

SANKALCHAND PATEL UNIVERSITY, VISNAGAR

Faculty of Management Studies



Structure, Teaching Scheme and Syllabus of Bachelor of Business Administration (BBA)

Program Code: MS101

With effect from: 2023-24

Program Outcome (PO): -

1. To remember & understand various concepts, theories and models related to management with system approach.
2. To develop basic leadership and communication skills to become an effective managerial profession.
3. To encourage and develop basic critical thinking, analysis and entrepreneurial skills.
4. To develop basic problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
5. To develop a positive attitude and life skills to become a multifaceted personality with a sense of environmental consciousness and ethical values.
6. Understand the concept of Case study-based learning and implement it in professional careers.

Program Specification Outcomes: -

1. Acquire practical learning through internship, Projects, industrial visit and Business plan etc.
2. Encourage learners to communicate effectively and motivate for Research project work.

Faculty of Management Studies
Bachelor of Business Administration (Semester - II)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Organizational Behaviour
Course Code:	12-BAM203-1C
Pre-requisite Course:	Organizational Behaviour, Organizational Goals and Environment, Human Behaviour, Quality of Working Life.

Course Objectives:

1. To Gain a comprehensive understanding of what organizational behaviour` is and its significance in the context of modern workplaces.
2. To Gain a clear understanding of what organizational goals are, their significance, and how they are different from day-to-day operational objectives.
3. To familiarize students with the fundamentals of human behaviour. like Perception & Personality.
4. Analyse the role of norms, values, and beliefs in shaping organizational culture and their impact on employee well-being.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Organizational Behaviour Concept of Organisation - Introduction and Concept, Nature of Organization, Elements of Organization Organizational Behaviour - Concept of Behaviour, Concept & Features of Organizational Behaviour, Elements of Organizational Behaviour, Scope of Organizational Behaviour, Fundamental Concepts of Organizational Behaviour, Organizational Behaviour & Productivity, Determinants of Organizational Behaviour, Models of Organizational Behaviour.	15	25%
2	Organizational Goals and Environment Organizational Goals - Introduction & Concept, Characteristics of Organizational Goals, Goal Changes- Concept, Types of Organizational Goal, Organization Environment - Concepts , Nature and Characteristics of Environment, Component of Environment, Environmental Analysis, Role of environmental Analysis in organization, Procedures of environmental Analysis, Factors affecting the Use of Environmental Analysis.	15	25%
3	Human Behaviour - Introduction, Concept, the nature of people, Factors Affecting Individual Behaviour Perception - Introduction & Concept, Factors Influencing Perceptual Mechanism, Perceptual Process Personality - Introduction & Concept, Determinants of Individual Personality, Measurement of Personality (MBTI approach).	15	25%

4	Learning - Introduction & Concept, Characteristics of learning, Learning Procedure Quality of Working Life - Introduction & Concept, Historical Development of Quality of Working Life, Criteria of Quality of Working Life Programme Organisational Culture - Introduction & Concept, Characteristics of Organisational Culture, Organisational Culture Functions.	15	25%
	Total Hours	60	100%

Text Books:

- Robbins, Timothy Judge, Seema Sanghi, Organizational Behaviour, Stephen Pearson Prentice Hall, 14 edition
- John Newstrom and Keith Davis, Organizational Behaviour, Tata McGraw Hill, 11 editions

Reference Books:

- Agarwal & Mathur, Organisational Behaviour, Pragati Prakashan, Meerut.
- Kavita Singh, Organizational Behaviour, Vikas Publications
- Fred Luthans, Organizational Behaviour, McGraw Hill Inc.
- Ashwa Thapa, Organizational Behaviour

List of Open-Source Software/learning website:

- <https://swayam.gov.in/>
- <https://nptel.ac.in/>

Course Learning Outcomes (CLO):

