



**S. B. JAIN INSTITUTE OF TECHNOLOGY, MANAGEMENT
& RESEARCH, NAGPUR**

(An Autonomous Institute, Affiliated to R.T.M. Nagpur University)
(NBA Accredited - Electrical Engg. Electronics and Telecommunication Engg. & Mechanical Engg.)
Emerge as a Leading Institute for Developing Competent and Creative Professionals
Department of Business Management



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER-I

Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
PCCBB101T	Business Accounting	4	0	0	4	40	60	100	3

Sr. No.	Course Objective
1	To introduce the fundamentals of financial accounting and the process of recording business transactions.
2	To enable learners to analyze financial statements for decision-making using accounting tools and techniques.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the basic principles, concepts, and processes of financial accounting for transaction recording.
CO2	Apply: Prepare the journal entries for recording financial transactions.
CO3	Apply: Prepare final accounts of a joint stock company as per Companies Act, 2013.
CO4	Apply: Prepare the bank reconciliation statement for rectifying the balance of cash and passbook.
CO5	Analyze: Evaluate financial performances using various accounting ratios.
CO6	Apply: Prepare and interpret cash flow statements in accordance with Accounting Standard - 3.

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SYLLABUS

Unit I: Introduction to Financial Accounting

Meaning and objectives of financial accounting, Users of accounting information, Accounting principles and concepts, Accounting cycles .

Unit II: Recording transactions and Trial balance

Preparation of Journal entries, Subsidiary Books, Ledger posting and Trial balance

Unit III: Final Accounts of Joint Stock Company

Meaning and types of companies, Provisions related to preparation of final accounts under Companies Act, 2013, Structure and format of Statement of Profit and Loss and Balance Sheet as per Schedule III

Unit IV: Bank Reconciliation Statement

Meaning, Objective and Importance of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement.

Unit V: Ratio Analysis

Meaning and objectives of ratio analysis, Types of ratios – liquidity, solvency, profitability, Leverage and activity ratios, Interpretation and limitations of ratios, Use of ratio analysis in business decision making

Unit VI: Cash Flow Statement

Meaning and importance of cash flow statement, Classification of cash flows – operating, investing and financing activities, Uses and limitations of cash flow statement, Preparation of cash flow statement as per Accounting Standard - 3

Text Books Recommended

1. Financial Accounting (6th Edition), Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publishing House.
2. Financial Accounting (9th Edition), Tulsian P. C., Pearson.

Reference Books Recommended

1. Financial Accounting for Management (4th Edition), N. Ramchandran, Ram Kumar Kakani, Tata McGraw Hill.
2. A Textbook of Accounting for Management, (4th Edition), S. N. Maheshwari, Maheshwari., S.K. Maheshwari, K. Sharad, Vikas Publishing House.



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		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
PCCBB102T	Basics of Management	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To introduce learners to the fundamental principles, nature, and evolution of management thought.
2	To develop the ability to apply key management functions in business operations.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the basic concepts, principles, and theories of management.
CO2	Apply: Examine the planning techniques for effective organizational goal setting.
CO3	Apply: Determine the relationship between planning and control, using various control techniques.
CO4	Understand: Explain the Ethical issues and Corporate social responsibility in business.

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UNIT I: Introduction to Management

Definition, Nature, and Objectives of Management, Key Functions and Scope of Management, Managerial Skills and Roles, Historical Evolution of Management Thought, Scientific Management Approach, Styles of Management.

UNIT II: Planning, Organizing and Staffing

Planning- Meaning, Definition, Types and Planning process, Traditional goal-setting methods.

Organizing - Meaning, Definition, Designing organizational structure, Importance of coordination. *Staffing*- Overview of staffing, Performance evaluation and career planning, Leadership styles and effectiveness, Team building and teamwork strategies.

Unit III: Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories, Motivation theories and practices, Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling- meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control.

Unit VI: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

Text Books Recommended

1. Principles and Practices of Management: (7th Edition), L. M. Prasad, S. Chand & Co.
2. Principles of Management: (5th Edition), P.C. Tripathi, P. N. Reddy, Tata McGraw Hill.

Reference Books Recommended

1. Principles of Management: (9th Edition), T. Ramasamy, Himalaya Publishing House.
2. Principles of Management: (13th Edition), Stephen P. Robbins & Mary Coulter, Pearson Education.
3. Principles of Management, (2nd Edition), Dr. Neeru Vasishth, Taxmann's.



