



**PRESTIGE INSTITUTE OF MANAGEMENT &
RESEARCH, GWALIOR**

MBA(I) -2025-2030



PRESTIGE

INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A' AND NBA (AICTE)

COURSE CURRICULUM

(NEP & CBCS SEMESTER WISE)

For

Master of Business Administration (Integrated)

(Academic Year 2025-26)



**Prestige Institute of Management & Research,
Gwalior Airport Road, Opposite DD Nagar, Gwalior
(Madhya Pradesh) INDIA**

Prestige Institute of Management & Research, Gwalior

Master of Business Administration (Integrated) Program

1. The Integrated MBA is a five-year dual-degree program combining undergraduate and postgraduate studies in management.
2. The program is structured into ten semesters, with each academic year comprising two semesters.
3. The last two semesters (Semester IX and X) are fully dedicated to full-time industrial internship or live project work in collaboration with industry partners.
4. The program follows the outcome-based education (OBE) model to ensure academic quality and industry relevance.
5. The curriculum design includes core courses, electives, skill development modules, vocational courses, internships, and project-based learning.
6. Credit distribution shall be in alignment with UGC norms, maintaining a total of approximately 180–200 credits for the full five-year program.
7. Students must complete at least one industry internship and one research/dissertation project before being awarded the final degree.
8. The program shall emphasize interdisciplinary learning, entrepreneurial development, and value-based business education.

Programme Outcomes (POs) –

1. Students will understand and apply principles of management to resolve complex business challenges. (PO1)
2. Students will develop analytical and critical thinking abilities using quantitative methods for business decision-making. (PO2)
3. Students will identify, define, and propose solutions to business problems using data analytics tools and techniques. (PO3)
4. Students will interpret global and cross-cultural business environments and apply value-based management principles for societal benefit. (PO4)
5. Students will demonstrate leadership, creativity, and innovation in articulating and implementing business ideas. (PO5)

Programme Specific Outcomes (PSOs) –

1. Students will be able to analyse business data using conceptual and analytical frameworks to support effective decision-making. (PSO1, mapped to PO1, PO2, PO3 at Bloom's Level 4 – Analysis)
2. Students will be able to evaluate business strategies for operational optimization and sustainable growth. (PSO2, mapped to PO3, PO4 at Bloom's Level 5 – Evaluation)
3. Students will develop entrepreneurial and leadership skills to innovate and grow new business ventures. (PSO3, mapped to PO4, PO5 at Bloom's Levels 3 – Apply, 4 – Analyse, and 6 – Create)

Academic and Pedagogical Statements

1. **The teaching methodology** shall include lectures, case studies, role plays, group discussions, simulation games, industrial visits, and technology-enabled learning.
2. **Continuous Internal Evaluation (CIE)** and **End Semester Evaluation (ESE)** shall be adopted in the ratio of 40:60 for each subject.
3. **Assessment** shall be aligned with Bloom's Taxonomy and will involve rubrics-based evaluation, including knowledge, application, analysis, and creation.
4. **Students** shall be encouraged to pursue MOOC/SWAYAM/NPTEL online certification courses and may earn credits through the Academic Bank of Credits (ABC) framework.
5. **A dedicated Entrepreneurship Development Cell (EDC)** and **Incubation Centre** shall support student startups and innovations.

6. The curriculum shall integrate modules on ethics, corporate social responsibility, gender sensitization, and environmental sustainability.
7. A strong Industry-Academia Interface shall be maintained through guest lectures, live projects, industrial training, and expert mentoring.



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Examination Scheme

MBA (I) I Semester

S. No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max	Min			
1	MBA(I)-101	CC (Major)	Principles and Practices of Management	60	21	40	14	-	-	100	6	40+60
2	MBA(I)-102	CC (Minor)	Financial Accounting	60	21	40	14	-	-	100	4	40+60
3	MBA(I)-103	AEC	English	30	11	20	7	-	-	50	2	20+30
4	MBA(I)-104	MDE	Business Mathematics	60	21	40	14	-	-	100	3	40+60
5	MBA(I)-105	VOC	Digital Marketing	60	21	40	14	-	-	100	3	40+60
6	MBA(I)-106	PW	Environmental Science and sustainability/Community Engagement	-	-	-	-	50	17	50	2	20+30
		Total								500	20	

*External viva will be conducted for MBA(I)-106 for 30 Marks.

