



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

CURRICULUM

BBA (REAL ESTATE)
(HONOURS/HONOURS WITH RESEARCH)

DURATION: 4 YEARS
(NEP 2020)



Programme Education Outcomes (PEOs)

- PEO 1** To impart skills to understand and analyse ecosystem of real estate sector i.e., land, planning & regulation, development, investment, asset management among students.
- PEO 2** To develop ability to evolving operations strategy and project specific sales and marketing plan.
- PEO 3** To develop ability for efficient utilization of organization resources, planning and execution of real estate and infrastructure projects
- PEO 4** To develop specialists in identified core real estate services of advisory & valuation, sales & marketing, and facilities & corporate real estate management.

Career Pathways

BBA (RE) (Hons/Hons with Research) would open several career avenues for graduates. They would be able to take up the following key job roles in the real estate sector.

- As Consultants in valuation, transaction services, sales, marketing, asset, and facilities management.
- As operations executive/managers in sales, asset management, advisory services for development and services companies in real estate.
- Facility, corporate real estate, and asset managers at for corporates.
- Officers of Government in estate, property development, commercial real estate, and housing departments.
- As Entrepreneurs in real estate sector promoting innovative solutions.

MKU Pathways and Competency Matrix

The curriculum for BBA (RE) (Hons/Hons with Research) would address **Corporate Real Estate pathway** of MKU Requirements and Competency Guide. The program structure and various courses deal with this pathway and give sound educational background to students to build their career in Built environment sector and aspire for MKU qualification.



Program Specific Outcomes (PSO)

- PSO1** Application of economic principles as they apply to real estate, land and property laws, environment laws, planning, construction technology, valuation methods, property development process, property management, investment and finance related to real estate asset classes.
- PSO2** Application of knowledge and skills in various real estate activities directly or indirectly and at domestic and global level through planning and execution of research projects.
- PSO3** Application of principles of urban development, accounting, corporate law, marketing, and finance as appropriate to real estate business.
- PSO4** Knowledge and understanding of code of ethics and standards for professional practice and valuations.
- PSO5** Skills to demonstrate mastery in inspection, measurement of land and property, analysing development feasibility, valuation, property portfolio management and market analysis.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Assessment Scheme

	Semester - I				Assessment Weightage (%)		Total
	Course Code	Course Title	L-T-P	Sem-I Credits	Internal	Final Exam	
Discipline – I (Core)	BBA101	Fundamentals of Real Estate and Urban Infrastructure		4	30	70	100
	BBA102	Fundamentals of Architecture and Building Construction		4	30	70	100
Discipline – II (Any One from the basket)	BBA1031	Basics of Marketing Management		4	30	70	100
	BBA1032	Computer Applications for Built Environment		4	30	70	100
Discipline – III (Any Two from the basket)	BBA1041	Business Management		4	30	70	100
	BBA1042	Economics - I		4	30	70	100
	BBA1043	Human Rights - I		4	30	70	100
	BBA1044	Academic and Creative Writing		4	30	70	100
	BBA1045	Fashion Technology - I		4	30	70	100
	BBA1046	Interior Design -I		4	30	70	100
Communication Skills	BBA105	Effective Listening		2	20	30	50
Behavioural Science	BBA106	Behavioural Science-1		2	20	30	50
VAC - I	BBA107	Environmental Studies		4	30	70	100
				28			700



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - II				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-II Credits	Internal	Final Exam	
Discipline – I (Core)	BBA201	Basics of Land Assembly and Urban Infrastructure	4	30	70	100
	BBA202	Introduction to Accounting	4	30	70	100
Discipline – II (Any One from the basket)	BBA2031	Marketing and Sales Management Fundamentals	4	30	70	100
	BBA2032	Digital Skills for Built Environment	4	30	70	100
Discipline – III (Any Two from the basket)	BBA2041	Advances in Business Management	4	30	70	100
	BBA2042	Economics -II	4	30	70	100
	BBA2043	Human Rights-II	4	30	70	100
	BBA2044	Technical and Literary Writing	4	30	70	100
	BBA2045	Fashion Technology-II	4	30	70	100
	BBA2046	Interior Design-II	4	30	70	100
Communication Skills	BBA205	Presentation Skills	2	20	30	50
Behavioural Science	BBA206	Behavioural Science-II	2	20	30	50
VAC - II (Any One from the basket)	BBA2071	Animation - I	4	30	70	100
	BBA2072	Photography - I	4	30	70	100
	BBA2073	Political Science - I	4	30	70	100
	BBA2074	Tourism Management - I	4	30	70	100
	BBA2075	Content & Creative Writing - I	4	30	70	100
	BBA2076	Social Work - I	4	30	70	100
	BBA2077	Computer Aided Drafting - I	4	30	70	100
				28		



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - III				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-III Credits	Internal	Final Exam	
Discipline – I (Core)	BBA301	Real Estate Market Research and Property Development	4	30	70	100
	BBA302	Basics of Financial Management	4	30	70	100
Discipline – II (Any One from the basket)	BBA3031	Basics of Real Estate Transactions	4	30	70	100
	BBA3032	Data Analytics for Built Environment Sector	4	30	70	100
Communication Skills	BBA304	Reading and Comprehension	4	50	50	100
Behavioural Science	BBA305	Behavioural Science-III	4	100	-	100
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	BBA306	Real Estate Market Survey -I	4	30	70	100
VAC-II (Any One from the basket)	BBA3071	Animation -II	4	30	70	100
	BBA3072	Photography -II	4	30	70	100
	BBA3073	Political Science -II	4	30	70	100
	BBA3074	Tourism Management -II	4	30	70	100
	BBA3075	Content & Creative Writing -II	4	30	70	100
	BBA3076	Social Work -II	4	30	70	100
	BBA3077	French for Tourism and Hospitality	4	30	70	100
	BBA3078	Computer Aided Drafting - II	4	30	70	100
			28			700



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - IV				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-IV Credits	Internal	Final Exam	
Discipline – I (Core)	BBA401	Laws and Regulations for Real Estate Sector	4	30	70	100
	BBA402	Fundamentals of Real Estate Valuations	4	30	70	100
Discipline – II (Any One from the basket)	BBA4031	Basics of Marketing Communication & CRM	4	30	70	100
	BBA4032	Basics of Facilities Management	4	30	70	100
Communication Skills	BBA404	Effective Writing Skills	4	30	70	100
Behavioural Science	BBA405	Behavioural Science-IV	4	100	-	100
Vocational Courses/ Entrepreneurship*/ Industry Led Courses	BBA406	Real Estate Market Survey -II	4	100	-	100
VAC-II (Any One from the basket)	BBA4071	Animation -III	4	30	70	100
	BBA4072	Photography -III	4	30	70	100
	BBA4073	Political Science -III	4	30	70	100
	BBA4074	Tourism Management -III	4	30	70	100
	BBA4075	Film and Literature Appreciation	4	30	70	100
	BBA4076	Social Work -III	4	30	70	100
	BBA4077	Computer Aided Drafting - III	4	30	70	100
VAC-III		Physical Education and Sports **	-	-	-	0
			28			700



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - V				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-V Credits	Internal	Final Exam	
Discipline – I (Core)	BBA501	Fundamentals of Project and Mortgage Finance	4	30	70	100
	BBA502	Advanced Real Estate Valuations	4	30	70	100
	BBA503	Sustainable Aspects for Built Environment	4	30	70	100
Discipline – II (Any One from the basket)	BBA5041	Digital Technologies and Social Media Marketing	4	30	70	100
	BBA5042	Advanced Facilities Management	4	30	70	100
Communication Skills	BBA505	Employability Skills	4	30	70	100
Behavioural Science	BBA506	Behavioural Science-V	4	100	-	100
VAC-III		Physical Education and Sports **	-	-	-	0
SIP/Internship/ Project/Dissertation/ Field Visit	BBA507	Summer Internship (NTCC)	4	100	-	100
			28			700



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - VI				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-VI Credits	Internal	Final Exam	
Discipline – I (Core)	BBA601	Management of Corporate Real Estate Assets	4	30	70	100
	BBA602	Future and Sustainable Cities	4	30	70	100
	BBA603	Fundamentals of Construction Project Management	4	30	70	100
	BBA604	Fundamentals of Ethics and Leadership	4	30	70	100
Discipline – II	BBA605	Strategic Management for Built Environment	4	30	70	100
	BBA606	Innovation and Entrepreneurship	4	30	70	100
VAC-III		Physical Education and Sports **	-	-	-	0
SIP/Internship/ Project/Dissertation/ Field Visit	BBA607	SIP/Internship/ Project/Dissertation/ Field Visit /Capstone Project -I (NTCC)	4	100	-	100
			28			700



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - VII				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-VII Credits	Internal	Final Exam	
Discipline – I (Core)	BBA701	Urban Design and Architecture	4	30	70	100
	BBA702	Environmental Impact of Real Estate	4	30	70	100
	BBA703	Property Management	4	30	70	100
	BBA704	Public Policy and Real Estate	4	30	70	100
Research Courses	BBA705	Research Methodology	4	30	70	100
SIP/Internship/Project/Dissertation/Field Visit	BBA706	Capstone Project -I (NTCC)	4	100	-	100
			24			600

Semester - VIII				Assessment Weightage (%)		Total
	Course Code	Course Title	Sem-VIII Credits	Internal	Final Exam	
Discipline – I (Core)	BBA801	Real Estate Case Analysis (NTCC)	4	100	-	100
	BBA802	Global Real Estate Markets (NTCC)	4	100	-	100
	BBA803	Housing and Community Development (NTCC)	4	100	-	100
SIP/Internship/Project/Dissertation/Field Visit	BBA804	Capstone Project -II (NTCC)	12	100	200	300
			24			600



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Curriculum



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - I



Fundamentals of Real Estate and Urban Infrastructure

Course Title	:	Fundamentals of Real Estate and Urban Infrastructure
Course Code	:	BBA101
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course aims to introduce students to the fundamentals of the real estate market, emphasizing its significance to the economy and the roles of various stakeholders. Students will gain knowledge of asset classes, key terminology, and the real estate development cycle while understanding the industry structure and professional specializations. The course also highlights the importance of urban infrastructure in the real estate industry, focusing on its key characteristics and relevance..
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Understand macro picture of real estate business, its asset classes, it's contribution in national GDP, its stakeholders, and its importance in economy.
		2. Understand fundamental principles of real estate sector and draw linkage of real estate with urban development.
		3. Analyse and understand importance and implications of urban development policies (including urban infrastructure) and regulatory policies on real estate market.
		4. Understand five distinctive professional specializations in real estate and its key features i.e., Valuation & Consulting, Sales & Marketing, Finance & Capital Markets, Facilities & Asset Management and Transaction Services.
		5. Develop understanding about structure and real estate dynamics of major Indian real estate markets/cities.



6. Understand and apply knowledge of urban development policies and regulatory measures to real estate practices

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Real Estate and Asset Classes	
<p>What is real estate, key terms and definitions, its main constituents, and stakeholders? Economic picture of the real estate sector in India, its importance and contribution in GDP. Real estate as investment and commodity, real estate business cycles and its implications. Role of real estate professionals.</p> <p>Introduction to various real estate asset classes, their characteristics, emerging trends and opportunities, transactions, business practices, and ownership structure of different asset classes.</p>	30%
2. Urban Planning, Urban Governance, and Urban Infrastructure	
<p>Introduction to the concept of urbanization, the definition of the urban area, different types of cities; evolution of cities, its growth drivers, governance, spatial form; city planning models; the concept of neighbourhood and challenges of modern cities.</p> <p>Understanding of urban planning vocabulary and governance framework in India; hierarchy of statutory physical plans in India; elements of master plan and Transit Oriented Development, urban renewal and new urbanism.</p> <p>Introduction to urban infrastructure, types of urban infrastructure, impact and relationship of urban infrastructure with real estate, basic characteristics of urban infrastructure, its regulation, development, pricing mechanism and its sustainability.</p>	30%
3. Introduction to Real Estate Services	
<p>Overview of key real estate sector services i.e., Consulting and Valuation, Sales and Marketing, Mortgage and Capital Markets, Transactions Services and Facilities management. Basic understanding of these services, market structure, key players, role of professionals and key terminologies. Role of a real estate professional in successful implementation of urban development projects.</p>	15%
4. Dynamics of Major Real Estate Markets	
<p>Real estate market structure, economic drivers, emerging trends, distinctive characteristics, business practices, key micro markets and key business stakeholders of National Capital Region, Mumbai or Bengaluru and a Tier – II City.</p>	25%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	1. Student Lecture: To support the development of concepts and methods.
	:	2. Problem-Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to a variety of situations and make them understand comprehensively. 4. Presentations and Group Discussions for mutual peer learning.
		5. Attending conferences and seminars for industry exposure on subject matter.

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	0
Assessment	15
Total Notional Hours	120

Text & References:

- Ling, D. C., & Archer, Wayne R. (2017). *Real Estate Principles: A Value Approach* (Fourth Edition). McGraw-Hill: New York.
- Brett, Deborah L., & Schmitz, Adrienne (2014). *Real Estate Market Analysis – Methods and Case Studies* (Second Edition). Urban Land Institute: Washington D.C.
- Jacobus, Charles J. (2010). *Real Estate Principles* (Eleventh Edition). Cengage Learning: Mason, OH, USA.



- Brueggeman, William B., & Fisher, Jeffrey D. (2011). *Real Estate Finance and Investments* (Fourteenth Edition). McGraw-Hill: New York.
- Peiser, Richard B., & Hamilton, David (2012). *Professional Real Estate Development: The ULI Guide to the Business*(Third Edition). Urban Land Institute: Washington D.C.
- Geltner, David, Miller, Norman G., Clayton, Jim, & Eichholtz, Piet (2013). *Commercial Real Estate Analysis and Investments* (Third Edition). Oncourse Learning: Upper Saddle River, NJ.
- Fanning, Stephen F., Grissom, Terry V., & Pearson, Thomas N. (2005). *Market Analysis for Real Estate* (Second Edition). Appraisal Institute: Chicago.
- Brown, Gerald R., & Matysiak, George A. (2000). *Real Estate Investment: A Capital Market Approach*. Financial Times/Prentice Hall: London.

Any Other Study Material:

- Class lecture notes/ presentations.
- Industry report on real estate markets by international property consultants and big Four Management Consultants.
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for real estate sector update.



Fundamentals of Architecture and Building Construction

Course Title	:	Fundamentals of Architecture and Building Construction
Course Code	:	BBA102
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	By the end of the course, students will gain a fundamental knowledge of architecture, its scope, and its significance in real estate development
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To develop a vocabulary and understanding of the basic elements and terminologies used in the designing and construction of a building
		2. To develop the skills of reading basic architectural drawings
		3. To learn area calculations for building design
		4. To understand the scope of work of an architect and various consultants involved in the development of a project.
		5. To remain aware of international practices in the field of architecture
		6. To apply basic principles of sustainable design and construction in building projects, recognizing the importance of environmental considerations and energy efficiency in modern architecture

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to the basics	
The concept of scale and proportion; elements of a building; basics of building construction and materials; fundamental construction techniques; scope of work and coordination of various consultants	20%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

2. Reading architectural drawings	
Reading architectural plans, elevations, sections, 3d views, and walkthroughs; using of latest technology in architectural rendering; appreciation of various drawings prepared at different stages of project design and construction; building bye-laws, area briefs, and area calculations	20%
3. Architectural landmarks – India and the international markets	
Appreciation of architectural marvels across the globe; appreciation of latest construction materials used in the international construction industry; latest brands/companies providing various building materials/fittings/furniture across budget to high, luxury segment	20%
4. Professional practice	
Professional practice for architects – the role of COA and scope of work of an architectural consultant; co-ordination and contribution of various consultants at different stages of design and construction, their scope of work;	20%
5. Sustainability in architecture	
The concept of climatology; understanding green buildings and energy-efficient buildings – by design and technology, green building certifications;	20%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Problem-Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to a variety of situations and make them understand comprehensively. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminars for industry exposure on subject matter.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Rasmussen, S. E. "Scale and Proportion." Chapter 5 in Experiencing Architecture. MIT Press, 1964, pp. 104–26.
- Book - Ellis A Davidson, "The Elements of Building Construction and Architectural Drawing" 2015
- Book - Janson A., Tigges F. "Fundamental Concepts of Architecture: The Vocabulary of Spatial Situations".
- Bindra, S. P., & Arora, S. P. (2017). *Building Construction: Planning Techniques and Methods*. Dhanpat Rai Publications.
- Shah, M. G., Kale, C. M., & Patki, S. Y. (2016). *Building Drawing: With an Integrated Approach to Built Environment*. Tata McGraw-Hill Education.
- Rangwala, S. C. (2018). *Building Construction* (32nd Edition). Charotar Publishing House.

Any Other Study Material:

- Class lecture notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



Basics of Marketing Management

Course Title	:	Basics of Marketing Management
Course Code	:	BBA1031
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course aims to equip students with a foundational understanding of marketing principles and their strategic application in business, particularly within the Real Estate sector.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Gained an elementary knowledge of concepts of Marketing
	:	2. Gained an understanding of key Marketing concepts and functions in an organization and its importance for the success of any organization
	:	3. Gained an idea on how effective use of marketing can benefit businesses and Real Estate business.
	:	4. Gained an understanding of customer expectations and accordingly implemented product, pricing, distribution and communication strategies to bear positive results
	:	5. Gained an understanding of the role of a Marketing Manager
	:	6. Developed the ability to analyse market trends and consumer behaviour

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Marketing Concepts	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Evolution of Marketing: Marketing Management philosophies, viz., the production concept, the product concept, the selling concept, and the marketing concept. Elements of Marketing Mix: The newer definitions of marketing- Societal Marketing and Relationship Marketing. Role of Marketing in the changing business environment Value Chain: Concepts & Elements Delivering	25%
2. Strategy in Real Estate Marketing	
Internal and External Marketing Environment Analysis Introduction to Marketing Information System and Marketing Research SWOT Analysis Introduction to Strategic Planning with Marketing Perspective Marketing process Marketing Plan	20%
3. Segmentation, Targeting and Positioning	
Concept of Market Segmentation Bases for Segmenting, Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning	10%
4. Product Strategy and Brand Management	
Product: Concept & Levels Classification of Products: Consumer and Industrial Product Mix, Product Line Decision, Product Life Cycle and various strategies New Product Development: Challenges & Process Concept of Brand, Brand Equity, Brand Positioning & Branding Strategies Celebrity Endorsement	25%
5. Pricing and Distribution Strategies	
Pricing Process, Pricing Concepts, and Strategies. Channel Functions and Flows Channel Design and Management Decisions Channel Dynamics Introduction to Wholesaling, Retailing and Logistics	20%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Continuous Assessment / Internal Assessment			End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	70
Marks	10	15	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Kotler, P., & Koshy, A. (2011). *Principles of Marketing Management*. Pearson Education India.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). *Marketing: A South Asian Perspective* (14th Edition). Pearson Education India.
- Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing Management: Indian Context Global Perspective* (6th Edition). Sage Publications India.
- Chandrasekar, K. S. (2010). *Marketing Management: Text and Cases*. Tata McGraw-Hill Education.
- Saxena, Rajan (2009). *Marketing Management* (4th Edition). Tata McGraw-Hill Education.
- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. U. (2018). *Principles of Marketing: A South Asian Perspective* (17th Edition). Pearson Education India.