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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
AECBB101T	English Language-Verbal and Non-Verbal	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To develop students' competence in verbal and non-verbal communication, enabling effective interaction in professional settings and enhancing expressive skills through the study of literary texts.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Interpret the nature, importance, and types of business communication, including organizational communication flow.
CO2	Apply: Apply the process and principles of effective communication to overcome barriers and demonstrate appropriate etiquette in various settings.
CO3	Apply: Apply non-verbal communication strategies and listening skills effectively in professional scenarios.
CO4	Apply: Apply literary understanding to interpret short texts and develop expressive and analytical communication skills.

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Unit 1: Introduction to Business Communication

Introduction, importance, nature, role of Business Communication, Organizational communication: Internal, Professional, and External communication, Direction of communication: downward, upward, lateral, & diagonal.

Unit 2: Foundations of Communication

Definition and Process of Communication, 7 C's of Effective Communication, Communication Barriers, Etiquette and mannerism in Personal, Social, and Workplace Settings

Unit 3: Non-Verbal Communication in Professional Settings

Introduction to Non-Verbal Communication: Kinesics, Proxemics, Chronemics, Haptics. Paralanguage (Voice Modulation, Pauses and Silence, Tone and Pitch), Listening & Speaking Skills: Active listening, note-taking, self-introduction, role plays, group discussions.

Unit 4: Literary Appreciation –Poetry and Prose

Reading and interpretation of short literary pieces to build expressive skills; Poetry: “After death” by Kamala Das; Prose: “The Eyes Are Not Here” By Ruskin Bond

Text Books Recommended

1. Communication Skills, Dr. Lalita Bisen, Dr. Bhumika Agrawal, and Dr. N. Thejo Kalyani. Edition 2021, Himalaya Publishing House, Nagpur
2. Functional English for Technical Students , Dr. Pratibha Mahato and Dr. Dora Thompson, Edition, 2018, Himalayan Publishing House, Nagpur
3. After Death, Kamala Das. Poem. Edition 2021, Himalaya Publishing House, Nagpur.
4. The Eyes Are Not Here, Ruskin Bond. Prose. Edition 2021, Himalaya Publishing House, Nagpur.

Reference Books Recommended

1. Essentials of Business Communication – (1st Edition), Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons
2. Effective Business Communication – (7th Edition), Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Tata McGraw Hill

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		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
VSCBB101P	Business Communication Skills	0	0	4	2	50	-	50	-

Sr. No.	Course Objective
1	To equip students with essential communication skills required in business and professional settings.
2	To enhance interpersonal, written, verbal, and digital communication effectiveness through practical application.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the principles and models of effective business communication.
CO2	Apply: Apply the written communication techniques in business.
CO3	Analyze: Analyze the communication barriers and develop solutions for workplace situations.
CO4	Analyze: Analyze effective use of digital communication tools such as email, Zoom, and Teams for professional purposes.

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UNIT I: Foundations and Practice of Business Communication

Concept of communication through practical examples, Identifying types of communication through role plays, Practicing the 7Cs via case-based writing tasks, Group activity on communication process and barriers, Real-world examples of business communication success and failure.

UNIT II: Written Business Communication

Business letters, email etiquette, reports, notices, memos, circulars, resume and cover letter writing, proofreading and formatting skills.

UNIT III: Oral and Non-verbal Communication

Oral presentations, group discussions, public speaking, voice modulation, body language, listening skills, barriers to effective oral communication.

UNIT IV: Digital and Professional Communication Skills

Digital communication tools (email, Zoom, Teams), meeting etiquette, business proposals, negotiation skills, mock interviews, role plays, telephonic communication.