Viva

Prestige Institute of Management & Research,

Gwalior

Subscribed

Kaguru



COURSE OUTLINE

PRINCIPLES AND PRACTICES OF MANAGEMENT PAPER CODE: MBA(I) 101	Max. Marks: 100 Min. Marks: 35 External 60 Internal: 40
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Credits: 06

Course Objectives: After the completion of this subject the students will be able to

CO1a	Understand the concepts and functions of Management.
CO1b	To articulate management agenda using tools and techniques of planning
CO2	Devise the organization structure and distill the organization function.
CO3	Developing skills in directing individuals and groups.
CO4	Analyze various control systems and their effectiveness in achieving organization goals.

CO/PO/PSO Matrix:

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1(A)	2	3	1	0	2	3	2	2
CO1(B)	3	2	1	1	3	3	2	1
CO2	2	3	2	0	1	1	2	3
CO3	1	1	3	2	0	3	1	2
CO4	3	2	2	1	1	1	1	1

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	N

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	N

Employability	Entrepreneurship	Skill Development
Y	N	Y

Course Pedagogy:

Lecture, Case study, hands on analysis



Course Content:

UNIT 1: Introduction to Management

Management in Indian Knowledge Tradition Management in Indian ethos, Indian models, spiritual values and management. Modern Concept of Management- Meaning, definitions, importance, and functions.

Concept, Nature & Functions of Management, Evolution of Management: Early Contributors; Management vs. Administration, Management Skills, Levels of Management, Responsibility of Managers, How technology is reshaping management.

UNIT 2: Planning and Decision Making

Planning: Nature, Significance of Planning, Types of Planning, Process of Planning, and Management By Objective (MBO), setting objectives, Planning premises, Planning Tools and Techniques, Decision making steps and process, Sustainability and CSR in Planning.

UNIT 3: Organizing

Organizing: Concept, nature ,purpose .Forms of Organizational Structure, Formal and informal organization, organization chart, organization structure, departmentalization, delegation of authority, centralization and Decentralization, Span of Management.

UNIT 4: Staffing and Directing

Concept, Nature & Importance of Staffing, Nature, Significance & Functions of Directing, Foundations of individual and group behavior , motivation , motivational techniques , job enlargement , job enrichment , , communication ,process of communication , Barrier in communication, Effective communication.

UNIT 5: Controlling and Coordinating

Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.

Suggested Readings:

- *Koontz Harold & Weihrich Heinz (2008). Essentials of management (5th ed.). New Delhi; Tata McGrawHill.*
- *Robbins S.P. and Decenzo David A. (2009). Fundamentals of Management Essential Concepts and Applications 6th ed.). Delhi: Pearson Education*
- *Weihrich Heinz ond Koontz Harold (2008). Management: A Global and Entrepreneurial Perspective(12th ed.). New Delhi: McGraw Hill*



Course Evaluation Criteria:

Instruments	Marks
Mid Term Exam	20
Assignment 1	5
Assignment 2	5
Assignment 3	5
Class Participation (Skill Development)	5
Total Marks- Internal Examination	40

Marks Distribution Scheme for final exams: (For 4 Credit Course)*

**will vary as per credits*

Unit	Marks
1	10
2	10
3	10
4	10
5	10
Case Study	10
Total Marks- End Examination	60
Total (Internal Assessment + External)	100

FINANCIAL ACCOUNTING PAPER CODE:MBA(I) 102	Max. Marks: 100 Min. Marks: 35 External 60 Internal: 40
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Credits: 04

Course Outcomes:

CO1a	Develop an understanding to key terminology, concept of double entry system and principles of accounting.
CO1b	Demonstrate the concept of recording and classifying the business transactions.
CO2	Evaluate the problems relating to depreciation of assets.
CO3	Apply the knowledge for preparation of final accounts of sole trader.
CO4	Illustration and analysis of various methods of accounting for branches and department.