1. Students will be able to articulate a clear and concise definition of organizational behavior, demonstrating their understanding of the field's scope and purpose.
2. Students will be able to provide a precise definition of organizational goals, differentiating them from operational objectives and illustrating their significance in the context of organizational management.
3. Students will be able to provide a clear and concise definition of human behavior, demonstrating their understanding of the concept's scope and significance.
4. Students will be able to provide a clear and comprehensive definition of organizational culture, highlighting its components, including norms, values, and beliefs.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H		H			L	M	L
CLO2		H		M	L			M
CLO3		L	M		L	L		H
CLO4		L		M			H	

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Managerial Economics - II
Course Code:	12-BAM204-1C
Pre-requisite Course:	Production, Market and market structure, Profit, National Income, Macroeconomic

Course Objectives:

1. The course introduces managerial economic concepts and techniques in evaluating business decisions taken by firms.
2. The course focuses on the emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem
3. The course will discuss concepts of Production, market structure, Profit, National Income and Macro- Economic Environment.
4. It also evaluates alternative courses of action and finally chooses among alternatives.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Theory of Production: Production and Production function- types of production functions Iso-costs - properties of iso -quants, the principle of marginal rate of technical substitutions- law of variable proportion and return to scale, Iso -cost line- least cost combination-Expansion path Iso-Revenue lines- Optimum combination of two products	15	25%
2	Market Structure: Meaning and market structure- classification of market- factors affecting the size of market Definition, Characteristics and Price determination under: Perfect Competition - Monopoly - Duopoly - Monopolistic Competition - Oligopoly.	15	25%
3	Theory of Profit: Meaning- Gross and Net Profit, Functions of Profit, Accounting profit and economic profit (without examples) Profit Theories- Risk theory- Uncertainty theory- Innovation theory- Dynamic theory	15	25%
4	Concepts of Macro Economics: National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations Macroeconomic Environment - Economic Transition in India - A quick Review - Liberalization, Privatization and Globalization - Business and Government - Public-Private Participation (PPP) - Industrial Finance - Foreign Direct Investment (FDIs).	15	25%
Total Hours		60	100%

Text Books:

- Ahuja H. L., Advanced Economic Theory: Microeconomics Analysis, 13th Edition, S. Chand and Co. Ltd., New Delhi.

Reference Books:

- Dewett K. K., Modern Economic Theory, S. Chand & Company Ltd., Revised Edition, 2005.
- Dr. Jayshri S. Datta Basics of Economics, 1st edition, Pranam Publication, Gujarat
- Baumol, W.J. (1982): Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Koutsoyiannis, A. (1979): Modern Microeconomics, 2nd ed., Macmillan Press, London.
- Kreps, David M (1990): A Course in Microeconomic Theory, Princeton University Press, 6 Princeton.
- Sen, A. (1999): Microeconomics: Theory and Applications, Oxford University Press, New Delhi.
- Stigler, G. (1996): Theory of Price, 4th ed., Prentice Hall of India, New Delhi. 8)
- Varian, H. (2000): Microeconomic Analysis, W.W. Norton, New York.

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Course Learning Outcomes (CLO):

1. To understand how managers/firms solve their respective optimization problems
2. To understand the basics of production and production function.
3. To understand terms like; marginal rate of technical, expansion path, least cost
4. To understand basics of models of market structure
5. To understand profit and how to calculate in business by understanding theories of profit

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H		M			L		L
CLO2		L			H	M		H
CLO3				H				
CLO4			L				L	
CLO5		M						M

: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Functional Areas of Management
Course Code:	12-BAE252-1C
Pre-requisite Course:	Marketing, Sales, Marketing mix, Evolution and Development of HRM, Production Management, Technology in Production, Financial management, Time Value of Money

Course Objectives:

1. To understand the conceptual framework of marketing, Human Resource Management, Production Management and Financial Management.
2. To understand the role and functions of marketing within an organization, learn key marketing concepts, theories and techniques for practical studies.
3. To Understand the human resources and their effective management in organizations
4. To understand the issues and challenges involved in the area of Production Management.
5. To familiarize students with the concepts, tools and practices of financial management

