles, TV ads and social media posts on the representation of women in media) and present a comparative analysis based on purpose, tone and message, medium-specific features, societal impact, etc.

A Poster or PowerPoint Presentation may be conducted.

#### **3.2 Film Screening and Discussion**

Screen relevant films or documentaries on a socially/economically/ environmentally relevant topic, followed by a group discussion or written review.

#### **3.3 Media Detectives (Group)**

Select a type of media (e.g., a TV show, a social media platform, a news website, a music video, YouTube shots, or Instagram reels). Be media detectives and do content analysis, audience consumption pattern and present findings;

Observe and analyse the following:

a) What messages are being conveyed? Are they explicit or implicit? b) Who is the target audience? How do you know? c) What techniques are used to grab attention (e.g., humour, fear, satire, music, colour coding, branding etc.)? d) Are there any biases or stereotypes present? e) Are there any social or political messages being conveyed? f) What emotions or reactions does it evoke in people? g) How does it influence their behaviour or beliefs?

### 3.3 Quizzes/Exams:

For testing CO-based learning domains.

### CO4:

#### 4.1 Case Study Analysis:

A case study analysis to help students analyse ethical issues/considerations inherent in Indian media practices

#### 4.2 Written Assignment/ Report

Written Assignment/ Report on the regulatory framework and the self-regulatory bodies governing media content in India.

### 4.3 Quizzes/Exams:

For testing CO-based learning domains.

## ASSESSMENT

### Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

| Sl. No | Component                                                                                                             | Activity                                                                                           | Max. Marks |
|--------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------|
| 1      | Tests/ Quizzes                                                                                                        |                                                                                                    | 5          |
| 2      | Assignments / Case study/ Report/ Decoding Advertisements / Debate/ Media portfolio/ film screening/ Media Detectives | Assessment methods specified in the syllabus                                                       | 5          |
| 3      | Assignments/ seminar/ viva voce/ case study analysis/ role play/ presentation/ any other method                       | Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used) | 5          |
|        | Total Marks                                                                                                           |                                                                                                    | 15         |

**End Semester Evaluation (ESE) - Maximum Marks: 35**

| Sl. No      | Component                     | Activity                     | Max. Marks  |
|-------------|-------------------------------|------------------------------|-------------|
| 1           | Written Examination<br>1 hour | 35 Multiple Choice Questions | 1 Mark Each |
| Total Marks |                               |                              | 35          |



**MGU-BBA (HONOURS)**

## Syllabus