Any Other Study Material:

- Case Studies to be shared from time to time during the duration of the course.
- Class lecture notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



Computer Applications for Built Environment

Course Title	:	Computer Applications for Built Environment
Course Code	:	BBA1032
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course aims to equip students with practical knowledge and skills in information technology, focusing on sustainable aspects, current ethics, and practices. Students will gain hands-on experience working with essential Microsoft Office applications like MS Excel, MS Word, and MS PowerPoint, enabling them to apply these tools effectively in various professional scenarios. Additionally, the course introduces students to basic tools in AutoCAD, enhancing their ability to read and interpret technical drawings and measurements, which are crucial for accurate project planning and execution.
-------------------------	---	--

Pre-requisites	:	Basic Computer Knowledge is required.
-----------------------	---	---------------------------------------

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Able to understand and apply current ethics and practices in information technologies 2. Able to demonstrate working knowledge of producing citations/bibliography, mail merge, and demonstrate the use of caption, footnote and table of content 3. Able to demonstrate the handling of large data and get meaningful information using advanced data analysis, lookup functions, pivot tables, and power pivots. 4. To understand the tools and techniques available to increase your productivity and customize your AutoCAD workspace. 5. Able to effectively use MS PowerPoint to create and deliver professional presentations
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	6. Able to integrate information from multiple sources and tools, such as Microsoft Office and AutoCAD, to develop comprehensive and cohesive project documentation and reports.
--	--

Course Content / Syllabus:

Modules	Weightage (%)
1. Sustainable aspects of information technology	
Today's Business on the Web/Internet/Social Media, An Overview of Internet Service Providers (ISP), Sustainability Growth of IT Sector in India, Use of Various Technologies in an Innovative Way, Applications of Information Technology in business, government and Service organization E-Commerce and E-Governance.	20%
2. Application tool for document editing and presentation	
Modify and create new heading styles, work with outline layout, generate table of contents and its customization, Captions, footnotes, and tables of figures, Cross Reference, Citations/Bibliographies, Mail Merge Wizard, and Track Changes. PowerPoint layouts, Design Themes, Presentation View, Moving Text using Transition and Animation, Master slides, setting up a presentation, Inserting and modifying charts and graphs.	30%
3. Application tool for data analysis and interpretation	
Basic formulae and functions to manipulate data- count, sum, average, text, date and time functions, logical functions, managing large data- using paste special, conditional formatting, filtering, sorting, managing data using charts and graphs. Lookup and reference functions, Data Validation, What-if Analysis, and Implementation of Macro's.	30%
4. Build tools in the built environment – AUTOCAD	
Basic AutoCAD controls, pan and zoom in a drawing, controlling the order of overlapping objects, measurement of distances and areas, Selection methods, AutoCAD commands, layers, and its importance to creating CAD drawing.	20%

Pedagogy for Course Delivery	:	The pedagogy for the course delivery is lecture classes followed by practical sessions in the computer lab.
-------------------------------------	---	---

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	00
Self-Work	00
Field Work	45
Assessment	15
Total Session	120

Text & References:

- Sinha, P. K., & Sinha, P. (2021). *Information Technology: Theory and Practice* (7th Edition). PHI Learning.
- Seguin, D. (2017). *Computer Concepts and Microsoft Office 2016* (3rd Edition). PHI Learning.
- Cox, J., Lambert, J., & Frye, C. (2019). *Microsoft Office 2019: Step by Step*. Microsoft Press.
- Schrock, C. (2018). *Beginning AutoCAD 2018*. Wiley.

Any Other Study Material:

- Class lecture notes/ presentations



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Business Management

Course Title	:	Business Management
Course Code	:	BBA1041
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Identify and explain the basic concepts, nature, and scope of management, and recognize its significance in organizational success. 2. Analyze various management theories, including classical and modern approaches, and apply these frameworks to solve organizational challenges. 3. Demonstrate the ability to carry out the management planning process, set objectives, and use forecasting and decision-making techniques to guide organizational planning. 4. Evaluate different types of organizational structures and understand the principles of authority, delegation, departmentalization, and staffing processes. 5. Develop and apply techniques for management control, motivation, coordination. 6. Communication to improve organizational effectiveness.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Familiarize students with the key concepts, functions, and levels of management, and the evolution of management theories.
		2. To effectively plan, set objectives, forecast, and make informed decisions within an organization.
		3. Provide students with an understanding of how organizations are structured, including departmentalization, span of control, and the principles of authority and delegation.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	4. Enable students to conduct job analysis, manpower planning, recruitment, and training, and understand the importance of employee development and recognition.
	5. Teach students the processes and objectives of management control.
	6. The importance of coordination, communication, and motivation in directing organizational efforts.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction	
Concept, Nature, Scope and Functions of Management Functions of Management, Levels of Management, Evolution and Foundations of Management Theories – Classical Systems Approach to organization, Modern Organization Theory.	17%
2. Management Planning Process	
Planning objectives and characteristics Hierarchies of planning, the concept and techniques of forecasting Decision-making – concepts & process, MBO, concept and relevance	17%
3. Organization	
Meaning, Importance and Principles, Departmentalization Span of Control, Types of Organization Authority, Delegation of Authority	17%
4. Staffing	
Meaning, Job analysis, Manpower planning Recruitment, Transfers and Promotions, Appraisals Management Development, Job Rotation, Training, Rewards and Recognition.	17%
5. Directing	
Motivation, Co-ordination, Communication Directing and Management Control, Decision Making	17%
6. Management Control	
Coordination, Meaning, Nature, Features Objectives and Process of Management Control	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Stoner, Freeman and Gilbert Jr. (2010), Management, 8th Edition, Pearson Education.
- Robbins, S. P. (2009). *Fundamentals of Management: Essential Concepts and Applications* (6th Edition). Pearson Education.
- Prasad, L. M. (2016). *Principles and Practice of Management* (1st Edition). Tata McGraw-Hill Education.
- Daft, R. L. (2018). *Principles of Management* (12th Edition). Cengage Learning.
- Hill, C. W. L., & McShane, S. L. (2008). *Principles of Management* (1st Edition). McGraw-Hill/Irwin.

Any Other Study Material:

- Class lecture notes/ presentations



Economics - I

Course Title	:	Economics - I
Course Code	:	BBA1042
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. The knowledge of this subject is essential to understand facts, concepts of microeconomics, which deals with economics at individual level.2. Students understand the basic theories behind decision making process of households and the firms and their interaction in establishing equilibrium prices.3. Students understand the firms decision making process4. Students understand the importance of equilibrium in welfare objective.5. Students understand the impact of microeconomic decisions at macroeconomic level.6. Promote social justice, communal harmony, and solidarity.
-------------------------	---	---

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Students are able to compare the different elasticities and their usefulness.
		2. Students are able to calculate the elasticities.
		3. Students are able to find the profit maximization equilibrium level.
		4. Students are able to understand the importance of kinky demand curve in stabilizing prices.
		5. Students are able to understand the pricing in the factor market.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

		6. Students understand the importance of Pareto equilibrium.
--	--	--

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



1. Exploring the Subject Matter of Economics	
<ul style="list-style-type: none">• Definition of Economics. Why study economics? The scope and method of economics• scarcity and choice; questions of what, how and for whom to produce and how to distribute output.• Questions of what, how and for whom to produce.• Question of how to distribute the profit.• Concept of stable, unstable, static and dynamic equilibrium• Partial and general equilibrium, positive and normative economics	15%
2. Supply and Demand: How Markets Work, Markets and Welfare	
<ul style="list-style-type: none">• Equi marginal utility.• Individual demand and supply schedule• Derivation of market demand supply• Consumer's surplus• Shifts in demand and supply curve• The role of prices in resource allocation• Elasticity of demand -price, income and cross elasticity• Law of supply, elasticity of supply	15%
3. Consumer Behavior	
<ul style="list-style-type: none">• Utility-cardinal and ordinal approaches• Indifference curves and budget constraint• Consumer 's equilibrium (Hicks and Slutsky• Giffen goods• Compensated demand curve• Revealed preference• Engel curve	16%
4. Theory of Production	
<ul style="list-style-type: none">• Technology, Isoquants, Iso costs• Production with one and more variables• Cobb-Douglass production function• Returns to Scale	18%
5. Theory of Cost	
<ul style="list-style-type: none">• Short run and long run costs, cost curves in the short run and long run, total, average, and• marginal product, cost minimization and• expansion path, elasticity of substitution.• Total, average and marginal product• Cost minimization, envelope curve• Law of variable proportion	18%
6. Markets	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Perfect Competition • Assumptions of Perfect Competition • Short run equilibrium of perfect competition • Long run equilibrium of perfect competition 	18%
--	------------

Pedagogy for Course Delivery	<ol style="list-style-type: none"> 1. Lectures: To support the development of concepts and methods 2. Problem Solving Exercises: Interactive learning including students on a specific problem and solutions to it. 3. Formative Assignments to assist in learning. 4. Data analysis using case studies: To expose students to variety of situation and making them understand in comprehensive manner.
-------------------------------------	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Snyder, C., & Nicholson, W. (2010). *Fundamentals of Microeconomics*. Cengage Learning (India).
- Bernheim, B. Douglas, & Whinston, M. D. (2009). *Microeconomics*. Tata McGraw-Hill (India).
- Ahuja, H. L. (2010). *Principles of Microeconomics* (18th Edition). S. Chand & Co. Ltd.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Pindyck, R. S., & Rubinfeld, D. L. (2000). *Microeconomics* (3rd Edition). Prentice Hall India.
- Koutsoyiannis, A. (1990). *Modern Microeconomics*. Macmillan.
- DiPasquale, D., & Wheaton, W. C. (1996). *Urban Economics and Real Estate Markets* (Vol. 23, No. 7). Prentice Hall.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Human Rights - I

Course Title	:	Human Rights - I: General Human Rights.
Course Code	:	BBA1043
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> Promote human dignity and individual self-respect. Ensure gender equality and equal opportunities for all. Foster respect and appreciation for diversity. Support the rights of national, ethnic, religious, and linguistic minorities. Empower students for active citizenship and democratic participation. Promote social justice, communal harmony, and solidarity.
-------------------------	---	--

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Critically analyze different spheres of human rights.
		2. Effectively communicate on socio-legal aspects of human rights.
		3. Enhance analytical thinking on international human rights law application.
		4. Assess specific human rights laws with legal instruments and contemporary cases.
		5. Analyze contemporary challenges and trends in human rights theory and practice.
		6. Understand divergences in human rights across international, regional, and domestic contexts.

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

1. Historical Development and Basic Concepts	
Historical Development of Human Rights Concepts of Justice	15%



<p>Concepts of Dignity Concepts of Liberty and Equality Concepts of Unity in Diversity Concepts of Ethics and Morality</p>	
2. Understanding of the Concept of Rights and Duties	
<p>Meaning of Human Rights Significance of Human Rights Education Rights: Inherent-Inalienable-Universal- Individual and Groups Nature and concept of Duties Interrelationship of Rights and Duties Classification of Rights and Duties: Moral, Social, Cultural, Economic, Civil and Political</p>	15%
3. Human Duties and Responsibilities	
<p>Identification of Human Duties and Responsibilities The Relationship Between Human Rights and Human Duties Ethical Obligations of Individuals in upholding Human Rights. Social Responsibilities in Promoting Equality and Justice Environmental Duties and the Role of Sustainable Practices Global and Cultural Variations in the Concept of Human Responsibilities</p>	16%
4. General Problems of Human Rights	
<p>Challenges in Defining and Universally Applying Human Rights. Conflict Between National Sovereignty and International Human Rights Standards. Cultural Relativism and its Impact on Human Rights Implementation. Economic Inequality as a Barrier to Human Rights Realization. Political Repression and the Violation of Civil Liberties Issues of Accountability and Enforcement in Human Rights Violations</p>	18%
5. Important Convention on Human Rights-I	
<p>Universal Declaration of Human Rights (UDHR) (1948) International Covenant on Civil and Political Rights (ICCPR) (1966) International Covenant on Economic, Social and Cultural Rights (ICESCR) (1966) Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) (1979) Convention on the Rights of the Child (CRC) (1989) Convention on the Rights of Persons with Disabilities (CRPD) (2006)</p>	18%
6. Important Convention on Human Rights-II	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

International Convention on the Elimination of All Forms of Racial Discrimination (ICERD) (1965) Convention Against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (CAT) (1984) Convention Relating to the Status of Refugees (1951) and its 1967 Protocol Convention on the Prevention and Punishment of the Crime of Genocide (1948) International Convention for the Protection of All Persons from Enforced Disappearance (2006)	18%
Rome Statute of the International Criminal Court (1998)	

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Gauba, O. P. (2009). *An Introduction to Political Theory*. Macmillan India.
- Subrahmanyam, S. (2010). *Human Rights*. Oxford University Press.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Basu, D. D. (2011). *Human Rights and Constitutional Law*. LexisNexis.
- Basu, R. (2006). *The United Nations: Structure and Functions of an International Organization*. Pearson Education India.
- Nirmal, C. J. (2002). *Human Rights in India: Historical, Social, and Political Perspectives*. Oxford University Press.
- Sinha, M. K. (2020). *Implementation of Basic Human Rights*. LexisNexis.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.



Academic and Creative Writing

Course Title	:	Academic and Creative writing
Course Code	:	BBA1044
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To introduce the concepts of academic and creative writing. 2. To familiarize students with the different genres and process of writing. 3. To train students to write in various forms and formats. 4. To encourage students to write for self-development and publication. 5. To teach the various ways of ideating and writing creatively
-------------------------	---	---

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Demonstrate effective ways of ideation.
		2. Identify various writing techniques
		3. Acquire academic and idiomatic vocabulary.
		4. Comprehend the principles of effective paragraph structure and content.
		5. Analyze and evaluate own and other's works.

Course Content / Syllabus:

Modules	Weightage (%)
1. Fundamentals of Writing	
Significance of Writing as a Skill Categories of Writing Types of writing	15%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

2. Academic and Creative Writing	
Features of Academic and Creative Writing Differences Between Academic and Creative Writing Illustrations of Between Academic and Creative Writing	15%
3. Creative Writing	
Ideation Writing for target audience Employ the various stages of the writing process - pre-writing, writing and re-writing Employ descriptive, narrative and expository modes	20%
4. Academic Writing	
Planning and Making the Outline Refining Paragraph Structure Proofreading and editing	15%
5. Stylistics of Writing	
Common Literary Devices Learning about Themes Vocabulary Enhancement	20%
6. Putting to Practice	
Analyzing short stories of famous foreign and Indian writers: Kate Chopin & Ruskin Bond Producing samples of Various Writing Types Peer review	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.
- Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.
- Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.
- Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press
- Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
- Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century . Penguin Books, Reprint edition ,2015
- Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005
- Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003..

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Fashion Technology – I

Course Title	:	Fashion Technology - I (Fashion Studies)
Course Code	:	BBA1045
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Have a deeper understanding of fashion theories, fashion terminologies, and vocabulary. 2. Understand the workings of the fashion industry, including its historical development, current trends, and key players. 3. Gain insights into the fashion production, including design, manufacturing, and distribution. 4. Analyze various fashion subcultures, recognizing their role in challenging mainstream norms and shaping aesthetic trends.
-------------------------	---	--

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. The course aims to deepen students' grasp of fashion theories, terminologies, and vocabulary, fostering their analytical skills for interpreting design and trends. 2. The course also provides a comprehensive overview of the fashion industry's evolution, current trends, and key players while offering insights into the intricacies of design, manufacturing, and distribution processes. 3. By exploring diverse fashion subcultures, students will recognize their role in reshaping aesthetics and challenging conventional norms, enhancing their ability to engage thoughtfully with the multifaceted realm of fashion.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

1. Fashion Terminology & Etymology	
---	--



<ul style="list-style-type: none">• Clothes, costumes, fashion, Social Identity, feel-good, unique identity, designer jeans, perfect look, branded cosmetics, branded shoes, eyewear, watches, etc.• Elements and principles of design in context to fashion (point, line, shape- [silhouette, motifs, repeats], colour [hue, value, intensity], texture) (balance, proportion, emphasis, rhythm, harmony)• Style, Types of Fashion Avante Garde, haute couture/high fashion, mass-market, bridge/prêt-a- porter/ready-to-wear fashion Classics, fads, knock off.	20%
2. Factors Influencing Fashion and Fashion Theories	
<ul style="list-style-type: none">• Accelerating and Retarding factors influenced by social, cultural, economic, political, technological, sports, music, etc.• Fashion Theories- Trickle-up, Trickle-down and Mass dissemination	15%
3. Fashion Cycles and Fashion Consumers	
<ul style="list-style-type: none">• Five stages of the fashion cycle and the various types of cycles.• Fashion consumers at each stage	15%
4. Introduction to the Fashion Industry	
<ul style="list-style-type: none">• A brief global overview of the textile and apparel industry. Sectoral overview of the fashion industry in India• Fashion capitals of the world: Paris, Milan, New York, London, Tokyo (Uniqueness and 5 top designers/brands from each capital)	15%
5. Fashion Details	
<ul style="list-style-type: none">• Component details of necklines, collars, sleeves, cuffs, belts, pockets, drapes, yokes, gathers, frills, pleats, and tucks.• Understanding and Identification of applique, patchwork, embroideries, beadwork, fringes, tassels, quilting, smocking, shearing,• Types of hemlines, trims, fasteners, laces, zippers, buttons, rouleau, drawstrings, vents, and rivets.• Jewelry, handbags, hats, headgear, footwear, watches, scarves, sunglasses, pins.	20%
6. Regional Styles, Culture and Fashion	
<ul style="list-style-type: none">• Mediterranean, Latino, and Scandinavian styles- history, culture and society, lifestyle, textiles and clothing, accessories, home furnishings.• Fashion in relation to sports, movies, and music- types of styles and trends, textiles and fabrics.	15%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.
- The Fairchild's Dictionary of Fashion, Phyllis Tortora,
- Variety- Fashion for Freedom, S. A Hussain
- Beyond Design, Sandra J. Keiser & Myrna B. Garner, Fairchild publication.
- Elements of Fashion & Apparel Design, G. J Sumathi,
- Consumer Behaviour: In Fashion, Solomon, Pearson Education India.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject-specific websites relating to information.