CO/PO/PSO Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1a	3	2	3	1	0	2	1	0
CO1b	3	2	3	1	0	2	1	1
CO2	3	2	3	2	1	3	2	2
CO3	3	2	3	2	1	3	2	2
CO4	3	2	3	3	2	3	2	3

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	N	N	Y

Employability	Entrepreneurship	Skill Development
Y	Y	Y



Course Pedagogy:

Lecture, Case study, hands on analysis

Course Content:

Unit 1: Introduction to Accounting and Accounting Principles

Accounting - Meaning, Importance, Need, objectives, advantages and limitations. Accounting as an information system, user of accounting information, sources of accounting information. Some Basic Accounting Terms –Transactions, Accounts, Assets, Liabilities, Capital, Drawings, Expenditure and Expense, Income, Revenue, Gain, Profit, Surplus, Loss, Deficit. Accounting Principles and Concept, Basis of Accounting – Cash, Accrual and Hybrid.

Unit 2: Recording of transactions

Identification of transactions and events for recording, Classifications of accounts (Traditional): Personal Account, Real Account and Nominal Account, Classifications of accounts (Modern): Assets, Liabilities, Capital, Income and expenses. Accounting Equation, Rules of debit and credit. Basis of recording – vouchers., Journalizing the transactions (with GST). Preparation of Ledger, Cash Book including bank transactions.

Unit 3: Depreciation Accounting

Depreciation accounting: Concept, features, causes, methods (SLM and WDV), Introduction of Indian Accounting Standard and IFRS.

Unit 4: Preparation of Financial Statement

Trial Balance; Concept of Revenue and Capital expenditure; Preparation of Trading and Profit & Loss Account and Balance Sheet for a sole proprietor with adjustments (Closing stock, Outstanding expenses, Prepaid expenses, Accrued income, Unaccrued income, Provision for doubtful debts, Interest on capital and drawing, managers' commission).

Unit 5: Accounting for Special Transactions

Branches Accounting: Meaning and Definition of Branch Accounting, Types of Branch, Accounting as per Debtors System, Stock and Debtors' System. Accounting for Departments (excluding mark-up accounts).

Suggested Readings:

- *Lal. Jawahar and Seema Srivastava (2014). Financial Accounting, Delhi: S Chand publishing.*



**PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH,
GWALIOR**

MBA/II -2025-2030

- *Monga J.R. (2017). Financial Accounting: Concepts and Applications New Delhi: Mayoor Paper Backs.*
- *Maheshwari S.N. (2018). Financial Accounting Delhi: Vikas Publication.*
- *Shukla, M.C., T.S. Grewal and Gupta S.C. (2006). Advanced Accounts (16th ed Vol. 1.). New Delhi: S. Chand & Co.*
- *Tulsian, P.C. (2007). Financial Accounting. Tata McGraw Hill, New Delhi.*

Course Evaluation Criteria:

Instruments	Marks
Mid Term Exam	20
Assignment 1	5
Assignment 2	5
Assignment 3	5
Class Participation (Skill Development)	5
Total Marks- Internal Examination	40

Marks Distribution Scheme for final exams: (For 4 Credit Course)*

**will vary as per credits*

Unit	Marks
1	10
2	10
3	10
4	10

5	10
Case Study	10
Total Marks- End Examination	60

Total (Internal Assessment + External)	100
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COURSE OUTLINE

ENGLISH PAPER CODE: MBA(I) 103	Max. Marks: 50 Min. Marks: 18 External 30 Internal: 20
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Credits: 02

Course Outcomes:

CO1a	Students will be able to acquire a wide vocabulary and understanding of basic functional grammar and knowledge for reading, writing and spoken language.
CO1b	Students will be able to develop creative and critical writing skills along with developing an interest and appreciation of literary texts.
CO2	To enable the learners to communicate effectively and appropriately in real life situations.
CO3	Students will be able to demonstrate the use of basic and advanced business writing skills and to produce clear and concise written business documents.
CO4	Students will be able to summarize and synthesize information into a coherent text and develop language competence, presentation and public speaking skills.