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Marketing Management Introductory Concept of marketing- difference between marketing and selling, Core Concept of Marketing, modern marketing concept (Product, Production, Selling, Marketing, and Holistic Marketing), Role and functions of marketing manager.	15	25%
2	Human Resource Management- Concept & Definitions of Human Resource Management: Personnel vs. Human Resource Management, Significance, Functions and Objectives of HRM. Evolution and Development of HRM, Role of HR Manager.	15	25%
3	Production Management- Definitions of Production Management; Production Process; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production, Role of Production Manager.	15	25%
4	Financial Management: Concept of Financial Management, Finance functions, objectives of financial management, Introduction of Financial Market, Time Value of Money, Financial Planning & Financial decisions, Role of Financial Manager.	15	25%
	Total Hours	60	100%

Text Books:

- Marketing Management by Philip Kotler, Pearson prentice Hall, New Delhi
- Human Resource Management by K. Aswathappa, McGraw Hill Education; 6th edition (25 March 2010) ISBN-13 978-0070682139 :
- Ashwathappa K & Bhat K. Shridhara (2019) - Production & operation Management, 2nd Edition, Himalaya Publication
- Financial Management by I. M. Pandey, Vikas Publication, New Delhi

Reference Books:

- Marketing Management by S.A. Sherlekar, Himalaya Publication house, Mumbai.
- Fundamentals of Marketing Management by Prof. S. A. Sherlekar and R. Krishnamurthy, Himalaya Publication house, Mumbai.
- Financial Management-Principles & Practice by S. N. Maheshwari, Sultan Chand & Sons, New Delhi.
- Armstrong, M. & S. Taylor. (2017); Armstrong's Handbook of Human Resource
- "Human Resource Management" by Mishra Pradeep Kumar, & Vijayendra kumar Shrivastava (2020) ISBN:978-93-89904-31-4, Year 2020, Mahaveer Publications
- S N Chary (2019) Production and Operations Management, 6th Edition, Tata McGraw Hill,
- Management Practice London: Kogan Page; 14th Edition.
- Financial Management by P.V. Kulkarni & B.G. Satyaprasad, Himalaya Publishing House, Bombay.

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Course Learning Outcomes (CLO):

1. Students will be able to provide a clear and comprehensive definition of marketing, emphasizing its role in creating value for customers and organizations.
2. Students will provide a clear definition of Human Resource Management, highlighting its role in attracting, developing, and retaining talent in organizations.
3. Students will provide a clear definition of production management, emphasizing its role in optimizing processes, resources, and efficiency in manufacturing and service operations.
4. Students will provide a clear definition of financial management, emphasizing its role in managing financial resources to achieve organizational goals.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1
CLO1	M				M			M
CLO2		H		L			L	L
CLO3			H		H	L		
CLO4		M						H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Philosophy and Management Studies
Course Code:	12-MDC105-1C
Pre-requisite Course:	Management, Management Approach, Strategic Management, Social Responsibilities in Management, Motivation, Leadership

Course Objectives:

1. To Provide Overview of the evolution of management thought from classical management theories to different approaches.
2. To Develop a strong understanding of key concepts in strategic management
3. To Explore contemporary management issues and explain its relevance in today's changing business environment.
4. To Understand the impact of digital technologies on businesses and develop strategies for digital transformation.
5. To Encourage students to apply motivation theories to real-world scenarios and case studies, demonstrating their ability to analyse and enhance motivation in organizational settings.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Theories Of Management F.W.Taylor's Scientific Management Approach, System Approach, Contingency Approach, Management Process Approach, Human Behaviour Approach, Empirical Approach, Fayol's 14 principles.	15	25%
2	Strategic Management and Functional Management Introduction to Strategic Management - Definition, Features, Vision, Mission, Objectives, Goals, SWOT Analysis, Strategic Planning Formulation Process. Functional Management Production Management, Marketing Management, Financial Management, Human Resource Management	17	25%
3	Recent Trend in Management Social Responsibility of Business - Introduction, Meaning, Features, and Classification. Management by Objective - Introduction, Meaning, Characteristics, Modern philosophy of management, Total Quality Management, International Management	13	25%
4	Introduction and Theories of Motivation and Leadership Motivation - Introduction, Meaning, Financial and Non-Financial Motivation, Positive and Negative Motivation, Group Motivation, Theories - Introduction, Maslow's Need Hierarchy, Herzberg's Two Factor Theories, Coordination of Herzberg's and Maslow's Models. Leadership - Introduction, Meaning, Factors, Theories, Importance Fiedler's Contingency Theory, McGregor's Theory X and Theory Y,	15	25%
	Total Hours	60	100%