Interior Design – I

Course Title	:	Interior Design - I
Course Code	:	BBA1046
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To enable students to understand the design aspects and constraints of residential interiors. 2. To appraise the students about the role and complexity in interior design.
-------------------------	---	---

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Understand the field of Interior Design as a profession
		2. Familiarization with Colours, textures and materials used in the interior spaces
		3. Awareness of drawing at scale, lettering and dimensioning
		4. Understanding basics of technical drawing
		5. Familiarize with Anthropometry of interior space
		6. Designing of residential interior space

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Interior Design	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Introduction to the profession of Interior Design. Difference between design & decoration. • Basics of sheet formats • Introduction to elements and principles of design and Interior Design as a profession. • Basics of Sketching 	20%
2. Basics of colors, textures, and materials	
<ul style="list-style-type: none"> • To enable the students to understand the basics of Colors in form of colour wheel and colour schemes • Understanding of materials and textures 	12%
3. Introduction to basics of lettering, and scales	
<ul style="list-style-type: none"> • Basics of lettering • Basics of scales • Basics of Dimensioning 	12%
4. Basics of Drawing and Technical Drafting	
<ul style="list-style-type: none"> • Understanding 2D drafting • Understanding plans and elevations of basic objects 	13%
5. Study of Anthropometry, human proportions and required spaces	
<ul style="list-style-type: none"> • Anthropometric study of various residential spaces. • Discussion of various activities in a residence • Studying circulation in residential interior spaces 	13%
6. Layout of residential interior space	
<ul style="list-style-type: none"> • Making final layout plan with suggested design • Understanding Interior Design from reference images • Preparing a final portfolio 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Ernst Neufert, Neuferts Architects Data
- Francis D.K. Ching, Architecture: Form, Space and Order
- Joseph Chiara and John Callend, Time Saver Standards for Building Types
- Ramsey Sleeper, Architectural Graphic Standards
- Drew Plunkett, Drawing for Interior Design.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Effective Listening

Course Title	:	Effective Listening
Course Code	:	BBA105
Credit Units	:	2

L	T	P	Total Credits
2	0	0	2

Course Objective	:	<ol style="list-style-type: none"> 1. To familiarize students with the fundamentals, types and barriers to communication. 2. To provide guidelines and improve the student's communication skills 3. To enable students to learn the principles of listening. 4. To guide the students about different types of listening. 5. To make the students better listeners and make listening the most important source of knowledge.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Recognize the importance of basics of communication and barriers in the professional arena.
		2. Participate and develop listening skills through Group discussion and extempore.
		3. Enhance proficiency in speaking and active listening.
		4. Decipher as to which type of listening; they should practice according to the situation.
		5. Practice and perfect their listening skills and thus will become better communicators.

Course Content / Syllabus:

Modules	Weightage (%)
1. Fundamentals of Communication	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Communication: Definition, Meaning, Process, Cycle, Purpose of communication. 7 Cs of communication: Clear, concise, concrete, correct, coherent, complete, and courteous. Barriers to effective communication: Language/semantic barriers, Physical barriers, physiological barriers, psychological barriers, cross-cultural barriers & organizational barriers.	40%
Types of Communication: Depending on Method (Verbal & Non-verbal), Business (Internal & External), Individuals Involved (Intrapersonal & Interpersonal), Rules (Formal & Informal).	
2. Communication Skills	
The process of listening, importance of listening Types of listening: Informative/comprehensive, attentive, appreciative, discriminative, emphatic, active, selective & critical/evaluative. Effective Listening: Principles and Barriers	40%
3. Enhancing Listening Skills	
Guidelines to improve listening & avoiding common barriers. Activities to enhance listening; Listening exercise for main idea-vocabulary, Phrases & idioms, (news debate/conversations, audio scripts to draw conclusion based on context).	20%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Pedagogy for course delivery includes theoretical lectures supported by audio-visual aids. 2. Student assignments and exercises would include individual and group submissions with focus on effective listening and verbal communication practice. 3. The prescribed readings in the course pack will provide a good theoretical construct to the subject that needs to be supplemented with reading of journals and web resources. The students are encouraged to access the library for reference books and read newspaper related to the course.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
50	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
---	----------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Mid-term test	Attendance	30
Marks	5	10	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session hours	40

Text & References:

- Apple, Sienna. *Active Listening Techniques: The 10 Steps to Effective Listening for Better Relationships and More Productivity*. Notion Press, 2022
- Chaturvedi, Mukesh. *Fundamentals of Business Communication*. Pearson Education India, 2012
- Raman, Meenakshi. & Sharma, Sangeeta. *Technical Communication: Principles and Practice*. Oxford University Press, 2009.
- Raman, Meenakshi. & Singh, Prakash, *Business Communication*, Oxford University Publication, 2012
- Rizvi, Ashraf. *Effective Technical Communication*. McGraw Hill Education, 2017
- "Tips for Effective Listening." MindTools, MindTools Ltd, 2023,
- "The Psychology of Listening: What It Is and How to Improve It." Psychology Today, Sussex Publishers, 2023, www.psychologytoday.com/articles/psychology-listening.
- www.mindtools.com/pages/article/newLDR_66.htm.

Any Other Study Material:

- Class lecture notes/ presentations.
- Regular reading of business newspapers for real estate sector update.



Behavioral Science - I

Course Title	:	Behavioral Science-I (Understanding Self for Effectiveness)
Course Code	:	BBA106
Credit Units	:	2

L	T	P	Total Credits
2	0	0	2

Course Objective	:	<ol style="list-style-type: none"> 1. Understanding oneself aids in making informed, value-aligned decisions. 2. Self-awareness leads to clearer and more empathetic communication. 3. Knowing personal strengths and weaknesses helps set realistic goals. 4. Authenticity from self-awareness fosters deeper connections with others. 5. Self-understanding enhances resilience and adaptability to change. 6. Identifying development areas encourages ongoing self-improvement.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To introduce the student to the variety of principles influencing human behaviour.
		2. To take students, step by step, through an interactive understanding of each of these principles.
		3. To Gain a clear understanding of your abilities and limitations. Understand what motivates you and drives your decisions.
		4. To Identify development areas encourages ongoing self-improvement.
		5. To Make choices that align with your values and goals.
		6. To Understand how your style affects interactions with others.



Course Content / Syllabus:

Modules	Weightage (%)
1. Core Competency & Techniques of self-awareness	
<ul style="list-style-type: none"> Understanding of Self, Components of Self – Self-identity Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization Self-concept, Self-confidence, Self-image, self-awareness, self-acceptance, and self-realization Mapping the key characteristics of self and framing a character for self. 	15%
2. Self Esteem & Effectiveness	
<ul style="list-style-type: none"> Meaning and Importance of self-esteem and self-effectiveness Process of Attitude formation, Factors that influence Attitude formation. Components and Types of attitudes Components and Types of attitudes 	15%
3. Building Positive Attitude	
<ul style="list-style-type: none"> Meaning and nature of attitude Common myths related to mental health Strategies to improve mental health: Robert Plutchik’s Feeling wheel. 	16%
4. Building Emotional Competence	
<ul style="list-style-type: none"> Emotional Intelligence – Meaning, components, Importance and Relevance Techniques of improving emotional intelligence Types of emotions, Healthy and Unhealthy expression of emotions Theories & Models of emotions 	18%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio (%)
50	NA
Theory Assessment (Lecture & Tutorial): Continuous Assessment / Internal Assessment	End Term Examination



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Viva	Attendance	30
Marks	5	10	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- Bradberry, T., & Greaves, J. (2009). Self-Awareness (The Enneagram of Emotional Intelligence). Talent Smart.
- Tanner, J. L., Arnett, J. J., & Leis, J. (2009). Self-awareness and identity in emerging adulthood: Timing mechanisms and contexts. *Emerging Adulthood*, 37(2), 55-74.
- McKay, M., & Fanning, P. (2016). *Self-Esteem: A Proven Program of Cognitive Techniques for Assessing, Improving, and Maintaining Your Self-Esteem*. New Harbinger Publications.
- Maio, G. R., & Haddock, G. (2015). *Attitudes and Attitude Change*. Sage.
- Zuboff, S. (2019). *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*. Public Affairs.
- Pankhurst, D. A., & White, K. A. H. (2020). The impact of social media on self-esteem: The mediating role of body image and perceived social support. *Computers in Human Behaviour*, 112, 106441..

Any Other Study Material:

- Class lecture notes/ presentations.



Environmental Studies

Course Title	:	Environmental Studies
Course Code	:	BBA107
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To identify and address environmental issues at local, regional, and global level.2. To impart basic knowledge about the environment and its allied problems.3. To develop an attitude of concern for the environment.4. To motivate learners to participate in environment protection and environment improvement.5. To acquire skills to help the concerned individuals in solving environmental problems.6. Strive to attain harmony with Nature.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. The course educates students in various waste management techniques and effective pollution control strategies.2. The course covers sustainable use of natural resources and biodiversity conservation. Students will learn how to balance resource utilization.3. This course equipped students with the ability to apply their knowledge, skills, values to mitigate environmental challenges and foster sustainable development.4. Students will learn about international efforts taken to safeguard the Earth's environment and resources.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	5. This course enables students to sensitize themselves to adverse health impacts of pollution and develop an understanding of the broad aspects of environmental management systems
	6. Students will learn about Environmental legal framework to protect and conserve environment.

Course Content / Syllabus:

Modules	Weightage (%)
1. Multidisciplinary nature of environmental studies	
<ul style="list-style-type: none"> • Definition, scope, and importance, need for public awareness. • Origin of agriculture, Industrial revolution, and its impact on the environment, water conflicts. • Sustainable Development Goals (SDGs)- Targets, challenges, and strategies. • Natural Resources: Types, Use and Exploitation. 	10%
2. Ecosystem and Conservation of Biodiversity	
<ul style="list-style-type: none"> • Ecosystem: Definition, Structure, and function • Ecosystem types, significance, and ecosystem services • Biodiversity: Definition, types, and values of Biodiversity • Biogeographical zones and Hot spots in India and convention on Biological Diversity (CBD) • Conservation of Biodiversity, Biodiversity Laws, and Regulations 	20%
3. Environmental Pollution and Control	
<ul style="list-style-type: none"> • Definition, types, sources, effects, and control of pollution: • Air & Noise Pollution • Water Pollution • Soil Pollution & Solid waste 	15%
4. Environment Quality Standards and Management	
<ul style="list-style-type: none"> • An introduction of Environment Management System (EMS) • circular economy, eco Lebling, eco mark scheme. • Brief introduction of Environmental Impact Assessment: Concept and application 	10%
5. IPR & Biosafety	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Introduction and Concept of IPR, Advantages and disadvantages of IPR • Introduction and concepts of biosafety, its levels in terms of environment and Human protection. 	20%
6. Environmental Treaties and Legislation	
<ul style="list-style-type: none"> • Introduction to Environmental laws and Regulation. National Green Tribunal: Landmark Supreme court Judgements. • Salient Features of following Acts: <ul style="list-style-type: none"> • The Environment Protection Act-1986, an Umbrella Act • The Water (P & CP) Act-1974. • The Air (P & CP) Act-1981, Noise pollution (regulation & control) Rules • E-waste, Biomedical waste and Plastic waste management and handling rules. • Factories Act 	25%

Pedagogy for Course Delivery	:	Lecture Practical/Activity Learning by doing / workshops Learning by expert interactions Learning by secondary data Class presentations / group discussions Attending seminars/conferences
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components (Drop Down)	Home Assignments	Activity Report/Field visit/ MID TERM	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
-----------------	----



Tutorial Contact	15
Self-Work	0
Field Work	45
Assessment	15
Total Session	120

Suggested List of the Activities/ Field work/Project / Survey /Data collection

1. Life cycle Assessment of object/product; Ecological footprint
2. Making Short film
3. Wildlife photography with information (Biodiversity study)
4. Start-up business: ecofriendly products (Jute/ coconut shell Scrubber, refurbish shoes)
5. Design of a website for opensource library for environment study material
6. Noise monitoring on festivals
7. Organic farming Vs Inorganic farming a comparative study.
8. Solid waste management by vermicompost, compost, biogas
9. Environment Audit
10. Waste degrading micro-organisms.
11. Visit to local/ nearby area (wildlife sanctuary/ lake/river/forest/national park/zoo) to document environment asset.
12. Training sessions for community, Industry, school: Solid Waste Management
13. Environmental Impact Assessment Study
14. Green Justice/ Green tribunal: Cases study and Judgement
15. Survey / data based: E waste, Plastic waste.
16. Air quality Survey and diseases.
17. Design of Rainwater Harvesting

Text & References:

1. Environmental Studies-Chauhan B. S University Science Press
2. Textbook Of Environmental Studies Dava Katewa Cengage Learning Ptd Ltd
3. Perspectives In Environmental studies Kaushik, Anubha Kaushik C.P New age International Pvt Ltd
4. Environmental Sciences: A students Companion Gregory & Others Sage Publication
5. Environmental Pollution Control Engineering Rao, C.S New Age International Pvt Ltd
6. Textbook Of Environmental Studies for Undergraduate Courses Bharucha Erach Universities Press.
7. Environment Law & Policy in India- Shyam Divan

Any Other Study Material:

- Class lecture notes/ presentations.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - II



Basics of Land Assembly for Real Estate and Urban Infrastructure

Course Title	:	Basics of Land Assembly for Real Estate and Urban Infrastructure
Course Code	:	BBA201
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	The course exposes the students to various land assembly models viz. public land acquisition, private purchase, and the more recent land pooling models. Upon completion of the course, the students should appreciate the core fundamentals of land development processes. The course also sets out the significance and categories of pre-planning activities and clearances that are required for effective development and implementation of real estate projects.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Understand the land administration framework and land records management in India
		2. To comprehend the Land due diligence process for a real estate project in India
		3. Compare various models of land assembly and development in India
		4. To appreciate Indian best practices in land-based financing and land value capture tools

Course Content / Syllabus:

Modules	Weightage (%)
1. Land Administration in India	
Land ownerships, titles, various kinds of legal and non-formal land tenure; state land administration institutional apparatus in India; various land records and their varied formats across India; land and related local vocabulary, vernacular land measurement units;	25%
2. Transfer of land related procedures and permissions	



Process of private purchase of land; large scale land aggregation; land due diligence process; land-based conflicts;	15%
3. Land Assembly and Development Models	
The need and significance of land acquisition; private sector and access to land through acquisition; Salient features of the LARR Act 2013; contestations around land acquisition in India; urbanization and related land development models in India; land-based permissions. The need and scope of alternative land development methods; basic model and land-based financing technique - Land re-distribution techniques; land pooling methods in India; town planning schemes, private sector land pooling initiatives in India; transferable development rights;	35%
4. Land for Urban Infrastructure	
Land acquisition for infrastructure building in India - especially focussing on land for provisioning of private sector projects, Public Private Partnerships and public housing, National Highways, Railways, Airports and Metro rails.	25%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Problem Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to variety of situation and making them understand in comprehensive manner. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminar for industry exposure on subject matter.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- India Infrastructure Report 2009 (Land- A critical resource for infrastructure), 3i Network, IDFC
- Property Registration Land Records and Building Approval Procedures Followed In Various States in India by G. Shyam Sunder, Sri Vidhya Devi Publishers
- The Price of Land: Acquisition, Conflict, Consequence Hardcover – 11 Feb 2013 by Sanjoy Chakravorty (Editor)
- Law of Acquisition of Land in India (Including Requisition & Acquisition of Immovable Property), by P. K. Sarkar
-

Any Other Study Material:

- Latest related Acts and Government orders
- Class lecture notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



Introduction to Accounting

Course Title	:	Introduction to Accounting
Course Code	:	BBA202
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<p>This course aims to help students understand the Basic concept, principles, terminology, and importance of financial accounting in today's business world.</p> <p>Objectives of this course are:</p> <ol style="list-style-type: none"> 1. To acquire knowledge about various financial terminologies and concepts. 2. To prepare the student in understanding and applying Basic accounting principles and tools. 3. To demonstrate competence in the Preparation of Subsidiary Books. 4. To acquire practical knowledge of preparing financial statements.
-------------------------	---	---

Pre-requisites	:	<ol style="list-style-type: none"> 1. Basic concepts of Mathematics and Statistics 2. Basic knowledge of Business terminology
-----------------------	---	---

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Appraising principles of accounting and their applicability. 2. Demonstrating the various accounting tools, methods, concepts, and their application in business. 3. Developing financial statements (Basic Level) 4. Developing knowledge regarding the relevance of accounting in the overall functioning of an organization.
--	---	---

Course Content / Syllabus:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Modules	Weightage (%)
1. Introduction to Accounting	
Introduction – Accounting - The language of Business, Theoretical Framework (meaning, scope, and usefulness of accounting); Nature and Purpose of Accounting, Role of Accounting in Business, Types of Accounting, Users of Accounting Information, Basic accounting terminology, Concept of GAAP and its principles.	20%
2. Journal, ledgers	
Journal and Ledgers: Concept of Accounting Equation, concept of Double entry book- keeping system, Types of Accounts and Golden rules of accounting, Concept of Journal, Passing of Journal entries and Preparation of Ledger Accounts	25%
3. Trial Balance, Cash Book, and Depreciation	
Trial Balance and Cash Book: Preparation of Trial Balance- interpretation and usefulness, Reasons of error in the trial balance, Concept of Cashbook, importance and preparation of Cashbook, Depreciation concept and types.	25%
4. Final Accounts	
Final Accounts and Financial Statements: Introduction to Final Accounts, Concept of Trading & Profit and Loss Account & Balance sheet preparation.	30%

Pedagogy for Course Delivery	:	Theoretical lectures supported relevant examples, followed by tutorials where practical problems will be solved and analysed. Student assignments/presentations would include group submissions with focus on report/presentation.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Sofat, Rajni and Hiro, Preeti; Basic accounting, Latest Edition, PHI
- Wason, V; Double entry bookkeeping: S Chand
- Banerjee, Ashok; Financial Accounting, A Managerial Emphasis, 3rd edition, Excel Books.
- Maheshwari, S.N. and Maheshwari, S.K; An introduction to Accountancy, Vikas Publications
- Khatri K, Dhanesh; Accounting for Management, Tata Mc-Graw hill
- Grewal's, TS – Double entry bookkeeping, S Chand Publishing

Any Other Study Material:

- Other handouts and related material will be circulated through LMS.



Marketing and Sales Management Fundamentals

Course Title	:	Marketing and Sales Management Fundamentals
Course Code	:	BBA2031
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<p>Course Objectives are:</p> <ol style="list-style-type: none"> 1. Understanding Buyer, Buyer Behaviour 2. Understanding of the theoretical and conceptual concepts of buyer behaviour and its application in real-life marketing situations and practices. 3. Managing sales force and marketing channels to gain competitive advantage
-------------------------	---	--

Pre-requisites	:	Knowledge of Marketing Management
-----------------------	---	-----------------------------------

Student Learning Outcomes (SLO)	:	1. Gained understanding and of consumer behaviour in the overall marketing process.
		2. Gained knowledge of consumer psychology that runs behind the decision-making process
		3. Gained knowledge to Formulate strategies to effectively manage company's sales operations.
		4. Gained understanding of the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing, and leading sales team.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Consumer Behaviour	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Consumer Behaviour: Definition and significance. Understanding consumer and market: Profile of Indian and Global Consumers. Applications of consumer behaviour knowledge in marketing Methods of consumer research	20%
2. External and Internal Influences on Buying Behaviour	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>External Influences: Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behavior. Subculture, Social class, Demographics, and social stratification Social Groups: Meaning and formation of a group, group properties. Family: Lifecycle and its significance on Consumer Behavior. Family purchase decision process. Reference group influences on consumer behavior and marketing strategy.</p> <p>Internal Influences: Personality, Self-concept and Lifestyle and its relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Perception and Marketing Strategy; Consumer Learning Outcomes and measures of consumer learning Attitudes: Characteristics, functions, and its importance in buyer behaviour. Strategies for changing attitude and intentions</p>	30%
3. Consumer Buying Process	
From Need Recognition to Post-Purchase Dissonance	10%
4. Sales Management	
<p>Evolution of Sales Management, Nature, and Role of Sales Manager's Job, The Personal Selling Process, Emerging Trends in Sales Management-Vendor Management, ERP, Sales Automation System.</p> <p>Sales forecasting and Sales Potential, Sales Forecasting Techniques</p> <p>Concepts of sales force management: Recruitment and Selection of sales personnel. Sales Training: Areas of sales training: Company specific knowledge, product knowledge, industry and market trend knowledge, and customer education. Compensating and motivating sales force.</p>	25%
5. Distribution Strategies	
Distribution Channels: Concept, Functions and Types. Distribution channel strategy and features of effective channel design. Channel Conflict: Concept and stages, conflict management, international distribution strategy.	15%

Pedagogy for Course Delivery	: Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Principles of Marketing Management, Kotler, Koshy
- Marketing – A South Asia Perspective by Phillip Kotler, Kevin Keller, Abraham Koshy and Mithilesh war Jha.