Text Books Recommended

1. Business Communication – (1st Edition), Meenakshi Raman & Prakash Singh, Oxford University Press
2. Business Communication Today – (14th Edition), Courtland L. Bovee, John V. Thill, Pearson Education
3. Business and Administrative Communication – (8th Edition), Kitty Locker & Donna Kienzler, McGraw Hill

Reference Books Recommended

1. Essentials of Business Communication – (1st Edition), Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons
2. Effective Business Communication – (7th Edition), Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Tata McGraw Hill

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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
SECBB101P	Presentation Skills	0	0	4	2	50	-	50	-

Sr. No.	Course Objective
1	To develop learners' confidence and competence in delivering professional presentations.
2	To equip students with essential tools and techniques for planning, designing, and executing impactful presentations.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Identify components of effective presentation planning and audience segmentation.
CO2	Apply: Apply digital tools and visual design principles to build compelling presentation material.
CO3	Analyze: Differentiate between effective and ineffective delivery styles based on audience feedback.
CO4	Evaluate: Assess overall presentation performance considering content, visuals, and delivery techniques.

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UNIT I: Planning and Structuring Effective Presentations

Identifying purpose and audience, brainstorming techniques, selecting appropriate presentation formats (informative, persuasive, etc.), writing presentation scripts and practical activity: create a presentation outline and script for a topic of choice

UNIT II: Slide Design and Visual Communication Tools

Principles of visual hierarchy, designing slides using Canva/PowerPoint, image and font balance, use of multimedia elements, real-time slide-building practice

UNIT III: Delivery Skills and Communication Techniques

Voice modulation, posture, gestures, audience engagement, reducing anxiety, confidence-building activities, practicing short impromptu presentations

UNIT IV: Final Presentation and Review

Individual/Group presentations, peer and faculty feedback, rubric-based evaluations, recording and reviewing sessions, managing Q&A professionally

Text Books Recommended

1. Effective Presentation Skills – (Revised Edition), Steve Mandel, Crisp Publications
2. The Art of Public Speaking – (11th Edition), Stephen E. Lucas, McGraw-Hill Education
3. Presentation Skills 201 – (2nd Edition), William R. Steele, Axzo Press

Reference Books Recommended

1. Presentation Skills for Students – (2nd Edition), Joan van Emden, Lucinda Becker, Palgrave Macmillan
2. Successful Presentations: A Practical Guide – (1st Edition), Malra Treece, Allyn & Bacon

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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration
									(Hrs.)
IKSBB101T	Indian Knowledge System	2	0	0	2	50	-	50	-

Sr. No.	Course Objective
1	To facilitate the student with the concepts of Indian Knowledge System and to make them understand its importance.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Identify the concepts of Indian Knowledge System and its importance in ancient and modern times.
CO2	Understand: Explain the contributions of women in ancient India and the key components of the Indian Knowledge System in society, arts, language, and literature.
CO3	Apply: Apply and identify the concept of Science and Technology in Indian Knowledge System.
CO4	Understand: Explain the importance of documentation and preservation of Indian Knowledge System.

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Unit I: Introduction to Indian Knowledge System

Define Indian Knowledge System, Scope and Importance, Indian Knowledge System in ancient and modern times.

Unit II: Indian Knowledge System in Indian Society, Arts, Language and Literature

Women in ancient India and their impact on Indian Knowledge System, Indian Ecology, Indian Calendar, Indian Drama, Indian Music, Indian Language and Grammar, Literature, Philosophy, Sculpture, Architecture and others.

Unit III: Indian Knowledge System in Science and Technology

History of Science and Technology, Mathematics, Astronomy, Medicine and Agriculture. Interaction and Comparison of Culture and Civilization of India with World.

Unit IV: Traditional Practices, Protection, Conservation in Indian Knowledge System

Rituals, Taboos and Belief System, Documentation and Preservation of Indian Knowledge System, Approaches and Strategies to protect and conservation of Indian Knowledge System.

Text Books Recommended

1. Ancient Indian Wisdom: Spiritual Heritage, P. Sethuraman, Edition 2007, Publications Create space Independent.
2. Science and Technology in Ancient Indian Texts, Bal Ram Singh , Nath Girish , Umesh Kumar Singh, Edition 2012, Publications D.K. Print World Ltd.

Reference Books Recommended

1. Pride of India-A glimpse of India's Scientific Heritage by Pradeep Kohle et al. Edition 2006, Publication Samskrit Bharti.
2. India's Glorious scientific tradition by Suresh Soni, Edition 2010 Publication Ocean Books Pvt. Ltd.