CO PO PSO Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1a	1	1	-	2	2	1	-	1
CO1b	2	2	-	2	3	1	1	2
CO2	2	1	1	3	2	1	2	2
CO3	2	2	2	1	2	2	1	1
CO4	2	2	1	2	3	2	1	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	Y

Employability	Entrepreneurship	Skill Development
Y	Y	Y



Course Pedagogy:

Lecture, PPT's , Role plays, Mock Group Discussions, Extempore, JAM etc.

Course Content:

Unit 1: Review of English Grammar, Vocabulary Building (Synonyms, Antonyms, Homonyms, Idioms, Proverbs, One word substitution), Paragraph Writing, Precis Writing, Report Writing

Unit 2: Reading-Where the Mind is without fear by R.N. Tagore, Life by Sarojini Naidu, Our Trees Still grow in Dehra by Ruskin Bond, The Bird with the Golden Wings by Sudha Murthy.

Unit 3: Public Speaking – Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussions, Communication in Committees, Seminars and Conferences

Suggested Readings:

Chaturvedi, P.D, Mukesh. The Art and Science of Business Communication. 4th ed. 2017, Pearson, India

Higgins, Jessica. 10 Skills for Effective Business Communication. Foreword by Ben Way 2021. Embassy Books, India.

Kumar, Sanjay & Pushp Lata. Communication Skills. 2nd ed. 2015. Oxford University Press, India

Swan, Michael. Practical English Usage 4th Ed, 2016. Oxford University Press, India.

Wren and Martin. High School English Grammar & Composition. Revised by NDV Prasada Rao. Regular Edition, S. Chand Publishing. India.

Course Evaluation Criteria:

Instruments	Marks
Mid Term Exam	10
Assignment 1	2.5
Assignment 2	2.5
Assignment 3	2.5
Class Participation (Skill Development)	2.5
Total Marks- Internal Examination	20



**will vary as per credits*

Unit	Marks
1	5
2	5
3	5
4	5
5	5
Case Study	5
Total Marks- End Examination	30
Total (Internal Assessment + External	50



COURSE OUTLINE

BUSINESS MATHEMATICS PAPER CODE: MBA(I) 104	Max. Marks: 100 Min. Marks: 35 External 60 Internal: 40 Credits: 04
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Course Outcomes:

CO1a	Explain fundamental concepts of matrices, determinants, and their applications in business problem-solving.
CO1b	Apply basic arithmetic concepts such as commission, discount, profit and loss, and percentages to real-world business situations.
CO2	Solve linear, simultaneous, and quadratic equations, and use indices and logarithms for mathematical simplification and computation.
CO3	Analyze problems involving averages, ratios, proportions, speed, distance, and time to make informed managerial decisions.
CO4	Calculate and interpret simple interest, compound interest, annuities, and bill discounting in the context of business finance.

CO PO PSO Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1a	1	1	-	2	2	1	-	1
CO1b	2	2	-	2	3	1	1	2
CO2	2	1	1	3	2	1	2	2
CO3	2	2	2	1	2	2	1	1
CO4	2	2	1	2	3	2	1	2

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	Y

Employability	Entrepreneurship	Skill Development
Y	Y	Y



Course Pedagogy:

Lectures, discussions, and problem-solving sessions with real-life business applications, caselets, and ICT tools like Excel for practical learning.

Course Content:

Unit -1

Matrices: Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matrix Inverse elementary row & column operations.

Determinants: Properties of determinants; Calculation of values of Determinants up to third order.

Unit-2

Commission, Discount, Profit and Loss, Percentages.

Unit -3

Types of Equations: Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.

Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms -Common Logarithm, Application of Log Table for Simplification

Unit - 4

Average & Ratio: duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems. Speed, Distance and Time.