Any Other Study Material:

- Case Studies to be shared from time to time during the duration of the course.



Digital Skills for Built Environment

Course Title	:	Digital Skills for Built Environment Sector
Course Code	:	BBA2032
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To be able to explain the Management Information System and its applications in organizations. 2. To develop a specialized knowledge and understanding of current concepts of Big Data and IoT in built environment sector. 3. To develop the understanding of Blockchain and its use in built environment. 4. To prepare the students for use of geographic information systems (GIS) for data creation, mapping, and analysis. Also, to make them understand about layers and standard analysis tools.
-------------------------	---	--

Pre-requisites	:	<ol style="list-style-type: none"> 1. Working knowledge of Microsoft windows. 2. Recommended to have a basic understanding of Big Data, IoT and GIS.
-----------------------	---	--

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Recognize and illustrate different types of information system, their interdependence and functionality in various levels 2. Propose effective approaches to delivering management information systems value, using information, and building IT capabilities in specific situations 3. Students will demonstrate the ability to think critically in making decisions based on big data & IoT architecture 4. Demonstrate foundation aspects of Blockchain and its use in built environment. 5. Demonstrate competency with the ArcMap software to enhance and interpret data 6. Find/obtain GIS/RS datasets, download them, and prep them for use in GIS or remote sensing analysis.
--	---	---



Course Content / Syllabus:

Modules	Weightage (%)
1. Concept of Information System in business	
Meaning, Role, and trends of IS in Business, Importance of Information system, Evolution of MIS, Key Components of MIS Business Perspective of MIS, Data and Information, Components (Resources) of Information system. Types of Information Systems: Operations Support Systems, Management Support Systems, Office Automation System, Decision Support Systems, Expert Systems, and Knowledge Management Systems. Applications of MIS in different sectors (Real Estate, Marketing, Financial, Human Resource and Business Process)	20%
2. Big Data and IOT in built environment sector	
Big Data & IoT in built environment, Big Data communication sources, Understanding of Big Data & IoT Architecture, Standard Big Data Architecture, and its examples. Hadoop Common, Hadoop distributed file system (HDFS), Map Reduce, H Base etc.	30%
3. Blockchain foundations	
Introduction, History of Block Chain, Decentralization, Ledgers, Distributed Ledgers, and Consensus, Paper Block chain, Public Key Cryptography, Cryptographic Hash Functions, Anatomy of a Block, The Chain of Blocks, Cryptocurrency Tokens, Wallets, Exchanges & Transactions, Bitcoin and Ethereum, Smart Contracts & The EVM	30%
4. Smart tool to create and analyze maps – ArcGIS	
Functional elements of ArcGIS, GIS Data and its types, Creating Spatial data and editing of errors, Tools for correcting errors, Elementary GIS tools, Vector Geoprocessing Tools, Raster Geoprocessing tools, Surface Analysis Visualize, analyze, and embed 2D and 3D data in web maps, manage geospatial data at the database level, use layers, maps, and tools in ArcGIS Pro, Use standard analysis tools	20%

Pedagogy for Course Delivery	:	Pedagogy for the course delivery is lecture classes followed by practical sessions in computer lab.
-------------------------------------	---	---

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Min Chen, Kai Hwang (May 2017) *Big-Data Analytics for Cloud, IoT and Cognitive Computing*, Wiley.
- Julie Delaney & Kimberly Van Niel (2007) *Geographical Information System*, Second edn.:OxfordUniversityPress

Any Other Study Material:

- Dae Build, Available at: <https://www.daebuild.com> (Accessed: 2018)
- Bruce Forbes () Archi bus, Available at: <https://archibus.com> (Accessed: 2018).



Advances in Business Management

Course Title	:	Advances in Business Management
Course Code	:	BBA2041
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Identify and analyze the key qualities, characteristics, and challenges of entrepreneurs, including women entrepreneurs, and evaluate the process of venture idea generation and screening. 2. Develop skills to prepare pre-feasibility and project reports, compare product ideas, and identify appropriate sources of finance for entrepreneurial ventures. 3. Assess various financing options, including venture capital, and understand what investors look for in investment proposals, as well as outline effective venture capital proposals. 4. Evaluate vendor development processes, vendor selection criteria, pricing methods, and understand the direct and hidden costs associated with material management. 5. Apply the steps and procedures necessary for setting up small-scale enterprises, and address challenges in project management, including e-commerce and cluster development. 6. Gain insights into the reasons for entrepreneurial failure, understand the organizational forms under the MSMED Act, and evaluate the implications of the SMERA rating on small enterprises.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

	:	<ol style="list-style-type: none"> 1. Provide students with a deep understanding of the qualities, characteristics, and challenges faced by entrepreneurs, with a focus on venture idea generation and preliminary screening.
--	---	--



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Student Learning Outcomes (SLO)	:	2. Equip students with the ability to conduct project appraisals, including preparing pre-feasibility reports, comparing product ideas, and identifying suitable financing options.
		3. Teach students to analyze financial options for entrepreneurial ventures, including venture capital, and understand the key components of a successful investment proposal. 4. Educate students on the essentials of market and materials management, focusing on vendor development, selection processes, pricing strategies, and cost management. 5. Provide students with practical knowledge of the steps and procedures involved in setting up and managing small-scale enterprises, including the use of e-commerce and addressing project management challenges. 6. Introduce students to the MSMED Act, reasons for entrepreneurial failure, and the organizational forms available to small enterprises, including the role of SMERA in enterprise rating.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Entrepreneurship	
Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship	17%
2. Project Appraisal	
Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical,	17%
3. Financial Analysis	
Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal Outline for a Venture Capital Proposal, Sources of finance from different banks	17%
4. Market and Materials Management Analysis	
Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management	17%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

5. Project Management	
Steps and procedure for setting up small scale E-Commerce, E-Business, E-Auction, Project management problems. SEZ, Cluster Development.	17%
6. MSMED Act 2006	
6.1 Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act and SMERA Overview.	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- "Innovation and Entrepreneurship" by Peter F. Drucker, Reprint Edition (2015), Harper



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Business

- Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
- A Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad
- A Practical Guide to Industrial Entrepreneurs; Srivastava, S.B., Sultan Chand & Sons
- Entrepreneurship Development; Bhansali, Himalaya Publishing, Bombay.
- "Entrepreneurship Development and Management" by Vasant Desai,6th Edition (2019),Himalaya Publishing House

Any Other Study Material:

- Class lecture notes/ presentations



Economics – II

Course Title	:	Economics - II
Course Code	:	BBA2042
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Knowledge of this subject is essential to understand facts, concepts of macroeconomics. 2. Students understand the basic theories behind decision making process of the Govt. 3. Students understand the short run and the long run theories of Macroeconomics 4. Students understand the importance of moderating the inflation 5. Students understand the impact of microeconomic decisions at macroeconomic level.
-------------------------	---	--

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Students are able to describe the objective macroeconomics.
		2. Students are able understand classical and Keynesian models.
		3. Students are able compare the different GDP Growths, inflation levels and per capita income of different countries.
		4. Students are able to understand the different types of inflation.
		5. Students are able to understand the Philips curve.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Macroeconomics	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none">• The roots of Macroeconomics• Macroeconomic concerns• Objectives of Macroeconomics• The role of government in the macro economy	15%
---	------------



<ul style="list-style-type: none"> • Components of Macroeconomy • Methodology of Macroeconomics 	
2. Introduction to National Income Accounting	
<ul style="list-style-type: none"> • Concepts of GDP and national income. • Approaches to calculating GDP, GDP and personal income • Nominal and real GDP, • Limitations of the GDP concept. 	15%
3. Schools of Macroeconomic Thoughts	
<ul style="list-style-type: none"> • Classical Model • Neo Classical Model • Keynesian Models • Say's Law of Market 	16%
4. Keynesian Model	
<ul style="list-style-type: none"> • Keynes theory of income and employment; Consumption function; theory of investment- marginal efficiency of capital; saving and investment • Consumption Function • Theory of Investment • Marginal Efficiency of Capital • Saving and Investment • The Investment Multiplier and its application to LDC's 	18%
5. Money in the Modern Economy	
<ul style="list-style-type: none"> • Theories of Demand for Money: Quantity Theory of Money and Keynes approach. • Keynes's approach to QTM • Characteristics of a monetary economy • The supply of money and overall liquidity position; credit creation 	18%
6. Inflation	
<ul style="list-style-type: none"> • Inflation: types, causes, consequences • Impact of Inflation on Indian Economy • Remedial Measures • Philips Curve 	18%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010
- N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.
- Errol D'Souza, Macroeconomics, Pearson Education, 2009.
- Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.
- Richard T. Froyen, Macroeconomics, Pearson Education Asia, 2nd edition, 2005.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Human Rights – II

Course Title	:	Human Rights - II - Indian Perspectives
Course Code	:	BBA2043
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. Foster respect for human dignity and individual self-respect.2. Ensure genuine gender equality and equal opportunities for all.3. Promote understanding and appreciation of diverse communities.4. Empower students towards active citizenship and social engagement.5. Support the values of democracy, development, and social justice.6. Encourage communal harmony and solidarity among diverse groups.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Describe and critically analyze various spheres of human rights in India
		2. Communicate effectively on socio-legal aspects of human rights in India.
		3. Assess specific areas of human rights law with reference to legal instruments and cases.
		4. Analyze contemporary challenges and trends in human rights theory and practice.
		5. Analyze contemporary challenges and trends in human rights theory and practice
		6. Examine the sources, substance, and application of human rights in different legal frameworks.



Course Content / Syllabus:

Modules	Weightage (%)
1. Indian Constitutional Perspectives- Fundamental Rights I	
<ul style="list-style-type: none">• Right to Equality: Equality before law and prohibition of discrimination.• Right to Freedom: Freedom of speech, assembly, and movement.• Right to Protection in Respect of Conviction: Safeguards against arbitrary arrest and detention.• Right to Constitutional Remedies: Access to judicial recourse for the enforcement of rights.• Right to Education: Right to free and compulsory education for children.• Right to Life and Personal Liberty: Protection of life and personal freedom.	15%
2. Indian Constitutional Perspectives- Fundamental Rights II	
<ul style="list-style-type: none">• Right against Exploitation: Prohibition of human trafficking and forced labor.• Right to Privacy: Protection of personal privacy and confidentiality.• Right to Freedom of Religion: Freedom to practice, profess, and propagate religion.• Cultural and Educational Rights: Protection of cultural and educational rights of minorities.• Directive Principles of State Policy: Guidelines for state policy and governance.• Judicial Review: Power of the judiciary to review laws and protect fundamental rights.	15%
3. Constitutional Perspectives III- Directive Perspectives of State Policy	
<ul style="list-style-type: none">• Promotion of Social Welfare: Ensuring the welfare of individuals and communities.• Economic Justice: Achieving fair distribution of wealth and resources.• Education and Health: Ensuring access to quality education and healthcare for all.• Protection of Marginalized Groups: Safeguarding the rights of disadvantaged and marginalized communities.• Environmental Sustainability: Promoting environmental protection and sustainable development.• Labor Rights: Ensuring fair working conditions and the rights of workers.	16%
4. General Problems of Human Rights	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> National Human Rights Commission (NHRC) National Commission for Women (NCW) National Commission for Scheduled Castes (NCSC). National Commission for Scheduled Tribes (NCST) 	18%
<ul style="list-style-type: none"> National Commission for Protection of Child Rights (NCPCR) National Commission for Persons with Disabilities (NCPWD) 	
5. National Human Rights Commission and State Human Rights Commission	
<ul style="list-style-type: none"> Establishment and Structure: NHRC and SHRC Jurisdiction and Functions Powers of NHRC and SHRC Composition of NHRC and SHRC Investigation and Redressal Mechanism Role in Policy and Advocacy 	18%
6. Different Schemes of the Govt to Promote Equality to Human beings	
<ul style="list-style-type: none"> Pradhan Mantri Jan Arogya Yojana (PMJAY) Integrated Child Development Services (ICDS) National Rural Employment Guarantee Act (MGNREGA) National Action Plan for Children (NAPC) Swachh Bharat Mission (SBM) Pradhan Mantri Awas Yojana (PMAY) the of the International Criminal Court (1998) 	18%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Viva	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

1. Legal Aid as Human Rights (Dharwad : Jagrut Bharut, 1985)
2. Diwan, Paras, Human Rights and the Law: Universal and Indian (New Delhi Deep and Publishers 1985)
3. Mohanti M. , Peoples Rights (New Delhi: Sage Publications 1998)
4. Pal R. M. ed. Human Rights Education (New Delhi , PUDR 1995)
5. Pandey J. and R.K. Dubey, Civil Liberty under Indian Constitution (New Delhi – Deep and Deep 1995)
6. Legal Aid as Human Rights (Dharwad : Jagrut Bharut, 1985)

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject-specific websites relating to information.



Technical and Literary Writing

Course Title	:	Technical and Literary Writing
Course Code	:	BBA2044
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To understand the basic tenets of Technical Writing 2. To seek the writer within 3. To learn how to critique constructively. 4. To understand the basic tenets of Literary Writing 5. To prepare a portfolio of original work
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Understand practical skills for writing and appreciating written work.
		2. Master different writing styles and techniques.
		3. Enhance vocabulary to improve communication skills and be more prepared to take English based proficiency exams like IELTS, SAT.
		4. Empower oneself as a writer and improve creativity.
		5. Produce original work of research.

Course Content / Syllabus:

Modules	Weightage (%)
1. Basics of Technical Writing	
<ul style="list-style-type: none"> • Introduction to technical writing • Types of technical writing and reader mapping • Developing argumentation and critical thinking for writing 	15%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

2. Structure of Technical Writing	
<ul style="list-style-type: none"> • Instructions and procedures • Writing technical reports • Document design and visuals 	15%
3. Writing a Research Paper	
<ul style="list-style-type: none"> • Writing process and strategies • Research and planning • Summarizing and organizing • Employing correct citation styles and avoiding plagiarism 	20%
4. Basics of Literary Writing	
<ul style="list-style-type: none"> • Introduction to literary writing • Mechanics of literary writing • Adapting writing style and tone according to context and purpose 	20%
5. New Trends in Literary Writing	
<ul style="list-style-type: none"> • Gender-neutral terms, avoiding ableist language, and being mindful of cultural sensitivity • Micro Fiction and Flash Fiction • AI based Writing • Travelogues and Memoirs 	15%
6. Writing for Media	
<ul style="list-style-type: none"> • Journalistic Writing • Basics of copywriting • Web Content Writing • Blogging skills 	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	0
Self-Work	45
Field Work	0
Assessment	15
Total Session	120

Text & References:

- Baiely, Stephen. Academic Writing: A Handbook for International Students. Routledge, 2011.
- Blogging for beginners: Learn how to start and maintain a successful blog the simple way Terence Lawfield
- Bloom, Wayne C. The Craft of Research. 3rd ed. UCP, 2008.
- Dev, Anjana Neira, ed. A Handbook of Academic Writing and Composition. Pinnacle, 2016.
- Eckert, Kenneth. Writing Academic Research Papers. Moldy Rutabaga, 2021.
- Gupta, Renu. A Course in Academic Writing. Orient BlackSwan, 2010.
- Hal Zina Bennet. Write from the Heart: Unleashing the power of Your Creativity. California, New World Library, 2001.
- Online Journalism - Reporting, Writing and Editing for New Media - Richard Craig
Broadcast News Handbook - Writing, Reporting, Producing in a converging Media - C.A. Juggle, Forrest Carr and Suzanne Huffman
- Writing for the media- Sunny Thomas
- The Language of New Media - Lev Manovich

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject-specific websites relating to information.



Fashion Technology – II

Course Title	:	Fashion Technology II (Trend Research & Fashion Forecasting)
Course Code	:	BBA2045
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Understand the concept and importance of trend analysis and fashion forecasting, including its impact on product development, marketing strategies, and overall business success. 2. Develop trend analysis and prediction skills by learning to interpret cultural, social, economic, and technological influences on fashion trends. 3. Master research methods for fashion forecasting, including effective data gathering, market trend analysis, and forecasting techniques. 4. Enhance creativity and innovation in trend interpretation to translate fashion trends into innovative design concepts and adapt them to various market segments.
-------------------------	---	---

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. The course aims to provide students with a comprehensive understanding of trend forecasting and its significance in the fashion industry, to develop skills in trend analysis, prediction, and research methods to identify emerging fashion trends and predict future directions. 2. The course emphasizes the utilization of forecasting tools and technologies, such as data analysis software and trend forecasting platforms.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

1. Fundamentals of Design Thinking.	
-------------------------------------	--



<ul style="list-style-type: none">• Stages of Thinking-Define, Research Ideate, Prototype, Implement, Learn.• Research- Identifying drivers, Information gathering, Target Groups, Samples and feedback.• Idea generation- Basic design directions, Themes for thinking, Inspiration and reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas; Creative Thinking Methods - Innovation through Design Thinking - The Need for Creative and Design Thinking.	15%
2. The Research Method and Design Process.	
<ul style="list-style-type: none">• Research -Nature and Definition; Research Process – Preparation, Information Gathering-Goal, Identification of Problems and Hypothesis, Exposition of facts and interpretation, Presentation of result and findings.• Research Methods – Literature review, Collection of preliminary field data, Define the problem, Analysis and Modification, Presentation of findings.• Design Process – Study historical and contemporary examples, Experimentation with materials and visual Ideas, Visual analysis and identification of design problems, Create the work series and explore in subsequent work, Board presentation.	20%
3. Concept of Fashion Forecasting	
<ul style="list-style-type: none">• Awareness of fashion fairs and fashion centers, Knowledge of creative writing• Reading of fashion forecast magazine, Sources of information• Role of Exhibitions and Fashion Shows	15%
4. Fashion Forecasting Process	
<ul style="list-style-type: none">• Market Research- Consumer research, Shopping, Sales records.• Evaluating the collections- Similar Ideas indicate fashion trends, Trends for the target market.• Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services, Newsletter services, Websites, Directories and reference books, Fashion Magazines and newspapers, and Catalogs.• Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations, and technologies.	15%
5. Fashion Forecasting Report and Trend Analysis	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> Market Research - On-site visits to fashion retailers and cloth markets to study market trends and collect various cloth samples, catalogues, etc. Forecasting Exploration through sources like - Magazines, Newspapers, Internet sites to become familiar with apparel, textile, colour, style, and general culture and consumer forecasting resources. 	20%
<ul style="list-style-type: none"> Preparation of storyboards - Students will prepare storyboards for specific targets. Presentation of designs - Students will prepare a fashion forecast for different seasons. 	
6. Fashion Product Development.	
<ul style="list-style-type: none"> Introduction to Product development process – Target market, Merchandising, Season; Design – Concept boards, knockoffs, Fakes, Design elements – Color and Fabric selection, Design principles, Sketching Ideas – Style boards. Sample Development – Draping, Flat pattern, Prototype, Fit; Tech packs – Designer worksheets, Line selection- Editing, Reassessment of merchandising plan, Line presentation; Manufacturing- Duplicates the samples. 	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Lecture Contact	60
Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Fashion: From concept to consumer, Gini Stephens Frings (1999), Prentice-Hill Inc.
- Design Thinking, Gavin Ambrose & Paul Harris, AVA Publishing, Switzerland.
- New Product Planning, Harry B. Watton, Prentice Hall Inc.
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Lateral Thinking: Creativity Step by Step, Edward De Bono.
- How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, and important subject-specific websites relating to information.