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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
VECBBIOIT	Indian Constitution	2	0	0	2	50	-	50	-

Sr. No.	Course Objective
1	The course seeks to equip students with a thorough understanding of the Indian Constitution, including its historical context, key components, and governance mechanisms, while also fostering critical thinking and legal awareness.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the role of the Constituent Assembly and the events that shaped the making of the Constitution.
CO2	Understand: Demonstrate knowledge of Fundamental Rights, Directive Principles of State Policy, and Fundamental Duties.
CO3	Understand: Explain the structure and functioning of the Union Government, State Government, and Local Self Government.
CO4	Apply: Apply federalism understanding, Panchayat powers assessment, electoral processes evaluation, and citizen-oriented measures advocacy.

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SYLLABUS

Unit I: Introduction and Making of the Indian Constitution

Historical Background, Constituent Assembly, Preamble, Salient features of Indian Constitution.

Unit II: Fundamental Rights, Directive Principles of State Policy, and Fundamental Duties in shaping individual roles and social identity

Unit III: Union Government:

President, Prime Minister, Council of Ministers, Parliament; State Government: Governor, Chief Minister, Council of Ministers, State Legislature

Unit IV: Local Self Government:

Panchayati Raj Institutions, Municipalities, and their roles and functions; Electoral processes, Constitutional bodies, and Emergency provisions.

Unit IV: Judiciary in India:

Supreme Court, High Courts, Judicial Review, Judicial Activism; Right to Information (RTI), Public Interest Litigation (PIL), and citizen-oriented measures.

Text Books Recommended

1. Introduction to the Constitution of India by Durga Das Basu.
2. Our Constitution by Subhash Kashyap.

Reference Books Recommended

1. The Indian Constitution: Cornerstone of a Nation by Granville Austin.
2. Indian Polity by M. Laxmikant.

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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration
									(Hrs.)
OECCB101T	Sociology	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To introduce the fundamental concepts of sociology and its relevance in understanding human behavior and societal structure.
2	To enable learners to apply sociological principles in analyzing culture, groups, and social institutions within a business and community context.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Describe the scope and subject matter of sociology and its relationship with other social sciences.
CO2	Apply: Apply the sociological concepts to examine real-life situations involving culture, social interaction and group dynamics.
CO3	Analyze: Differentiate the key components of culture and interpret how they shape values, beliefs and behaviors in society.
CO4	Evaluate: Critically assess the influence of institutions and socialization agents on societal development and personal identity.

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UNIT I: Introduction to Sociology and Its Interdisciplinary Relevance

Nature, scope, and characteristics of sociology as a social science, Importance of sociology in understanding human behavior, Relationship of sociology with other disciplines: Anthropology, History, Economics, Political Science, Psychology

Unit II: Social Groups and Human Interaction

Primary and secondary groups: features and relevance, In-groups, out-groups, and reference groups, Importance of group interactions in shaping individual roles and social identity

UNIT III: Culture and Social Systems

Meaning, types, and features of culture: material and non-material, Cultural lag, cognitive elements, values, beliefs, norms, and signs, Role of culture in shaping individual behavior and collective values

UNIT IV: Socialization and Institutions

Meaning, process, and stages of socialization, Agents of socialization: family, peers, school, media, Role of institutions (religion, education, polity) in societal development, Contemporary issues in socialization and institutional dynamics

Text Books Recommended

1. Sociology: A Guide to Problems and Literature – (4th Edition), T. B. Bottomore, George Allen & Unwin
2. What is Sociology? – (Eastern Economy Edition), Alex Inkeles, Prentice Hall of India
3. Introductory Sociology – (1st Edition), N. Jayaram, Macmillan India

Reference Books Recommended

1. Sociology: Themes and Perspectives – (8th Edition), M. Haralambos & M. Holborn, HarperCollins
2. Sociology: A Systematic Introduction – (1st Edition), Harry M. Johnson, Allied Publishers

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OECBB102T	Hospitality & Tourism	2	0	0	2	20	30	50	2

Sr. No.	Course Objective
1	To introduce the structure, services and classifications within the hospitality and tourism industry.
2	To enable learners to understand departmental functions, travel operations, tourism marketing and career paths in the industry.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the features of hospitality structure and hotel classifications
CO2	Apply: Apply the functions of departments and services in the hospitality industry
CO3	Analyze: Analyze the relationships among tourism services, operations, and organizational structures
CO4	Evaluate: Evaluate the effectiveness of tourism development policies and institutional support