Unit - 5

Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,

Suggested Readings:

Zameeruddin, Q., Khanna, V. K., & Bhambri, S. K. (2014). *Business mathematics* (8th ed.). New Delhi, India: Vikas Publishing House.

Ghosh, R. K., & Saha, S. (2016). *Business mathematics and statistics* (3rd ed.). Kolkata, India: New Central Book Agency.

Jacques, I. (2018). *Mathematics for economics and business* (9th ed.). Harlow, England: Pearson Education.

Datta, K. B. (2016). *Matrix and linear algebra* (2nd ed.). New Delhi, India: PHI Learning.

Vohra, N. D. (2017). *Quantitative techniques for management* (5th ed.). New Delhi, India: McGraw Hill Education.

Sancheti, D. C., & Kapoor, V. K. (2019). *Business mathematics* (12th ed.). New Delhi, India: Sultan Chand & Sons.

Aggarwal, R. S. (2021). *Quantitative aptitude for competitive examinations* (30th ed.). New Delhi, India: S. Chand Publishing.



Course Evaluation Criteria:

Instruments	Marks
Mid Term Exam	20
Assignment 1	5
Assignment 2	5
Assignment 3	5
Class Participation (Skill Development)	5
Total Marks- Internal Examination	40

Marks Distribution Scheme for final exams: (For 4 Credit Course)*

**will vary as per credits*

Unit	Marks
1	10
2	10
3	10
4	10
5	10
Case Study	10
Total Marks- End Examination	60
Total (Internal Assessment + External)	100



**PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH,
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MBA/II -2025-2030

COURSE OUTLINE

DIGITAL MARKETING PAPER CODE: MBA(I) 105	Max. Marks: 100 Min. Marks: 21 External 60 Internal: 40
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Credits:3

Course Outcomes:

CO1a	Understand digital marketing and new trends and tools for business successes
CO1b	Comprehend the different facets of search engine optimization.
CO2	Memorize social media optimization and analytical tools used.
CO3	Discuss search engine marketing and tools used.
CO4	Understand the additional modules of digital marketing.

CO/PO/PSO Matrix

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1A	2	3	3	3	3	3	2	1
CO1B	3	2	2	3	2	3	2	1
CO2	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	2	2	2	3

Course Mapping:

Local	Regional	National	Global
Yes	Yes	Yes	Yes

Professional Ethics	Gender	Human Values	Environment & Sustainability
Yes	No	No	No

Employability	Entrepreneurship	Skill Development
Yes	Yes	Yes



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Course Pedagogy:

MBA/II -2025-2030

Lecture, Case study, hands on analysis

Course Content:

UNIT I

Introduction: digital marketing, importance, Diff b/w digital Marketing and traditional marketing, Advantages and disadvantages of digital marketing, of digital marketing, E-commerce, New trends of E-commerce, SWOT analysis, Setting up vision, mission and goals of digital marketing

UNIT II

Search Engine Optimization (SEO): Understanding a website: Concepts, Applications, Levels of websites, Difference between Blog, Portal and Website, On page optimization techniques, Off page Optimization techniques

UNIT III

Social Media Optimization (SMO): Introduction to SMO (Social Media Optimization), Social media optimization techniques: Facebook, Instagram, Twitter, LinkedIn, Introduction to social Media Marketing: Facebook Marketing, Word Press blog creation, Twitter marketing, LinkedIn Marketing, Google Plus marketing, Social media Analytical Tools

UNIT IV

Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search engine Marketing, Pay-Per-Click(PPC) Advertising, Google AdWords Tool, Display advertising techniques.