Text Books:

- L. M. Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi.

Reference Book:

- Dr. C. B. Gupta: Business Management. Sultan Chand & Sons, New Delhi.
- Dr. Vijayendra Kumar Shrivastava & Dr. Pradeep Kumar Mishra Management: Principles and Application, Mahaveer Publication
- Rae V.S.P. and Krishna v. Hari. Management Text & Cases, Excel Books, New Delhi.

List of Open-Source Software/learning website:

- <https://swayam.gov.in/>
- <https://nptel.ac.in/>

Course Learning Outcomes (CLO):

1. Students will be able to define the concept of management thought and its significance in shaping organizational practices.
2. Students will be able to provide a clear and concise definition of strategic management, highlighting its significance in achieving organizational goals and competitive advantage.
3. Students will be able to provide a clear and concise definition of contemporary management, highlighting its key principles, approaches, and characteristics.
4. Develop awareness of emerging digital technologies and trends that are reshaping industries.
5. Apply motivation theories, including Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and Expectancy Theory, to analyse real-world workplace scenarios and cases.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H					H		M
CLO2		L		M				L
CLO3			M				M	
CLO4				H	L			
CLO5		M				L		H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Functional Grammar and Composition
Course Code:	12-AEC106-1C
Pre-requisite Course:	Basic Literacy, Vocabulary

Course Objectives:

1. To identify the key concepts of English grammar.
2. To describe the use of appropriate language through the understanding of the sentence patterns in English.
3. To introduce corrective measures to eliminate grammatical errors in speaking and writing. Theoretical and conceptual understanding of the elements of grammar.
4. To enhance the learners' ability of communicating accurately and fluently.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Overview of English Grammar: Nouns, Pronouns, Adjectives, verbs Tense Structures, Prepositions, Voices (Passive and Active), Direct and Indirect Speech, Punctuations and Capitalization, Commercial Terms	15	50%
2	Types of Letters, Letter Lay-Out, Essentials of An Effective Letter Writing, Need and Function of Business Letter. Drafting of Letter as A Customer to The Bank Regarding the Following: Request for Stop Payment of Cheques, Request for Changes in Address and Transfer of Amount from A Saving Account to Recurring Account, Inquiry letter, Replies of Inquiry letter, Order Letter, replies of order letter, Complaint, Claims and Adjustments of claim letters	15	50%
	Total Hours	30	100%

Text Books:

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.

Reference Book:

Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.

- Combleet. S and Carter, R The Language of Speech and writing London: Routledge. 2001.
- Dignen, Bob. Presentation Skills in English, Orion Printers, Hyderabad. 2007.
- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South-Western College Pubg., 2000.
- Kroehnert, Gary. Basic Presentation Skills. Sidney: McGraw Hill, 2010.
- Mohan Krishna and Meera Banerji. Developing Communication Skills 2nd Edition, Trinity Press Delhi 2009

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- <https://nptel.ac.in/>

Course Learning Outcomes (CLO):

1. Demonstrate the ability to use the syntactic structures within English texts.
2. Distinguish logical and analytical skills in the use of language for communication.
3. Develop writing skills in various professional and career related situations
4. Formulate the basic skills in spoken communication in formal contexts

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1		M			H			M
CLO2	L			M		L		H
CLO3			H				M	
CLO4					L			L