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Unit I: Overview of Hospitality Operations

Structure of hospitality industry, Customer care in hospitality, Hotel departmentalization, Hotel classification systems, Types of hotel rooms, Hospitality distribution channels

Unit II: Core Functions of Hospitality Departments

Food and beverage operations – menu and beverages, Housekeeping roles and standards, Front office functions and organization, Quality control – environmental and food safety norms

Unit III: Essentials of Tourism Services

Tourism industry components, Major tourism organizations, Tourism regulations and operations, Modes of transport, Types of accommodation, Informal and supporting services, Travel agencies, Tour operators, Tourism information sources

Unit IV: Tourism Promotion and Governance

Marketing in tourism – advertising, publicity, selling, National and state-level tourism planning, Infrastructure and policy development, Role of local authorities and officials, ITDC and state tourism corporations, Manila Declaration on world tourism

Text Books Recommended

1. Tourism Operations and Management – (1st Edition), Sunetra Reddy, Archana Biwal, Vandana Joshi, Oxford Publication
2. Hospitality Management – (1st Edition), Gajanan Shirke, Shroff Publication
3. Marketing for Hospitality and Tourism – (7th Edition), Kotler, Bowen, Makens, Baloglu, Pearson Publications

Reference Books Recommended

1. Hospitality and Tourism Management – (2nd Edition), P. R. Srinivasan, New Age International Publishers
2. Fundamentals of Tourism and Hospitality – (1st Edition), A. K. Bhatia, Sterling Publishers

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Course Code	Course Title	Hours/Week			Credits	Maximum Marks			ESE
		L	T	P		Continuous Evaluation	End Sem. Exam	Total	Duration (Hrs.)
CCBB101	Liberal Learning Course - 1	1	0	2	2	50	-	50	-

Sr. No.	Course Objective
1.	To make the students understand the importance of sound health and fitness
2.	To develop among students an appreciation of physical activity as a lifetime pursuit and a means to better health.

Course Outcomes	
After successful completion of this course the student will be able to :	
CO1	Understand: Explain the various techniques to promote Physical Fitness.
CO2	Apply: Choose and Apply various forms of Yogic activities and Meditation techniques to promote
CO3	Understand: Outline the various NCC schemes and NSS activities

Revision	BOS Meeting	Date	w.e.f. Academic Year
-	11	18/07/2025	2025-26



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Emergence as a Leading Institute for Developing Competent and Creative Professionals



Department of Business Management

SYLLABUS

Unit I: Physical Education & Fitness

Concept, Aims and Objectives of Physical Education, Meaning and importance of Physical Fitness, Components of Physical Fitness, Exercises to increase strength, flexibility, endurance, agility, speed, cardio vascular fitness, co-ordination abilities.

Unit II: Yoga & Meditation

Meaning and importance of Yoga, Difference between Yoga & Exercise and Introduction to Ashtanya Yoga Various Asanas (Techniques and Benefits); Breathing Techniques: Pranayam, Kapalbhathi, Anulom Vilom, Bhastrika Pranayam; Sitting Yoga Asanas: Padmasana, Ardha Matsyendrasana, Vajrasana, Janu Sirsasana, Paschimottanasana, Janu Sirshasana, Gomukhasana Lying Asanas: Bhujanasana, Halasana, Dhanurasana, Sarvangasana, Matsyasana Standing Asanas: Trikonasana, Vrikshasana, Tadasana, Virabhadrasana, Chakrasana, Suryanamaskar

Unit III: NCC/NSS

National Cadet Corps scheme, introduction to defense services, foot drill and arms drill. Introduction to basic concepts of NSS, programme and activities, understanding youth – issues, challenges and opportunities.

Text Books Recommended

1. Physical Education, Dr.K. Chaudhary & Dr. Indrajit Basu, 1st Edition, 2020, Harbour Press International
2. Patanjali Yoga Sutras by Swami Vivekanand , 2019, Fingerprint Publishing House.
3. Light on Yoga by B.K.S. Iyengar, 2006, Thorsons Publication.

Reference Books Recommended

1. Hospitality and Tourism Management – (2nd Edition), P. R. Srinivasan, New Age International Publishers
2. Fundamentals of Tourism and Hospitality – (1st Edition), A. K. Bhatia, Sterling Publishers

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