UNIT V

Additional Module: Google Analytics, Online Reputation Management(ORM), E-Mail Marketing, Affiliate Marketing, Social Media Analytics, Ad designing

Suggested Readings:

1. Seema Gupta (2017). *Digital Marketing Mc-Graw Hill 1 st edition*
2. Kotler, P. (2017). *Marketing 4.0: Moving from traditional to digital. Wiley*
3. Barker, M. S., Barker, D. I., Bormann, N. F., Zahay, D., Roberts, M. L., (2016) *Social Media Marketing: A strategic approach. Cengage Latest Edition*
4. Puneet Singh Bhatia (2017), *fundamentals of digital marketing Pearson 1 st edition (2017)*
5. Vandana Ahuja (2011). *Digital Marketing Oxford university press latest edition*
6. Hanson, W., & Anam, K.K. (2006). *Internet Marketing and ecommerce Cengage Latest Edition.*
7. Roberts and Zahay (2012). *Internet Marketing: Integrating Online & Offline Strategies Cengage Latest Edition (2012)*
8. Dr. Ragavendra, K., & Shruthi P. (2015). *Digital Marketing. Himalaya Publishing House Pvt. Ltd.*

Course Evaluation Criteria:

Instruments	Marks
Mid Term Exam	20
Assignment 1	5
Assignment 2	5
Assignment 3	5
Class Participation (Skill Development)	5
Total Marks- Internal Examination	40

Marks Distribution Scheme for final exams: (For 4 Credit Course)*

**will vary as per credits*

Unit	Marks
1	10
2	10
3	10
4	10
5	10
Case Study	10
Total Marks- End Examination	60

Total (Internal Assessment + External Assessment)	100
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MBA(I) -2025-2030

COURSE OUTLINE

ENVIRONMENTAL SCIENCE & SUSTAINABILITY PAPER CODE: MBA(I) 106	Project Work – Max. Marks :50 Min. Marks: 17
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Credits: 2

Course Outcomes:

CO1a	Comprehend the Fundamentals of Ecology and Environmental Science
CO1b	Understand and Appreciate Biodiversity and Its Protection
CO2	Apply Principles of Sustainable Development
CO3	Conduct Environmental Experiments and Analysis
CO4	Develop and Disseminate Environmental Conservation Messages

CO/PO/PSO Matrix:

Course Outcome s (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1a	2	3	1	1	0	2	3	1
CO1b	3	2	1	0	1	3	1	2
CO2	2	3	2	1	0	2	3	1
CO3	1	1	3	2	2	1	2	3
CO4	3	2	2	3	1	3	2	1

Course Mapping:

Local	Regional	National	Global
Y	Y	Y	Y

Professional Ethics	Gender	Human Values	Environment & Sustainability
Y	Y	Y	Y

Employability	Entrepreneurship	Skill Development
Y	N	Y

Course Pedagogy:

Lecture Case study hands on analysis



Course Content:

Unit 1 : Study of Environment and Ecology

Defining Environment and Ecology. Ecosystem - Components, structure and function, energy flow, food, chain, food web Ecological pyramids and types.

Unit 2 : Sustainable Development

- Principles of Sustainability:
- Sustainable development goals (SDGs)
- Sustainable Agriculture and Food Systems:
- Organic farming, permaculture, and agroforestry
- Food security and sustainable diets
- Sustainable Urban Development:
- Green buildings and sustainable cities

Unit 3: Student need to shoot Short films or animations about environmental conservation and sustainability.

Suggested Readings:

Benny Joseph, "Environmental Science and Engineering", Tata McGraw-Hill, New Delhi, 2016.

Environment Impact Assessment Guidelines, Notification of Government of India, 2006.

Erach Bharucha "Textbook of Environmental Studies for Undergraduate Courses" Orient Blackswan Pvt. Ltd. 2013. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. Virtuous Circles: Values, Systems, Sustainability. IIED and IUCN CEESP, London.

Cunningham, W.P. Cooper, T.H. Gorhani, 'Environmental Encyclopedia', Jaico Publ., House, Mumbai, 2001.

Essentials of Entrepreneur ship and Small Business Management (Sled): Thomas W. Zimmerer, and Norman M. Scarborough. PHI

Entrepreneurship: Strategies and Resources, 3/E: Marc Dollinger: Prentice Hall

Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall.

Non-Credit

Evaluation will be based on Lab Classes attended by students and performance will be evaluated based on Final report/viva.