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Basic IT Tools
Course Code:	12-SEC107-1C
Pre-requisite Course:	Basic Computer knowledge, Internet,

Course Objectives:

1. The objective of this subject is to make the students understand the functioning of office application software.
2. It will help the student to have hands-on experience on various application software used for office automation like Document editor, Spreadsheet, Presentation and Internet for day-to-day problem solving, in particular for creating business documents, data analysis, graphical representation, web communication.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	2	2	-	25	25	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction of Computer: Computer and Latest IT gadgets, Evolution of Computers & its applications, IT gadgets and their applications, Basics of Hardware and Software, Central Processing Unit, Input devices, Output devices, Computer Memory & storage, Application Software, Systems Software, Utility Software, Open source and Proprietary Software, Mobile Apps, Internet, WWW and Web Browsers: Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet; connecting to internet; World Wide Web; Web Browsing software's, Search Engines; Understanding URL; Domain name; IP Address; Using e-governance website. Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows	15	50%
2	Introduction of MS Office: Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document. Using Spreadsheet: Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spreadsheet, printing of Spreadsheet Introduction of Presentation: Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts	15	50%
	Total Hours	30	100%

Text Books:

- Dr. A.M.Patel , Pankaj Pandya, Kiran Desai: Fundamentals of Computer & Its Application Part-I, Jalararm Publication, Ahmedabad.

Reference Book:

- Taxali R.K.: IT Tools & Applications, TMH, New Delhi.

List of Open-Source Software/learning website:

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- <https://nptel.ac.in/>

Course Learning Outcomes (CLO):

1. Use keyboard shortcuts to perform tasks.
2. Delete and restore files and folders using the Recycle Bin
3. Create files and folders and organize file and folder, create a new word document and save files.
4. Make text italic, bold, or underlined and change the size, font and color of text in MS office.
5. Analyse, implement, and evaluate a computer-based system process, component, or program to meet desired needs.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H	L						M
CLO2			H					L
CLO3					M			
CLO4				L			L	H
CLO5			L	M				

High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	NSS (National Service scheme)
Course Code:	12-VAC108-1C
Pre-requisite Course:	NSS, First-aid, Leadership, Cultural

Course Objectives:

1. To understand the concept of Youth
2. To understand the importance of youth population in Nation Building
3. To understand the nature and Growth of National Service Scheme in India
4. To understand aims, objectives, Logo, Emblem, and Organizational structure of NSS.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	2	2	-	25	25	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Fundamentals of NSS - History and its Objectives, Organizational structure of N.S.S. at National, State, University and College Levels, Advisory committee and their functions with special reference to college principal, Programme officer, N.S.S. group leader and N.S.S. volunteers in the implementation. National Integration - Need of National integration, Various obstacles in the way of National Integration; such as caste, religion, language and provisional problems etc	15	50%
2	Importance of N.S.S. Regular Activities - Environmental Awareness, Blood donation, Health awareness, Career guidance, Globalization and its Economic, Social Political and Cultural impacts, First-aid, Legal awareness, Leadership training - cum - Cultural Programme.	15	50%
	Total Hours	30	100%

Text Books:

- National Service Scheme Manual, Government of India.

Reference Book:

- Training Programme on National Programme scheme, TISS.
- Orientation Courses for N.S.S. Programme officers, TISS.
- Case material as Training Aid for field workers, Gurmeet Hans.

- Social service opportunities in Hospitals, Kapil K. Krishan, TISS.
- Social Problems in India, Ram Ahuja.

List of Open-Source Software/learning website:

- <https://swayam.gov.in/>
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Course Learning Outcomes (CLO):

1. Describe the concept of Youth and compare the international definitions of the term Youth.
2. Students will be able to appreciate our demographic advantage and its role in nation building.
3. Know the growth and evolution of NSS and its role in Nation building through community service.
4. Visualize the signs, symbols, logo of NSS and understand their broader meaning.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	L				M			
CLO2			H			L		H
CLO3		M		L			M	
CLO4		L			M			L

: High, M: Medium, L: Low