Interior Design – II

Course Title	:	Interior Design - II
Course Code	:	BBA2046
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To encourage the students to develop visual thinking of the designed space. 2. To familiarize the students with the design process and the aspects and constraints to be considered while designing interior spaces. 3. To evolve concept and designs for a complete project like an office space
-------------------------	---	--

Pre-requisites	:	NA.
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Introduction of Interior Design of Office spaces
		2. Understanding requirements of office spaces
		3. Developed ability to identify colors, materials and lighting fixtures for office spaces
		4. Develop understanding of ancillary services
		5. Design of an office interior

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to commercial interiors	
<ul style="list-style-type: none"> • Introduction to Interiors of other spaces such as hospitality spaces, shopping areas, salons, spa, gymnasiums, healthcare facilities, specialty stores, etc. • Understanding of common spaces in commercial building • Introduction to Interiors of Office spaces 	10%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
 Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

2. Office Interiors	
<ul style="list-style-type: none"> Identifying the requirements for the office spaces Study of anthropometry of office furniture Understanding the circulation Introduction to furniture 	20%
3. Materials and color scheme	
<ul style="list-style-type: none"> Identifying Materials for walls, flooring and ceiling Identifying color schemes Discussion on lighting fixtures 	20%
4. Ancillary services	
<ul style="list-style-type: none"> Pantry Toilets False ceiling, Airconditioning, sprinkles, smoke detectors 	20%
5. Interior Design Project	
<ul style="list-style-type: none"> Design drawings, plans, elevations, with furniture layout to given scale Presentation in the given format Preparing the final portfolio 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	60
-----------------	----



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Tutorial Contact	00
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Joseph Chiara and John Callend, Time Saver Standards for Building Types
- Panero, Human Dimensions and Interior Space: A Source Book of Design Reference Standards
- Drew Plunkett, Drawing for Interior Design.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject-specific websites relating to information.



Presentation Skills

Course Title	:	Presentation Skills
Course Code	:	BBA205
Credit Units	:	2

L	T	P	Total Credits
2	0	0	2

Course Objective	:	<ol style="list-style-type: none"> 1. To explain the utility of Presentation Skills and incorporate it with career advancement. 2. To discuss and explore important steps of business presentation. 3. To enhance the knowledge of linguistics aspect of oral presentation. 4. To teach the nuances of non-verbal communication. 5. To guide the students to become better communicators in social gatherings.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Identify the importance of presentation skills in career advancement.
		2. Comprehend the steps for planning and preparing professional presentations.
		3. Use proficiency in delivering well-prepared and articulated presentations effectively.
		4. Understand and demonstrate the nuances of non-verbal communication.
		5. Practice the socially appropriate behaviour and communication.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Non-Verbal Communication	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Define Non-Verbal Communication, importance of Non-Verbal communication, characteristics of Non-Verbal communication, relevance, and significance. Types of Non-Verbal communication: Kinesics (Body Language), proxemics, chronemics, haptics, paralinguistics, artifacts, audio-visual & ol factics.	30%
2. Business Presentation	
What is a business presentation? 3 Ps of Presentation Importance of business presentation Stages of presentation: Planning- (Purpose audience analysis, occasion, & select title), Preparation, Practice/rehearsal Performing/delivery. Preparing effective PowerPoint presentation Delivering of presentation Handling questions and corrections.	40%
3. Social Communication Skills	
Appropriateness: Define social communication, appropriateness in social communication & developing social communication skills. Building rapport: what is building rapport? Principals of rapport building, rapport building in online & face to face to communication, rapport building with employees, customers, higher authorities & colleagues.	15%
4. Context Based Speaking	
In general situations: Conversation between people In specific professional situations: Meetings, seminars, interviews, public speeches. Simulations/Role Play	15%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Pedagogy for course delivery includes theoretical lectures supported by audio-visual aids. 2. Student assignments and exercises would include individual and group submissions with a focus on presentation skills and written communication practice. 3. The prescribed readings in the course pack will provide a good theoretical construct to the subject that needs to be supplemented with reading of journals and web resources. The students are encouraged to access the library for reference books and read newspapers related to the course.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
--	---------------------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

50	NA
----	----

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Continuous Evaluation	Attendance	30
Marks	5	10	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	0
Assessment	10
Total Session	40

Text & References:

- Adair, John. Effective Communication. Pan Macmillan Ltd, 2003.
- Ajmani, J. C. Good English: Getting It Right. Rupa Publications, 2012.
- Anderson, Marilyn. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education, 2010.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
- Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.
- Hargie, Owen, editor. The Handbook of Communication Skills. Routledge, 2006.
- Mackall, Joe, editor. Career Skills Library: Communication Skills. Ferguson Publishing, 2009.
- Raman, Meenakshi, and Sangeeta Sharma. Technical Communication: Principles and Practice. Oxford University Press, 2009.
- Raman, Meenakshi, and Prakash Singh. Business Communication. Oxford University Press, 2012.
- Rizvi, Ashraf. Effective Technical Communication. McGraw Hill Education, 2017.
- Smith, John. Effective Presentation Skills. Academic Press, 2020.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Behavioral Science - II

Course Title	:	Behavioral Science-II (Problem Solving and Creative Thinking)
Course Code	:	BBA206
Credit Units	:	2

L	T	P	Total Credits
2	0	0	2

Course Objective	:	<ol style="list-style-type: none"> 1. The knowledge of this subject is essential to understand problem solving behavior as a human is very important concept to understand self and other human behavior 2. variety of principles related to problem solving behavior and creative thinking influencing human behavior, 3. to give students to understand aspects related how to solve problem in their student and personal life so that they can have a batter point of view about themselves and society. 4. Authenticity from self-awareness fosters deeper connections with others. 5. Self-understanding enhances resilience and adaptability to change. 6. Foster an open-minded and flexible mindset.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. To introduce the student to the variety of principles influencing problem solving behavior 2. To take students, step by step, through an interactive understanding of each of the principles related to problem solving behavior and creative thinking. 3. To give the student a basic understanding of these principles that he/she has a better understanding of problem-solving behavior and creative thinking. 4. To give the student a basic understanding which will act as a foundation problem solving behavior and creative thinking.
--	---	--



	5. To develop an understanding of problem-solving behavior and creative thinking so that they can boost their problem-solving behavior and creative thinking
	6. To Develop logical and practical solutions.

Course Content / Syllabus:

Modules	Weightage (%)
1. Thinking as a tool for Problem Solving	
<ul style="list-style-type: none"> • What is thinking: The Mind/Brain/behavior • Critical Thinking and Learning • Making Predictions and Reasoning • Memory and Critical Thinking, Emotions and Critical Thinking and thinking skills. 	15%
2. Hindrances to Problem Solving Process	
<ul style="list-style-type: none"> • Recognizing and defining a problem, Analyzing the problem (potential causes) • Developing possible alternatives • Evaluating solution and resolution of problem and implementation • Barriers of problem-solving perception, expression, Perception, emotion, intellect & work environment, Perception Expression, Emotion Intellect and Work environment 	15%
3. Plan of Action	
<ul style="list-style-type: none"> • Construction of POA • Monitoring • Reviewing and analyzing the outcome • Implications of Plan of action in students' life 	16%
4. Critical Thinking	
<ul style="list-style-type: none"> • Definition, Nature and meaning of creativity. • Convergent and Divergent thinking • Idea generation and evaluation (Brainstorming) • Image generation and evaluation Debating • The six-phase model of Creative Thinking: ICEDIP model 	18%
5. Problem Solving Process	
<ul style="list-style-type: none"> • Recognizing and defining a problem • Analyzing the problem (potential causes) • Developing possible alternatives • Evaluating Solutions and Resolution of problem 	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
50	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Viva	Attendance	30
Marks	5	10	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- De Bono, E. (2015). Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas. HarperCollins.
- Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus, and Giroux.
- Mayer, R. E. (2013). Thinking, Problem Solving, Cognition. Cambridge University Press.
- Runco, M. A., & Acar, S. (2012). Divergent thinking as an indicator of creative potential. Creativity Research Journal, 24(1), 66-75.
- Schunk, D. H. (2012). Learning Theories: An Educational Perspective. Pearson.
- Jonassen, D. H. (2000). Toward a design theory of problem-solving. Educational Technology Research and Development, 48(4), 63-85.

Any Other Study Material:

Class lecture notes/ presentations.



Animation – I

Course Title	:	Animation - I
Course Code	:	BBA2071
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. Upon completion of the course, students will demonstrate a thorough understanding of the historical and theoretical foundations of animation, as evidenced by their ability to analyze and discuss the evolution of animation techniques and their applications.2. Students will acquire practical skills in 3D modeling, evidenced by their ability to create and manipulate 3D models using industry-standard software, effectively translating conceptual ideas into digital representations.3. By the end of the course, students will be proficient in rotoscoping techniques, capable of producing accurate roto work for integration into visual effects sequences, demonstrating an understanding of the collaborative nature of rotoscope work within the VFX pipeline.4. Upon successful completion of the program, students will demonstrate advanced proficiency in UV unwrapping and texturing techniques, as evidenced by their ability to unwrap complex geometry, optimize texture distribution, and apply procedural textures to enhance the visual quality of 3D models.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. To introduce students to the foundational concepts and principles of animation, including its historical evolution, core principles, and various animation techniques.2. To equip students with practical skills in 3D modeling using industry-standard software, enabling them to create and manipulate digital models effectively.
--	---	--



		3. To provide students with a comprehensive understanding of rotoscoping techniques in visual effects (VFX), emphasizing the role of rotoSCOPE artists and the importance of accurate roto work in compositing.
		4. To enable students to explore advanced UV unwrapping and texturing techniques, including complex geometry, texture channels, and procedural texturing, enhancing their proficiency in 3D modelling and animation production.

Course Content / Syllabus:

Modules	Weightage (%)
1. Foundations of Animation	
<ul style="list-style-type: none"> • Overview of Early Animation Techniques • Introduction to pre-cinematic animation forms such as zoetrope's and flipbooks. • Milestones in Animation History • Examination of key developments in animation, including the invention of the multiplane camera and the release of iconic animated films. • Impact of Animation on Contemporary Media • Analysis of animation's influence on modern media, exploring its role in advertising, education, and visual storytelling • Cultural Impact of Animation • Discussion on how animation has shaped cultural narratives and influenced global perspectives. 	20%
2. Principles of Animation	
<ul style="list-style-type: none"> • Understanding Squash and Stretch • Explanation of how squash and stretch principles create fluid and lifelike motion in animated characters and objects. • Mastering Timing and Spacing • Exploration of timing and spacing principles to convey weight, emotion, and realism in animation sequences. • Exploring Anticipation and Follow-through • Examination of anticipation and follow-through principles to enhance the believability and impact of animated actions. • Secondary Animation Principles • Analysis of secondary animation principles such as overlapping action and exaggeration in creating dynamic and expressive characters. 	20%
3. Types of Animation Techniques	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Hand-Drawn Animation: Techniques and Examples • Overview of traditional hand-drawn animation methods and analysis of classic hand-drawn animated films. • Computer-Generated Animation: Processes and Applications • Introduction to computer-generated animation techniques, including 3D modeling, rigging, and rendering, and exploration of its applications in film, gaming, and virtual reality. 	30%
<ul style="list-style-type: none"> • Stop-Motion Animation: Methods and Innovations • Investigation of stop-motion animation techniques, including Claymation and puppet animation, and examination of innovative stop-motion films and commercials. • Experimental Animation Forms • Exploration of experimental animation techniques and avant-garde animation movements in the context of artistic expression and creative exploration. 	
4. Fundamentals of Animation	
<ul style="list-style-type: none"> • Character Development: Character Design: Techniques for designing characters with unique features and personalities. • Storyboarding and Planning: Storyboarding Techniques: Fundamentals of creating storyboards to plan and visualize animation sequences. • Introduction to Animation Software: Software Training: Basics of using popular animation software such as Adobe Animate or Blender. • Tool Utilization: Learning key tools and features necessary for creating and editing animations. • Project Creation and Review: Animation Projects: Development of short animation projects that incorporate learned techniques and principles. • Feedback and Refinement: Presentation of projects for peer and instructor feedback, with focus on refining and improving the final output. 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
--	---------------------------------------



100	NA
-----	----

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Williams, R. (2012). The animator's survival kit. Faber & Faber.
- Hooks, E. (2017). Acting for animators: 4th edition. Routledge.
- Vaughan, W. (2012). Digital modeling. New Riders.
- Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.
- Goldberg, E. (2008). Character animation crash course! Silman-James Press.
- Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Photography – I

Course Title	:	Introduction to Photography
Course Code	:	BBA2072
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Develop a comprehensive understanding of digital photography techniques. 2. Acquire foundational knowledge of the principles governing light and its application in photography. 3. Demonstrate proficiency in operating cameras, including an understanding of their components and functionality. 4. Explore the intricacies of camera lenses, encompassing their types, functions, and optimal usage in various photographic contexts.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Develop proficiency in composition techniques, enabling students to capture compelling photographs across diverse subjects such as people and nature. 2. Master the principles of lighting and colour in photography to effectively manipulate mood, atmosphere, and visual impact within images. 3. Acquire skills in displaying and presenting photographs, encompassing various formats and platforms to communicate messages effectively. 4. Gain a deep understanding of the mechanics of imaging, including technical aspects such as exposure, focus, and image processing, to achieve desired photographic outcomes.
--	---	--

Course Content / Syllabus:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Modules	Weightage (%)
1. Understanding Digital Photography	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Inside the Digital Camera: Exploring the internal mechanisms and components of digital cameras. • Principles of Photography: Introduction to the fundamental principles governing the art and science of photography. • General Principles of Photography: Understanding key concepts such as exposure, focus, and composition. • Types of Cameras: Overview of different camera types and their respective functionalities. 	20%
2. Camera Varieties and Comparative Analysis	
<ul style="list-style-type: none"> • Camera Types: Exploring a range of cameras including medium format, large format, and digital cameras. • Comparative Study: Analyzing the differences between digital and analogue (SLR) cameras, along with their advantages and applications. • Lens Types: Overview of normal, wide, telephoto, zoom, PC (Perspective Control), and TS (Tilt-Shift) lenses. • SLR & DSLR 	20%
3. Camera Controls and Composition Techniques	
<ul style="list-style-type: none"> • Camera Controls: Exploring shutter speed, aperture, exposure control, depth of field, and selective focus. • Exposure Metering and Filters: Understanding exposure meters, metering systems, and various filters such as UV, polarizing, and special effect filters. Introduction to tripods. • Composition Techniques: Learning creative composition techniques including the rule of thirds and the Golden section. Managing digital assets and image printouts. • Camera Accessories and Maintenance: Overview of camera mounts, accessories, and maintenance practices. Understanding the differences between multicamera and single camera setups. 	30%
4. Assignment: Outdoor Photography	
<ul style="list-style-type: none"> • Lens Selection • Use of Aperture • Use of shutter speed • Use of white balance 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
--	---------------------------------------



100	NA
-----	----

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Langford, M. (2015). Langford's Basic Photography: The Guide for Serious Photographers (10th ed.). Focal Press.
- Freeman, M. (2017). The Photographer's Eye: Composition and Design for Better Digital Photos (The Photographer's Guide) (2nd ed.). Focal Press.
- London, B. (2016). Photography (12th ed.). Pearson.
- Hunter, F., Biver, S., & Fuqua, P. (2012). Light: Science and Magic: An Introduction to Photographic Lighting (5th ed.). Routledge.
- Peterson, B. (2016). Understanding exposure: How to shoot great photographs with any camera (5th ed.). Amphoto Books.
- Kelby, S. (2017). The digital photography book: Part 1 (6th ed.). Peachpit Press.edn.:OxfordUniversityPress

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Political Science – I

Course Title	:	Political Science - I
Course Code	:	BBA2073
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To develop a comprehensive understanding of the Indian Constitution's foundational principles, structure, and key provisions, including its historical context and evolution.2. To explore different perspectives and evaluate the implications of various interpretations of Indian Constitution.3. To examine the intersections between constitutional law, political philosophy, and social dynamics to gain a deeper appreciation of the constitution's role in shaping society.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Upon completion of this course, students will possess a comprehensive understanding of the Indian Constitution, including its historical background, structure, key provisions, fundamental rights, duties, directive principles of state policy, Schedules, and the process of amending the Constitution.2. After completing this course, students will be able to actively engage in constitutional debates, drawing on their comprehensive understanding of the Indian Constitution. They will demonstrate the ability to analyse and articulate the core principles and concepts embedded in the Constitution.
--	---	--



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	<p>3. Through participation in discussions and case studies, students will foster an understanding of the importance of secularism in the Indian context. They will be able to apply their knowledge to real-world scenarios, demonstrating how constitutional principles shape and influence issues related to secularism in India.</p> <p>4. By the end of this course, students will contribute to the promotion of an inclusive and equitable democracy through their knowledge and analysis of the Indian</p>
	<p>Constitution. They will critically evaluate the impact of constitutional provisions on democratic principles and formulate informed perspectives on how to enhance inclusivity and equity within the democratic framework.</p> <p>5. After completing the course, students will critically assess historical events' impact on the Indian Constitution's evolution. They will analyse framers' decisions, evaluate constitutional provisions' relevance, and construct well-reasoned judgments on the strengths and weaknesses of the constitutional framework</p> <p>6. Upon course completion, students will creatively apply their understanding of the Indian Constitution. They will propose innovative solutions to constitutional dilemmas and recommend policy changes, showcasing their ability to contribute constructively to constitutional discourse and development.</p>

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Indian Constitution	
<ul style="list-style-type: none"> • Definition of Constitution & Need for Constitution • Historical background of the Indian constitution • Constitutionalism and Indian Constitution 	25%
2. Division of Constitution	
<ul style="list-style-type: none"> • Concepts of Fundamental Rights, Fundamental Rights in India, Safeguards of Fundamental Rights • Fundamental Duties in India: Objectives and Purpose, Relation between Fundamental Rights and Directive Principles of State Policy 	30%
3. Secularism & Indian Constitution	
<ul style="list-style-type: none"> • Secularism and Religious Pluralism in India, Constitutional Rights and Religious Minorities 	15%



4. Structure of Government - Legislature, Executive, Judiciary	
<ul style="list-style-type: none"> The Legislature: Power and Functions of Parliament The Executive: Election, Power, Functions, and the changing role of President and Prime Minister. The Judiciary: Appointment of Judges in High Courts and the Supreme Court, Power and Functions of High Courts and the Supreme Court. 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- M. P. Jain, Indian Constitutional Law, 8th ed., LexisNexis, New Delhi (2018).
- D.D. Basu, Shorter Constitution of India, 6th ed., Prentice – Hall of India, New Delhi (1981).



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- V.N. Shukla, Constitution of India, 11th ed., Eastern Book Company, Lucknow (2018).
- H.M. Sreevai, Constitutional Law of India: a critical commentary, 4th ed., N.M. Tripathi, Bombay (1991).
- U.Bhatia, (Ed.), The Indian Constituent Assembly: Deliberations on Democracy, Taylor & Francis, London (2017).
- M. V. Pylee, An Introduction to the Constitution of India, S. Chand Publishing, New Delhi (2009).

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Tourism Management – I

Course Title	:	Tourism Management : Tourism Geography
Course Code	:	BBA2074
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To gain knowledge about the characteristics of tourist attractions across the globe. 2. To study the Earth's physical features, climate, natural resources, human populations, and their interactions according to tourism Industry. 3. To understand major destinations & accessibility of the world. 4. To gain knowledge on case studies & broad information about the continents.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Students will recall and describe the importance of geography in tourism, providing an overview of continents and oceans, and understanding the concepts of latitudes, longitudes, climatic zones, and vegetation. 2. Students will demonstrate an understanding of the general geographical features of Asia, Oceania, Europe, Africa, North America, and South America. They will comprehend the physiographic units, climate, vegetation, main countries, capitals, and key tourist attractions of each region. 3. Given specific countries from Asia, Oceania, Europe, Africa, North America, and South America, students will apply their knowledge to complete assignments. They will identify and analyze the geographical features, capitals, and tourist attractions of assigned countries.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	4. Students will analyze the relationships between physiography, climate, and vegetation in each region. They will critically evaluate how these geographical features influence tourism and identify patterns or trends that emerge across continents.
	5. Students will evaluate the tourism potential of specific countries in each region, considering factors such as geographical features, climate, and key attractions. They will critically assess the impact of these factors on tourism development and make informed judgments about the attractiveness of destinations.
	6. Students will synthesize information to create comprehensive summaries of the general geographical features, climate, vegetation, and tourist attractions of Asia, Oceania, Europe, Africa, North America, and South America. They will integrate knowledge from different modules to develop a holistic understanding of world geography in the context of tourism.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Tourism Geography	
<ul style="list-style-type: none"> Brief Introduction of Geography and Tourism Geography Continents & Oceans Elements of Weather & Climate. Climatic Zones of the World. Natural Vegetation of the World. 	25%
2. Asia and Europe	
<ul style="list-style-type: none"> General Geographical Features: Physiographic Units, Climate, Vegetation Main Countries, Capitals & their Tourist Attractions. 	30%
3. America and Other Countries	
<ul style="list-style-type: none"> General Geographical Features; Physiography, Climate, Vegetation. Main Countries, Capitals & Their Tourist Attractions. 	30%
4. Case Study	
<ul style="list-style-type: none"> Case Studies/Assignments/Presentations on the tourist attractions of one continent/country/climatic region 	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Tourism Geography: Critical Understandings of Place, Space and Experience by Stephen Williams and Alan A. Lew (2017)
- World Regional Geography: Global Patterns, Local Lives by Lydia Mihelic Pulsipher and Alex Pulsipher (2019)
- Geography of Travel and Tourism by Lloyd Hudman and Richard Jackson (2018)
- Contemporary World Regional Geography by Michael Bradshaw, Joseph Dymond, and George F. Carney (2016)
- Global Tourism: Cultural Heritage and Economic Encounters edited by Sarah M. Lyon and Christian Wells (2017)

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Content and Creative Writing – I

Course Title	:	Content and Creative Writing - I
Course Code	:	BBA2075
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To understand the concept and importance of content and creative writing.2. To apply the process of writing (Pre-Writing, Writing & Post Writing).3. To analyze writing styles, techniques, and expressions.4. To apply content and creative writing skills to various media formats.5. To synthesize skills through creative writing activities.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Define content and creative writing, highlighting their significance in various communication contexts.2. Demonstrate the ability to systematically engage in the writing process by planning, drafting, revising, and editing written content.3. Develop written content for different media, including blogs, social media, brochures, flyers, scripts, poetry, and stories.4. Critically examine different writing styles, techniques, and expressions, identifying how these elements contribute to effective content and creative writing.5. Students will engage in hands-on activities, such as creating blogs, developing flyers, writing advertisements, and crafting stories and poetry, demonstrating their ability to synthesize writing skills in diverse contexts.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Content and Creative Writing	
<ul style="list-style-type: none"> • Concept and Importance of Content and Creative Writing • Process of Writing (Pre-Writing, Writing & Post Writing) • Writing Styles, Techniques and expressions (Portfolio Preparation, SOP Writing & LOR Writing) 	31%
2. Content and Creative Writing for Print Media	
Brochures and Flyer Writing Script, Poetry, and Story Writing	19%
3. Content and Creative Writing for Electronic Media	
<ul style="list-style-type: none"> • Blog and Social Media Writing • Digital Ethics 	19%
4. Activities	
<ul style="list-style-type: none"> • Creating Blogs • Developing Flyers and Brochures • Creating jingles, slogans & taglines • Story and Poetry Writing • Situation based Writing • Dialogue Writing 	31%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Atwood, Margaret. *Negotiating with the Dead: A Writer on Writing*. Cambridge: CUP, 2002.
- Bell, James Scott. *How to Write Dazzling Dialogue*. CA: Compendium Press, 2014.
- Bell, Julia and Magrs, Paul. *The Creative Writing Course-Book*. London: Macmillan, 2001.
- Dev, Anjana Neira, ed. *A Handbook of Academic Writing and Composition*. Pinnacle, 2016.
- Earnshaw, Steven (Ed). *The Handbook of Creative Writing*. Edinburgh: EUP, 2007.
- Eckert, Kenneth. *Writing Academic Research Papers*. Moldy Rutabaga, 2021.
- Egri, Lajos. *The Art of Dramatic Writing*. NY: Simon and Schuster, 1960.
- Goins, Jeff. *You Are a Writer (So Start Acting Like One)*. Tribe Press
- Gupta, Renu. *A Course in Academic Writing*. Orient BlackSwan, 2010.
- Pinker, Steven. *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century*. Penguin Books, Reprint edition, 2015
- Seely, John. *Oxford Guide to Effective Writing and Speaking*. OUP 2nd edition, 2005
- Show, Mark. *Successful Writing for Design, Advertising and Marketing*. New York: Laurence King, 2012.
- Strunk, William and White, E. B. *The Elements of Style*. London: Longman, 1999.
- Turk, Christopher and John Kirkman. *Effective Writing*. London and New York: Chapman & Hall. Indian Reprint 2003.edn.:OxfordUniversityPress

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
 Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Social Work – I

Course Title	:	Social Work – I : Social Entrepreneurship
Course Code	:	BBA2076
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To study the basic concepts of social entrepreneurship. 2. To understand various social entrepreneurship processes. 3. To understand role and responsibilities in the management of social entrepreneurship.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Students will understand conceptual and theoretical aspects of social entrepreneurship in India. 2. Student will be aware about the challenges of social entrepreneurship. 3. Students will be able to understand the process to start a social entrepreneurship project.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
5. Social entrepreneurship	
<ul style="list-style-type: none"> • Introduction and basics of Social Entrepreneurship • Approaches to social development • Strategic venture design, resource management and social sector marketing. • Funding and legal framework for social ventures 	25%
6. Social entrepreneurship in India	
<ul style="list-style-type: none"> • Social impact assessment • Sustainable development 	30%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

• Case-studies	15%
Pedagogy for Course Delivery	: Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work, and assignments

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Bornstein, D., & Davis, S. (2010). Social entrepreneurship: What Everyone Needs to Know? New York: Oxford University Press.
- Bornstein, D. (2007). How to change the world: Social entrepreneurs and the power of new ideas. New York: Oxford University Press.
- Kickull, Jill and Lyons, S. Thomas. (2012). Understanding Social Entrepreneurship. Routledge: New York
- Kramer, M. R. (2005). Measuring innovation: Evaluation in the field of social entrepreneurship.

Any Other Study Material:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Computer Aided Drafting – I

Course Title	:	Computer Aided Drafting-I
Course Code	:	BBA2077
Credit Units	:	4

L	T	P	Credits
4	0	0	4

Course Objective	:	The objective of this course is to introduce students to provide the knowledge and skills necessary to effectively use computer technology in the design and drafting process.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Demonstrate knowledge and understanding of AutoCAD, including its interface and navigation
	:	2. Develop Proficiency in utilizing drawing tools and editing commands
	:	3. To learn area calculations for building design
	:	4. An understanding of 2D drawing fundamentals, encompassing geometric shapes, layer management, and basic dimensioning, will be developed.
	:	5. Student's ability to use drawing tools, edit commands, and adhere to fundamental drawing principles.

Course Content / Syllabus:

Modules	Weightage (%)
Module I – Introduction of AutoCAD	
Introduction -File management, User interface, Basic settings, Navigation bar, Steering wheel, View port. Draw setting and Condition -Units, Limits, UCS icon Function keys & its work.	40%
Module II – Drawing tools & Editing Commands	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Drawing tools, polyline, circle, arc, rectangle, polygon, ellipse, elliptical arc etc. Editing command- modify tools: erase, oops, undo, redo, explode, move, copy, rotate, mirror, array, scale, trim, extend, chamfer, fillet, mline, mlstyle. Display control: zoom, pan, redraw, regen object properties: colour, line type, Ltyscale, line weight, properties etc.	30%
Module III – 2D drawing fundamentals	
Understanding the AutoCAD workspace and user interface, organising drawing objects in layers, using basic drawing, editing, and viewing tools to create a drawing, and preparing a layout to be plotted.	30%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lab sessions: To support the development of concepts and methods. 2. Problem Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to a variety of situations and make them understand in a comprehensive manner. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminars for industry exposure on subject matter.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Lab / Practical / Studio

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Lab Practical	Attendance	70
Marks	10	15	5	

Notional Hours:

Practical Contact	00
Tutorial Contact	30
Self-Work	30



Field Work	00
Assessment	15
Total Session	75

Text & References:

- Autodesk AutoCAD (2024), AutoCAD 2024 User guide by Autodesk.
- Shawna Lockhart (2023). Tutorial Guide to AutoCAD 2024- Beginner – Intermediate, SDC Publications.
- Elise Moss (2023). Autodesk AutoCAD 2024 Fundamentals, SDC Publications.
- Ashleigh Congdon-Fuller, Antonio Ramirez, Douglas Smith (2023) -Technical Drawing 101 with AutoCAD 2024, SDC Publications.
- "AutoCAD and Its Applications Basics" by Terence M. Shumaker, David A. Madsen, and Jeffrey A. Laurich
- "AutoCAD For Dummies" by Bill Fane and David Byrnes
- "Mastering AutoCAD" series by George Omura
- "AutoCAD 202x for Architectural Design" by Tutorial Books
- "AutoCAD 202x: A Power Guide for Beginners and Intermediate Users" by CAD Artifex.

Any Other Study Material:

- Lab notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - III



Real Estate Market Research and Property Development

Course Title	:	Real Estate Market Research and Property Development
Course Code	:	BBA301
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course shall expose students to various concepts and the process of real estate market research. It will make them appreciate the importance of various stages in real estate market research. They will get exposed to real life real estate project feasibility process. This course will familiarise students with various kinds of market research studies like feasibility and highest and best-use study.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Understand the critical steps in the real estate market research.
		2. To analyse real estate markets, conduct market research, and design product mix.
		3. Familiarise with the criticality in the process of market research and various steps involved.
		4. To analyse Highest and best use studies with sensitivity and scenario analysis.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Real Estate Market Research	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Understanding the urban context to market research (byelaws and development control regulations, development plans & Zoning), defining real estate markets, understanding market research, its importance, and its users. Inputs to market research and its outputs to developers (product mix, pricing, demand, and project phasing).	25%
2. Real Estate Market Research Process	
Defining the problem, understanding the feasibility study vs highest and best use study, demographic analysis, market research as 6 step process (productivity study, market delineation, supply analysis, demand analysis, residual demand supply, and subject capture).	25%
3. Technical and Financial Feasibility Study	
Technical Feasibility – Development potential, FSI & TDR utilization, Site evaluation, technical requirements, and characteristics for various development mix (Residential, Commercial, Retail & Hospitality), product mix formulation. Financial feasibility – land acquisition costs, construction cost, leasing, pricing, escalation, operation and maintenance costs, fees, and charges (Municipal, brokerage etc.), revenues – sales cash flow, lease cash flows and options based on market conditions, NPV, IRR, Payback period, funding – debt vs. equity, sensitivity, and scenario analysis.	25%
Industrial visit is planned for 2-3 days	
4. Property Development Process & Models	
Various stages in development (i.e., pre-construction activities, construction activities, and post-construction activities), various key stakeholder at each stage and their role, sources of development finance for development sector and various prevalent development models.	25%

Pedagogy for Course Delivery	:	Lecture Tutorial exercises Learning by doing / workshops. Learning by experience/site visits Learning by expert interactions Learning by secondary data Class presentations / group discussions Attending seminars/conferences
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	0
Assessment	15
Total Session	120

Text & References:

- Brett, D. and Schmitz, A. (2009), *Real Estate Market Analysis Methods and Case Studies*, 2nd ed., Urban Land Institute, Washington D.C.
- Fanning, S.F. (2005), *Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use*, Appraisal Institute.

Any Other Study Material:

- Class lecture notes/ presentations.
- Industry report on real estate markets
- Sample market research reports.



Basics of Financial Management

Course Title	:	Basics of Financial Management
Course Code	:	BBA302
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Apply the Time Value of Money and Capital Budgeting in the selection of Real Estate Projects. 2. Understand Corporate Finance in the domestic and international context. 3. Develop an understanding of Risk and Return in Financial Decisions. 4. Understand the implications of Capital Structure and Dividend decisions.
-------------------------	---	---

Pre-requisites	:	Basic understanding of Mathematics, Statistics and Economics
-----------------------	---	--

Student Learning Outcomes (SLO)	:	1. Apply the concepts of the Time Value of Money in real estate financial and investment decisions.
		2. Make decisions about project choice using Capital Budgeting and Financial feasibility measures.
		3. Understand the relationship between risk and return and principles of diversification and ways to identify and reduce risk
		4. Understand and Design Optimum Capital Structure for the company that increases value for the shareholders.

Course Content / Syllabus:

Modules	Weightage (%)
1. Financial Management and Capital Budgeting	



<p>Introduction: Meaning and scope of financial management, role of the financial manager, financial goals and firm objectives, corporate governance, and Financial Management of the firm.</p> <p>Time Value of Money: Time Value of Money, Inflation and their impact on financial decision making, Compounding, Types of Cash flows, Future Value, Present Value; Multiple Flows and Annuity, Growing Annuity, Perpetuity and Growing Perpetuity.</p> <p>Cost of Capital: Opportunity cost, Cost of Equity, Debt (Valuation of Bonds and Yield to Maturity) and Preference share capital, Weighted Average Cost of Capital, Project Cost of Capital.</p>	30%
2. Sources of Capital and Cost of Capital	
<p>Sources of Capital: Equity/ Preference / Debenture/ Term loans, Capital Market Efficiency.</p> <p>Techniques of Capital Budgeting: Process and techniques, Net Present Value, Profitability Index, Internal Rate of Return, Modified IRR, Accounting Rate of Return and Payback Period in real estate project appraisal.</p>	30%
3. Risk, Return and Capital Asset Pricing Model	
<p>Risk and Return Analysis: Concept of Risk and Return; Risk in a Portfolio Context, Portfolio risk and Return, Systematic and unsystematic risk.</p> <p>Capital Asset Pricing Model (CAPM): Concept of Beta, CAPM Applications, Covariance and Co-relation Coefficient, Relationship between Beta, Covariance, and correlation Coefficient.</p>	20%
4. Capital Structure and Dividend Decisions	
<p>Capital Structure: Overview, Concept of Leverage, Capital structure theories: MM hypothesis, MM Proposition I & II, application of MM hypothesis in the Capital Structure Decisions and Optimal Capital Structure.</p> <p>Dividend Decisions: Relevance and Irrelevance of Dividends (Dividend Theories); Determinants of dividends policy, factors affecting dividend decisions.</p>	20%

Pedagogy for Course Delivery	:	Lectures and Tutorials
-------------------------------------	---	------------------------

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	0
Assessment	15
Total Session	120

Text & References:

- Ross, Westerfield, Jaffe & Kakani. Corporate Finance (10th ed.). Mc-Graw Hill
- Brealey, R. R., Myers. S., Allen, F., and Mohanty, P. (2009). Principles of corporate finance (8th ed.). New Delhi: Tata Mc-Graw Hill.
- Chandra, P. (2008). Financial management (7th ed.). New Delhi: Mc-Graw Hill.
- Pandey, I. M. (2008) [IMP]. Financial management (9th ed.). New Delhi: Vikas Publishing House.
- Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Basics of Real Estate Transactions

Course Title	:	Basics of Real Estate Transactions
Course Code	:	BBA3031
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Understanding types of Transactions 2. Understanding types of real estate assets and their unique aspects 3. Understanding the aspects of due diligence and its scope while transacting a real estate asset 4. Understanding the Transaction Process and its legal and physical process flow 5. Understanding the major Stakeholders during any Real Estate Transaction Process
-------------------------	---	--

Pre-requisites	:	Knowledge of Law s and Documentation practices
-----------------------	---	--

Student Learning Outcomes (SLO)	:	1. Gained Knowledge of reading and understanding legal documents pertaining to real estate transactions
		2. Gained knowledge of carrying out the required due diligence before transacting a real estate product
		3. Gained knowledge about legal processes, documentation involved and the rights of buyer and seller and obligations of a broker
		4. Gained understanding of the practices followed in Delhi NCR and major practices, documentation, units and standards in major states in India and abroad

Course Content / Syllabus:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Modules	Weightage (%)
1. Types of Real Estate Assets and their Transactions	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Real Estate Asset Types Real Estate Transaction types Due Diligence Process Transactions Process – legal documentation and process flow Understanding of drawings, layout plans, documents, land records, local standards and measurement units	20%
2. Transaction of Land	
Legal Due Diligence for Land – Title clearance Reading and confirming Land Records Measuring Land and standardization Buying/Selling Land with Government Acts and Laws related to Land Acquisition/Purchase	20%
3. Commercial and Retail Leasing	
Understanding the concept of Leasehold – Freehold Property Understanding the documentation at various stages of transactions – from Lol to Possession Letter Due Diligence and Negotiating a Lease	20%
4. Residential Transactions	
Transactions in Primary market Transactions in Secondary Market	20%
5. Role and Responsibilities of Broker	
Real Estate marketing structures and Legislation, Principle functions and general powers of property agents, Estate agents Act, Contract Law, Licensing and Ethics, Authority of an agent – actual and implied authority and termination of agency agreement.	20%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Continuous Assessment / Internal Assessment			End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance
Marks	10	15	5

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Practical Contact	00
Self-Work	45
Field Work	0
Assessment	15
Total Session	120

Text & References:

- Sale and Purchase of Properties – A Legal Guide by Vishwa Lochan Madan

Any Other Study Material:

- Case Studies to be shared from time to time during the duration of the course



Data Analytics for Built Environment Sector

Course Title	:	Data Analytics for Built Environment Sector
Course Code	:	BBA3032
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Develop proficiency in data analysis and management along with managerial decision making, centred on analysis of data.
-------------------------	---	---

Pre-requisites	:	NIL
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Demonstrate reasonable understanding and knowledge of Statistical concepts to read, describe and manage data
		2. Demonstrate ability to analyse and assess data and draw conclusions
		3. Recognize and Assess significance of data in the business decisions; analysis of data for making predictive models
		4. Develop ability to use statistical software for the data analysis

Course Content / Syllabus:

Modules	Weightage (%)
1 – Descriptive Statistics	
Introduction to Data Analysis, Data Display & Representation – Tabular and Graphical Methods Measures of Central Tendency, Dispersion and Skewness – Arithmetic and Weighted Mean, Median, Mode, Why Dispersion, Variance and St. Deviation, Relative Dispersion – Coefficient of Variation, Positive, Negative Skewness and measures, Normal Distribution and related assumptions	15%
2 – Sampling and Hypothesis testing	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Introduction, Random sampling, Non-random sampling, Design of Experiments, Sampling Distributions Hypothesis testing One Sample test – Testing of Means when population Standard deviation is known; when population standard deviation is unknown, Testing of proportions, Z tests, T tests, Type I and Type II errors and its impact Two sample independent hypothesis testing and Paired sample hypothesis testing	30%
3 – Correlation, Analysis of Variance, Linear and Logistic Regression	
Correlation analysis; Analysis of variance – Basic Concepts, Variance among sample means, Variance within samples, F ratio, One way and Two way Anova, Tukey HSD Test for Hypothesis testing, Simple Linear Regression, Estimation using regression line, Standard Error of Estimate, Prediction Intervals, Assumptions associated with Linear Regression, Linear Regression Diagnostics	40%
4 - Logistic Regression and Predictive Modelling	
Binary Logistic regression, Diagnostics – Logistic regression Predictive Modelling steps - Multiple Linear regression modelling, Multiple logistic regression modelling	15%

Pedagogy for Course Delivery	:	Lectures for Statistical theory and concepts. Tutorial in Labs where student will develop skills using open source Statistical software like R Programming and MS Excel. Students who haven't undergone any statistics course ever till their Bachelor Degree are recommended to undertake basic free online course like https://in.udacity.com/course/statistics--st095
-------------------------------------	---	--

Lab / Practical details, if applicable: No separate Practical work as Tutorials are planned as Lab sessions

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	0
Assessment	15
Total Session	120

Text & References:

- Levin, Rubin, Rastogi, Siddiqui, Statistics for Management- 8th Edition, Pearson Publication, ISBN: 9789332581180
- Aczel, Sounderpandian, Saravanan, Complete Business Statistics – 7th Edition, Mcgraw Hills Publications, ISBN: 9780071077903

Any Other Study Material:

- Data camp Online Resources
<https://www.datacamp.com/courses/statistical-modeling-in-r-part-1>
- Udacity Online Resources
<https://in.udacity.com/course/data-analysis-with-r--ud651>



Reading and Comprehension

Course Title	:	Reading and Comprehension
Course Code	:	BBA304
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To discuss the techniques of reading and comprehension2. To illustrate the methods of reading technical and non-technical texts.3. To enhance the knowledge of graphic, mind maps and pyramids4. To guide about ways of gathering information and processing it through effective reading strategies5. To teach how to do review writing after effectively applying appropriate reading methods.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Attain and enhance competence in reading and comprehension skills and develop reading skills, speed, and a keen interest in reading a different genre2. Read university texts, manuals, and technical content and expand their vocabulary.3. Produce best reviews after analytical and critical reading.4. Employ various reading techniques and strategies to gain maximum output from reading.5. Understand the nuances of reading as a skill.
--	---	---

Course Content / Syllabus:

Modules	Weightage (%)
1. Effective Reading	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

What is reading comprehension? Process of reading, Types of reading: (Academic reading, Professional reading, Literary reading, technical reading & Critical reading) Strategies and Techniques of reading: (Skimming, Scanning, Intensive, Extensive, Loud & Silent reading, SQ3R etc.)	30%
Reading speed & Tips for improving reading skills. Strategies for Reading Comprehension. Note taking and Note Making.	
2. Technical Language Development	
Reading Manuals: What is technical language? Characteristics of technical texts User guide – manuals: (Lab reports, Brochures, Proposals, Technical specifications & descriptions) Instructions & warnings etc. Difference between Literary and Technical reading	30%
3. Summarization	
Summarization of reading passages, reports, chapters, books & selected passages from competitive examinations. Graphic organizers for summaries: Mind maps, flow charts, tree diagrams, pyramids	25%
4. Activities	
News reading, Picture reading, Review of a book/journal, Paraphrasing	15%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Pedagogy for course delivery includes theoretical lectures supported by audio-visual aids. 2. Student assignments and exercises would include individual and group submissions with a focus on reading skills and comprehension practice. 3. The prescribed readings in the course pack will provide a good theoretical construct to the subject that needs to be supplemented with reading journals and web resources. The students are encouraged to access the library for reference books and read newspapers related to the course.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Continuous Evaluation	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984.
- Hasson, Gill. Brilliant Communication Skills. Great Britain: Pearson Education, 2012.
- Krishnaswamy N & T Sriraman. Creative English for Communication, Macmillan India Limited, 2000
- Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation: Ninth Edition. New Delhi: Tata McGraw-Hill, 2002.
- Mascull, Bill. Business Vocabulary in Use Advanced, Cambridge University Press, 2004
- Raman, Meenakshi & Singh, Prakash. Business Communication, Oxford University Press, 2006.
- Neuliep, James W. Intercultural Communication: A Contextual Approach. Boston: Houghton Mifflin Co., 2003.
- Rizvi, Ashraf M. Effective Technical Communication, McGraw Hill Education, 2017.
- Sethi, Anjaneer & Adhikari, Bhavana. Business Communication, Tata McGraw Hill, 2009.
- Varinder Kumar & Bodh Raj, Comprehension and Communication Skills in English, Kalyani Publishers, 2022..

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Behavioral science - III

Course Title	:	Behavioral science - III (Group Dynamics and Team Building)
Course Code	:	BBA305
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Enhanced communication and understanding among team members 2. Increased trust and respect within the team. 3. Improved collaboration and problem-solving abilities. 4. Greater appreciation for diversity and different perspectives. 5. Clearer roles, responsibilities, and accountability. 6. Stronger team unity and alignment towards common goals.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To Foster open communication and active listening among team members.
		2. To Build trust and mutual respect within the group.
		3. To Encourage collaboration and shared decision-making.
		4. To Promote diversity and inclusion within the team.
		5. To Develop clear roles and responsibilities for each member.
		6. To Strengthen team cohesion through shared goals and experiences.

Course Content / Syllabus:

Modules	Weightage (%)
1. Group formation	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Definition and Characteristics of group • Importance of groups formation • Classification and stages of groups formation • Benefits of group formation 	15%
2. Teams	
<ul style="list-style-type: none"> • Meaning and nature of teams • External and internal factors effecting team. • Building Effective Teams • Consensus Building and Collaboration 	15%
3. Group Functions	
<ul style="list-style-type: none"> • External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc. • Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict. • Group Cohesiveness and Group Conflict • Adjustment in Groups 	16%
4. Leadership	
<ul style="list-style-type: none"> • Meaning, Nature, and Functions • Self-leadership • Leadership styles in organization • Leadership in Teams 	18%
5. Power to empower: Individual and Teams	
<ul style="list-style-type: none"> • Meaning, Nature, and Types of Power and Empower • Identify the sources and uses of Power • Relevance in organization and Society • Feeling power and powerlessness 	

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Viva	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	15
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- Forsyth, D. R. (2018). Group Dynamics. Wadsworth, Cengage Learning.
- Robbins, S. P., & Judge, T. A. (2019). Organizational Behavior (18th ed.). Pearson.
- Kouzes, J. M., & Posner, B. Z. (2017). The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations (6th ed.). Jossey-Bass.
- Pfeffer, J. (2010). Power: Why Some People Have It—and Others Don't. Harper Business.
- Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.
- Hackman, J. R., & Wageman, R. (2005). A theory of team coaching. Academy of Management Review, 30(2), 269-287.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Real Estate Market Survey – I

Course Title	:	Real Estate market Survey - I
Course Code	:	BBA306
Credit Units	:	4

L	T	P	Total Credits
4	4	0	4

Course Objective	:	This course aims to provide students with a comprehensive understanding of the principles and practices involved in conducting real estate market surveys. It focuses on developing analytical skills necessary for evaluating real estate markets, identifying trends, and making informed decisions based on empirical data. The course will also introduce students to various data collection methods and analysis techniques specific to the real estate sector.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Understand and apply key concepts and methodologies used in real estate market surveys.
		2. Conduct primary and secondary research to collect and analyze real estate market data.
		3. Evaluate real estate market trends and their implications on property values and investment decisions.
		4. Present findings from real estate market surveys in a clear and professional manner.
		5. Demonstrate the ability to make informed decisions based on market survey data.

Course Content / Syllabus:

Modules	Weightage (%)
1. Module 1: Introduction to Real Estate Market Surveys	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Overview of Real Estate Markets • Importance of Market Surveys in Real Estate • Types of Real Estate Markets: Residential, Commercial, Industrial, etc. • Basic Terminologies and Concepts • Objectives and Scope of Market Surveys 	20%
2. Module 2: Data Collection Methods	
<ul style="list-style-type: none"> • Primary Data Collection: Surveys, Interviews, and Observations • Secondary Data Sources: Government Reports, Industry Publications, and Online Databases • Sampling Techniques in Real Estate Surveys • Designing Effective Questionnaires • Ethical Considerations in Data Collection 	30%
Module 3: Data Analysis and Interpretation	
<ul style="list-style-type: none"> • Introduction to Statistical Tools for Real Estate Data Analysis • Market Trend Analysis: Price Trends, Demand-Supply Dynamics, etc. • Comparative Market Analysis (CMA) • Case Studies on Real Estate Market Analysis • Application of Geographic Information Systems (GIS) in Market Surveys 	30%
Module 4: Reporting and Presentation	
<ul style="list-style-type: none"> • Structuring a Market Survey Report • Visual Representation of Data: Charts, Graphs, and Maps • Writing Executive Summaries • Presenting Survey Findings to Stakeholders • Practical Workshop: Preparing and Presenting a Real Estate Market Survey Report 	20%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	30
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	90

Text & References:

- Real Estate Market Analysis: Methods and Applications by Deborah L. Brett and Adrienne Schmitz
- Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use by Stephen F. Fanning
- Real Estate Market Valuation and Analysis by Joshua Kahr and Michael C. Thomsett
- Urban Economics and Real Estate Markets by Denise DiPasquale and William C. Wheaton
- The Essentials of Real Estate Market Analysis by Marc A. Thompson

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Animation – II

Course Title	:	Animation - II (Advanced Animation Techniques)
Course Code	:	BBA3071
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Advanced Animation Skills: Students will develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively. 2. Technical Proficiency: Students will gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software. 3. Visual Storytelling: Students will understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in their animations. 4. Application of Innovative Methods: Students will apply cutting-edge animation techniques to create professional-quality projects.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Enhanced Animation Skills: Develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively. 2. Technical Proficiency: Gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software. 3. Creative Storytelling: Understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in animations.
--	---	--



	4. Professional Portfolio Development: Create a professional animation portfolio that showcases advanced skills, creativity, and understanding of industry practices, preparing for careers in animation.
--	---

Course Content / Syllabus:

Modules	Weightage (%)
1. Foundations of Animation	
<ul style="list-style-type: none"> Principles of Animation: Explore and apply the 12 principles of animation to create believable and dynamic motion. Storyboarding Techniques: Learn to develop and present visual stories through storyboards, focusing on composition and narrative flow. Character Design Basics: Understand the fundamentals of character design, including silhouette, shape language, and visual appeal. Introduction to 3D Animation: Gain a basic understanding of 3D animation software and its interface, focusing on keyframe animation. 	20%
2. Intermediate Animation Techniques	
<ul style="list-style-type: none"> Character Rigging and Weighting: Learn advanced rigging techniques to create flexible and realistic character movements. Advanced Keyframe Animation: Refine keyframe animation skills, focusing on timing, spacing, and character performance. Lip Sync and Facial Animation: Explore techniques for syncing character dialogue with lip movements and expressive facial animations. Camera and Cinematography: Understand the principles of camera movement and shot composition to enhance storytelling and visual interest. 	20%
3. Specialized Animation Skills	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Creature Animation: Study the principles of creature animation, focusing on animalistic movement and behavior. • Physics-based Animation: Learn to create realistic animations using physics simulations for objects like cloth, hair, and fluid. • Character Animation for Games: Explore the unique challenges and techniques involved in creating animations for interactive game environments. • Advanced Techniques and Styles: Exploration of niche animation styles and techniques, such as motion capture, effects animation, or advanced 3D modeling. 	30%
4. Advanced Character Animation and Dynamics	
<ul style="list-style-type: none"> • Complex Character Rigging: Advanced rigging techniques for creating detailed and flexible character rigs. 	30%
<ul style="list-style-type: none"> • Dynamic Motion and Simulation: Implementation of physics-based simulations for natural movement, including cloth and hair simulations. Techniques for simulating natural forces and interactions. • Dynamic Motion: Physics-based simulations for natural movement. • Complex Rigging: Advanced character rigging and facial deformation 	

Pedagogy for Course Delivery	:	Pedagogy for the course delivery is lecture classes followed by practical sessions in computer lab.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Williams, R. (2012). The animator's survival kit. Faber & Faber.
- Hooks, E. (2017). Acting for animators: 4th edition. Routledge.
- Maestri, G. (2006). Digital character animation 3. New Riders.
- Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.
- Roberts, S. (2007). Advanced animation: An illustrated approach. Focal Press.
- Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Photography – II

Course Title	:	Photography - II: Animation (Advanced Animation Techniques)
Course Code	:	BBA3072
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Advanced Animation Skills: Students will develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively. 2. Technical Proficiency: Students will gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software. 3. Visual Storytelling: Students will understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in their animations. 4. Application of Innovative Methods: Students will apply cutting-edge animation techniques to create professional-quality projects.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning	:	<ol style="list-style-type: none"> 1. Enhanced Animation Skills: Develop advanced skills in character animation, including character posing, movement, and expression, applying the 12 principles of animation effectively. 2. Technical Proficiency: Gain proficiency in advanced rigging techniques, character setup for complex movements, and the use of advanced features in animation software.
-------------------------	---	---



Outcomes (SLO)	3. Creative Storytelling: Understand narrative structure in animation, create storyboards and animatics, and apply visual language and symbolism to enhance storytelling in animations.
	4. Professional Portfolio Development: Create a professional animation portfolio that showcases advanced skills, creativity, and understanding of industry practices, preparing for careers in animation.

Course Content / Syllabus:

Modules	Weightage (%)
1. Foundations of Animation	
<ul style="list-style-type: none">Principles of Animation: Explore and apply the 12 principles of animation to create believable and dynamic motion.Storyboarding Techniques: Learn to develop and present visual stories through storyboards, focusing on composition and narrative flow.Character Design Basics: Understand the fundamentals of character design, including silhouette, shape language, and visual appeal.Introduction to 3D Animation: Gain a basic understanding of 3D animation software and its interface, focusing on keyframe animation.	20%
2. Intermediate Animation Techniques	
<ul style="list-style-type: none">Character Rigging and Weighting: Learn advanced rigging techniques to create flexible and realistic character movements.Advanced Keyframe Animation: Refine keyframe animation skills, focusing on timing, spacing, and character performance.Lip Sync and Facial Animation: Explore techniques for syncing character dialogue with lip movements and expressive facial animations.Camera and Cinematography: Understand the principles of camera movement and shot composition to enhance storytelling and visual interest.	20%
3. Specialized Animation Skills	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Creature Animation: Study the principles of creature animation, focusing on animalistic movement and behavior. • Physics-based Animation: Learn to create realistic animations using physics simulations for objects like cloth, hair, and fluid. • Character Animation for Games: Explore the unique challenges and techniques involved in creating animations for interactive game environments. • Advanced Techniques and Styles: Exploration of niche animation styles and techniques, such as motion capture, effects animation, or advanced 3D modeling. 	30%
4. Advanced Character Animation and Dynamics	
<ul style="list-style-type: none"> • Complex Character Rigging: Advanced rigging techniques for creating detailed and flexible character rigs. • Setup of facial rigs and body deformations for realistic movement. • Dynamic Motion and Simulation: Implementation of physics-based simulations for natural movement, including cloth and hair simulations. Techniques for simulating natural forces and interactions. • Dynamic Motion: Physics-based simulations for natural movement. • Complex Rigging: Advanced character rigging and facial deformation 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Williams, R. (2012). The animator's survival kit. Faber & Faber.
- Hooks, E. (2017). Acting for animators: 4th edition. Routledge.
- Maestri, G. (2006). Digital character animation 3. New Riders.
- Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.
- Roberts, S. (2007). Advanced animation: An illustrated approach. Focal Press.
- Osipa, J. (2013). Stop staring: Facial modelling and animation done right (3rd ed.).Wiley

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Political Science – II

Course Title	:	Political Science – II: Fundamentals of India’s Foreign Policy
Course Code	:	BBA3073
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To comprehend the historical evolution and underlying principles of India's foreign policy. 2. To analyze contemporary challenges and opportunities in India's foreign relations. 3. To evaluate the effectiveness and impact of India's diplomatic strategies
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Recall the historical events and milestones that have shaped India's foreign policy.
		2. Explain the underlying principles and ideologies guiding India's foreign policy decisions.
		3. Apply theoretical frameworks to analyse contemporary challenges and opportunities in India's foreign relations.
		4. Compare and contrast India's foreign policy approaches with those of other major powers, such as China and the United States.
		5. Critically assess the successes and failures of India's foreign policy initiatives in promoting national interests and global stability.
		6. Develop policy recommendations to enhance India's role in regional and global governance structures

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

1. Determinants of India's Foreign Policy	
<ul style="list-style-type: none"> Domestic sources of India's Foreign Policy International sources of India's Foreign Policy 	20%
2. Objectives and Principles of India's Foreign Policy	
<ul style="list-style-type: none"> Objectives of India's Foreign Policy Principles of India's Foreign Policy 	20%
3. Non-Alignment in Indian Foreign Policy	
<ul style="list-style-type: none"> Conceptual Framework & Principles of Non-Alignment Policy Relevance of Non-Alignment Policy 	30%
4. India & the World	
<ul style="list-style-type: none"> India and the major powers- US, Russia, China India and Global Institutions 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	0
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Bandyopadhyay, The Making of India's Foreign Policy, Allied Publishers, New Delhi (1970).
- R. Basu, The United Nations: Structure and Functions of an International Organisation, Revised and Enlarged ed., Sterling, New Delhi (2004).
- A. Mattoo & H. Jacob (eds.), India and the Contemporary International System, Manohar Publications in collaboration with RCSS Colombo, New Delhi (2014).
- S. Cohen, India: Emerging Power, Brookings Institution Press (2002).

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Tourism Management – II

Course Title	:	Tourism Management : Tourism Product
Course Code	:	BBA3074
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To gain knowledge about the characteristics of tourist attractions in India.2. To study the Cultural aspects, Fair & festivals of India.3. To gain destination knowledge of India through different tangible and non-tangible aspects
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will be able to remember and identify the basic concepts and types of tourism products, including heritage, wildlife, religious, and cultural tourism.2. Students will be able to describe the different types of heritage tourism, the role of heritage management organizations, and identify major wildlife sanctuaries, national parks, and biological reserves in India.3. Students will apply their understanding of religious and cultural tourism concepts to identify key centers for various religions, as well as important cultural sites and events, such as classical and folk dances, handicrafts, and tourism fairs and festivals.4. Students will critically evaluate the impact of different tourism products on the promotion and preservation of heritage, wildlife, religious, and cultural tourism in India.5. Students will evaluate the contributions of organizations like UNESCO, ASI, and INTACH in preserving and promoting heritage sites and will assess the importance of these sites in the context of tourism.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

		6. Students will synthesize their learning by creating a comprehensive presentation or case study on a chosen tourism product, analysing its significance, impact, and potential for tourism development.
--	--	---

Course Content / Syllabus:

Modules	Weightage (%)
1. Tourism Products	
<ul style="list-style-type: none"> Tourism Products: Definition, Concept and classification 	15%
2. Heritage & Wildlife-based Tourism Products	
<ul style="list-style-type: none"> Heritage – Meaning, Types of Heritage Tourism, Heritage Management Organizations- UNESCO, ASI, INTACH Major places for heritage tourism, important monuments, circuits etc Major wildlife sanctuaries, national parks and biological reserves 	30%
3. Religious and Cultural Tourism Products	
<ul style="list-style-type: none"> Religious Tourism- concept and definition, two major centers of religious tourism of each religion. Cultural Tourism – Concept Classical and Folk dances of India, Handicrafts and textiles: important handicraft objects and centers, Tourism Fairs and festivals. 	25%
4. Case Study	
<ul style="list-style-type: none"> Prepare a presentation on any one of the above themes and explain in detail the tourism products 	30%

Pedagogy for Course Delivery		Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	--	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Cultural Tourism in India: A Case Study of Kerala by N. Jayaram and A. P. Krishna (2017)
- Heritage Tourism: Theories and Practices by Dallen J. Timothy (2018)
- Wildlife Tourism: Theory and Practice by David Newsome and Susan A. Moore (2017)
- Religious Tourism in Asia: Tradition and Change through Case Studies and Narratives edited by Courtney Bruntz and Brooke Schedneck (2020)
- Indian Classical Dance and Cultural Tourism: The Global Approach by Priyanka Verma (2019)

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Content and Creative Writing – II

Course Title	:	Content and Creative Writing-II
Course Code	:	BBA3075
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To acquaint the learners with the advanced concepts of creative writing. 2. To help learners understand and practice various journalistic and commercial writing. 3. To facilitate the learning of research based and web-based writing. 4. To hone the creative and critical faculties of learners. 5. To enable learners to practice and promote ethical writing.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Acquainted with the advanced concepts of creative writing.
		2. Produce various journalistic and commercial writing.
		3. Inculcate skills of research based and web-based writing.
		4. Sharpen their creative and critical faculties.
		5. Practice and promote ethical writing.

Course Content / Syllabus:

Modules	Weightage (%)
1. New Trends in Content and Creative Writing	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Introduction • Recent trends in Content and Creative Writing 	19%
2. Writing Ethics	
<ul style="list-style-type: none"> • Editing and Proofreading • Plagiarism and Other Ethics 	15%
3. Writing for the Media	
<ul style="list-style-type: none"> • Journalistic Writing • Website Content Writing • Referencing and Citation 	27%
4. Activities	
<ul style="list-style-type: none"> • Short Research Paper Writing • Book & Film Review • Travelogue • Creating jingles, Slogans and Taglines • Creating Portfolio • Product Demonstration 	39%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	



Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Atwood, Margaret. *Negotiating with the Dead: A Writer on Writing*. Cambridge: CUP, 2002.
- Bell, James Scott. *How to Write Dazzling Dialogue*. CA: Compendium Press, 2014.
- Bell, Julia and Magrs, Paul. *The Creative Writing Course-Book*. London: Macmillan, 2001.
- Dev, Anjana Neira, ed. *A Handbook of Academic Writing and Composition*. Pinnacle, 2016.
- Earnshaw, Steven (Ed). *The Handbook of Creative Writing*. Edinburgh: EUP, 2007.
- Eckert, Kenneth. *Writing Academic Research Papers*. Moldy Rutabaga, 2021.
- Egri, Lajos. *The Art of Dramatic Writing*. NY: Simon and Schuster, 1960.
- Goins, Jeff. *You Are a Writer (So Start Acting Like One)*. Tribe Press
- Gupta, Renu. *A Course in Academic Writing*. Orient BlackSwan, 2010.
- Pinker, Steven. *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century*. Penguin Books, Reprint edition, 2015
- Seely, John. *Oxford Guide to Effective Writing and Speaking*. OUP 2nd edition, 2005
- Show, Mark. *Successful Writing for Design, Advertising and Marketing*. New York: Laurence King, 2012.
- Strunk, William and White, E. B. *The Elements of Style*. London: Longman, 1999.
- Turk, Christopher and John Kirkman. *Effective Writing*. London and New York: Chapman & Hall. Indian Reprint 2003.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Social Work – II

Course Title	:	Introduction to Urban and Rural Development
Course Code	:	BBA3076
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. The knowledge of this subject is essential to understand the concepts of rural, urban and tribal communities. 2. It will be helpful to understand the issues of rural, urban and tribal communities. 3. It will be helpful to gain a fundamental knowledge on policies and programmes of Urban and Rural Development and Panchayati Raj Institutions. 4. The insights from this subject will help the students to understand how to practice social work in different social work fields.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To understand the concepts of rural, urban and tribal communities.
		2. To understand the issues of rural, urban and tribal communities.
		3. To understand policies and programmes of Urban and Rural Development and aspects of Panchayati Raj Institutions.
		4. To understand how to practice social work in different social work fields.

Course Content / Syllabus:

Modules	Weightage (%)
5. Introduction to Rural Society	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Introduction to Rural Society. Characteristics of Rural society. • Problems – Issues faced by the rural poor such as indebtedness, Bonded labour, Low wages, Unemployment. 	50%
6. Introduction to urban community	
<ul style="list-style-type: none"> • Introduction to urban community. Characteristics of urban community. for urban development. • Problems- issues faced by urban community. • Government programmes for urban development. 	50%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	0
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Alexander, K.C., Prasad R.R., Jahagirdar M.P. (1991) Tribals - Rehabilitation and



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Development, Jaipur: Rawat Publications

- Ashok Narang (2006) Indian Rural Problems, New Delhi : Murari Lal & Sons
- Baluchamy, S. (2004) Panchayat Raj Institutions, New Delhi : Mittal Publication
- C.G.Pickvance, (Ed.) (1976) Urban Sociology: Critical Essays, UK : Methuen
- Chahar, S.S. (Ed.) (2005) Governance of Grassroots Level in India, New Delhi : Kanishka

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.



French for Tourism and Hospitality

Course Title	:	French for Tourism and Hospitality
Course Code	:	BBA3077
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To develop proficiency in spoken and written French specific to tourism, including vocabulary, grammar, and pronunciation relevant to various tourism-related situations. 2. To gain insights into French-speaking cultures around the world, with a particular focus on those relevant to tourism 3. To acquire skills to handle common tourism-related tasks in French, such as giving directions, making reservations, recommending attractions, and handling complaints. 4. To enhance ability to interact confidently with French-speaking tourists and professionals, both verbally and in writing, in scenarios such as customer service, hospitality, and travel planning. 5. To enhance professionalism in interactions and communications, to develop sensitivity to cultural nuances and practices that impact interactions with French-speaking tourists and colleagues.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Demonstrate an understanding of key cultural aspects relevant to tourism in French-speaking regions and apply this knowledge in practical scenarios. 2. Communicate fluently in French within the context of tourism, demonstrating improved vocabulary and grammatical accuracy. 3. Exhibit proficiency in various forms of communication, such as oral presentations, written reports, and simulated interactions typical in tourism settings.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

		4. Apply linguistic and cultural knowledge to real-world situations, demonstrating the ability to navigate challenges and effectively engage with French-speaking tourists and stakeholders.
		5. Demonstrate professionalism in interactions and communications, develop the capacity to think critically and solve problems in French, particularly in dynamic and diverse tourism environments.

Course Content / Syllabus:

Modules	Weightage (%)
1. MODULE 1	
1.1 Les acteurs, les metiers, les lieux 1.2 Le marche du travail	10%
2. MODULE 2	
2.1 L'accueil et l'assistance 2.2 Les transports, les horaires, les programmes 2.3 L'hotellerie, la restauration, la gastronomie	25%
3. MODULE 3	
3.1 L'offre d'itineraires, d'excursions, de circuits 3.2 L'offre d'animations culturelles et de loisirs 3.3 L'offre d'hebergement et de restauration	30%
4. MODULE 4	
4.1 La vente des prestations et des services 4.2 Le paiement 4.3 Les reclamations 4.4 Promouvoir l'entreprise, son image, ses produits 4.5 Connaitre et faire connaitre le pays 4.6 Fideliser le client	35%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Weightage	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Anne-Marie Calmy., Le Francais du Tourisme. Hachette, 2004. Print.
- Bertier, Alain. Français du tourisme : Méthodes et pratiques. Éditions Hachette, 2023.
- Dubois, Jean, and Marie Dupont. Le Guide du Voyageur en France. 3rd ed., Éditions Gallimard, 2018.
- Dumont, Marie. Français pour le tourisme et l'hôtellerie : Guide pratique. Éditions Larousse, 2022.
- Girard, Sophie. Le Français en milieu touristique : Cours et exercices. Éditions du Seuil, 2023.
- Lemoine, Claire. Communication en français pour le tourisme et l'hôtellerie. Éditions Clé International, 2024.
- Lemoine, Marc. Bretagne, Guide Pratique du Voyageur. Lonely Planet, 2021.
- Marie Christine, Couet Lannes, Tourisme.com, Methode de Francais professionnel du tourisme:CLE International, 2004.
- Rivière, Jacques. Langue et culture pour le secteur hôtelier : Approche moderne. Éditions Nathan, 2024.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Computer Aided Drafting – II

Course Title	:	Computer Aided Drafting-II
Course Code	:	BBA3078
Credit Units	:	4

L	T	P	Credits
4	0	0	4

Course Objective	:	The objective of this course is to introduce students to the knowledge and skills necessary to effectively use computer technology in the design and drafting process.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Demonstrate knowledge and understanding of AutoCAD, including its interface and navigation
		2. Develop Proficiency in utilizing drawing tools and editing commands
		3. To learn area calculations for building design
		4. An understanding of 2D drawing fundamentals, encompassing geometric shapes, layer management, and basic dimensioning, will be developed.
		5. Student's ability to use drawing tools, edit commands, and adhere to fundamental drawing principles.

Course Content / Syllabus:

Modules	Weightage (%)
Module I – Layer Management, Layouts and Plotting	
Layer Management- Adding / Removing Layers, Layer Status, New Property Filter, New Group Filter, Layer Status Manager, Plot Control, Layouts and plotting-Using Layouts, Using Page Setups, Using Viewports, Plotting Drawings	40%
Module II – Annotation Tools in Drawing	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Dimension - Linear, Aligned, Radius, Diameter, Centre Mark, Angle, Arc length, Continuous, Baseline etc. Text, Style, Mtext, Scale text, Spell, Table, Table style, Table edit.	30%
Module III – Creating Basic 2D Drawing & Drafting	
Inputting Data, Creating Basic 2d plan, Using Object Snaps, Using Polar Tracking and Polar Snap, Using Object Snap Tracking, Working with Units, Using Function Keys.	30%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lab sessions: To support the development of concepts and methods. 2. Problem-Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to a variety of situations and make them understand in a comprehensive manner. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminars for industry exposure on subject matter.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Lab / Practical / Studio

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Lab Practical	Attendance	70
Marks	10	15	5	

Notional Hours:

Practical Contact	00
Tutorial Contact	15
Self-Work	30
Field Work	00



Assessment	30
Total Session	75

Text & References:

- Autodesk AutoCAD (2024), AutoCAD 2024 User guide by Autodesk.
- Shawna Lockhart (2023). Tutorial Guide to AutoCAD 2024- Beginner – Intermediate, SDC Publications.
- Elise Moss (2023). Autodesk AutoCAD 2024 Fundamentals, SDC Publications.
- Ashleigh Congdon-Fuller, Antonio Ramirez, Douglas Smith (2023) -Technical Drawing 101 with AutoCAD 2024, SDC Publications.
- "AutoCAD and Its Applications Basics" by Terence M. Shumaker, David A. Madsen, and Jeffrey A. Laurich
- "AutoCAD For Dummies" by Bill Fane and David Byrnes
- "Mastering AutoCAD" series by George Omura
- "AutoCAD 202x for Architectural Design" by Tutorial Books
- "AutoCAD 202x: A Power Guide for Beginners and Intermediate Users" by CAD Artifex.

Any Other Study Material:

- Lab notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester - IV



Laws and Regulations for Real Estate Sector

Course Title	:	Laws and Regulations for Real Estate Sector
Course Code	:	BBA401
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Introduction to various laws, regulations and policies pertaining to land and property and the regulatory framework around it. 2. Familiarize the students with various contracts governing such property and their transactions. 3. Introduction to various environmental issues and other relevant laws and their implications on the built environment industry.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Understanding of laws relating to land and property
		2. Understand laws & regulations related to various contracts and compare their documentation there of
		3. Understand laws relating to environmental protection, air and water etc. and assess their implementation
		4. Understand the implication of various laws using case documents in built environment industry

Course Content / Syllabus:

Modules	Weightage (%)
1. Legal System and Nature of Real Property	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Legal Jurisprudence - Introduction to the legal system, Nature of property, rights in the land of others, types of ownerships, rights, and duties of landowners and occupants, title, and insurance	15%
2. Laws and Regulations	
Indian Contract Act; contract and its validity; void and voidable; breach of contract; remedies for breach; specific performance. Contract documents; sale deed; lease deed; agreement to sell and sale deed; standard form contracts; principles of agency; powers of agent; implied and actual authority; termination of agency; and other provisions. Dispute Resolution mechanism; Arbitration Laws; mediation; negotiation; conciliation; Consumer Protection Act Law of Torts; tortious liability under negligence and hazardous substances	35%
3. Land Laws	
Transfer of Property act; property as defined. valid transfer; various kinds of transfer; Various kinds of transfer of property documents, Sale deeds, GIFT, Will, Power of Attorney etc., Special Cases of Property Transfer - Company Transfer, Societies, Trusts, Auctions, Awards, Public Use, Allotment for Specific use/Projects. Mortgages under the Transfer of Property act and its kinds Other Relevant Property Laws. i.e. Rent Control, Land Ceiling Act, Apartment Owners Act, Leasing & Stamp duty Act,	25%
4. Other acts	
Labour Laws - The building & Construction Workers Act, Workmen's Compensation Act (with respect to accidents project sites), Payment of wages Act, the employees provident fund;	10%
5. Environmental Laws	
Introduction to major laws like Air pollution, Water pollution, Environment Protection Act; Forest Act; Environmental Impact Assessment (EIA) Relevant case laws/ Case Study	15%

Pedagogy for Course Delivery	:	Pedagogy for the course delivery includes theoretical lectures supported by industry case studies. Student assignments would include individual and group submissions with focus on presentations.
-------------------------------------	---	---

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work Self Study	30
Field Work	00
Assessment	30
Total Session	120

Text & References:

- Indian Contract Act, 1872
- Transfer of Property Act, 1882
- Arbitration & Conciliation Act, 1996
- Consumer Protection Act, 1986
- M.C. Mehta Case Law
- Rajkumar S. Adukia, REAL ESTATE - Law, Practice & Procedures A Complete Encyclopaedia on Real Estate, 3rd Edition, 2013.
- Avtaar Singh, Indian Contract Act, Eastern Book Co., 1980
- Poonam Pradhan Saxena, Transfer of Property Act, LexisNexis Butterworths Wadhwa Nagpur, 2006

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Fundamentals of Real Estate Valuations

Course Title	:	Fundamentals of Real Estate Valuations
Course Code	:	BBA402
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course shall give students an overview of fundamental principles of real estate valuation, its importance, and its key terminology. It shall also familiarise students with internationally accepted methods of undertaking real estate valuations, its Stakeholders, key challenges in undertaking real estate valuation and RICS professional standards and its importance in valuation profession.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Develop understanding about basic concepts of price, value and cost, other relevant terminology of valuation.
		2. Analyse and apply various methods of real estate valuations i.e. Market Approach, Cost Approach and Income Approach.
		3. Develop understanding and importance of professional standards and ethics in valuation and role of valuer with focus on RICS Valuation Global Standards.
		4. Develop skills to use information technology for undertaking valuation.

Course Content / Syllabus:

Modules	Weightage (%)
1 – Basics of Valuation	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Introduction and importance of valuation, understanding value and difference between value, price and cost, purpose of valuation, principles of valuation, and key terms in valuation. Understanding of bases of value. Exploring other relevant bases of value in local markets.	20%
2 – Approaches of Valuation	
Principles of market approach and cost approach of valuation, valuation process, its application circumstances, data collection, inspection and investigation, adjustment, depreciation and importance of assumptions, nuances involved in undertaking valuation, report writing.	35%
3- Real Estate Valuation and Urban Infrastructure	
Principles of income approach of valuation, valuation process, its application circumstances, data collection, inspection and investigation, rent capitalization, depreciation and nuances involved in undertaking income approach of valuation, report writing.	20%
4 - Professional Standards and Ethics	
Importance of professional standards and ethics in valuation profession. Roles and responsibilities of a valuer and member of RICS. RICS and IVS Valuation Standards. Current framework of valuation profession in India, role of Insolvency and Bankruptcy Board of India (IBBI) as professional regulator its provisions for real estate valuers.	15%
5 - Information Technology in Asset Valuation	
Current and potential use of information technology in real estate valuation, international practice of automated valuation models, use of databases and data analysis software for valuation.	10%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Problem Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to variety of situation and making them understand in comprehensive manner 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminar for industry exposure on subject matter.
-------------------------------------	---	--

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
 Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	50
Marks	25	20	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	30
Field Work	0
Assessment	30
Total Session	120

Text & References:

- Scarrett. D. Property Valuation – The Five Methods, Routledge, Taylor and Francis, London and New York
- B. Andrew, M. David, N. Nick, The Income Approach to Valuation, Routledge, Taylor and Francis, London and New York
- Nanavati, R. Theory and Practice of Valuation, Lakshmi Book Depot, Mumbai.
- Rangawala, S.C. Valuation of Real Properties, Chatwar Publishing House.
- RICS Valuation – Global Standards 2017
- International Valuation Standards - 2017

Any Other Study Material:

- Class lecture notes/ presentations.
- Industry report on real estate markets
- Insolvency and Bankruptcy Code - 2016.
- Sample valuation reports.



Basics of Marketing Communication and CRM

Course Title	:	Basics of Marketing Communication and CRM
Course Code	:	BBA4031
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. Understand the need for Marketing Communications.2. Understand the various methods and platforms for Communications.3. Understand how to make effective communication strategies.4. Understand CRM and its importance for a Business.5. Understand CRM in Real Estate.
-------------------------	---	---

Pre-requisites	:	Knowledge of Marketing
-----------------------	---	------------------------

Student Learning Outcomes (SLO)	:	1. Gained a broad understanding of Marketing Communications.
		2. Acquired an understanding of effective usage of Marketing Communications for Sales.
		3. Gained an idea on how effective use of Marketing can benefit businesses and particularly Real Estate business.
		4. A series of learning opportunities designed to demonstrate a general understanding of marketing management.
		5. Gained an understanding as to how marketing fits into the organisational environment and interacts with diverse environments in Real Estate business



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Course Content / Syllabus:

Modules	Weightage (%)
Types of Communication Platforms	
Lead Generation and Qualification, Marketing for Lead Generation, Marketing Communications Planning Process, Introduction to major Marketing Platforms - Advertising, Sales Promotion, Events & Experience, Public Relations, Direct Marketing, Interactive Marketing and Social Media Management, Word of Mouth, Personal Selling.	30%
Preparation of Integrated Marketing Communications Strategy	
Product and Brand Positioning, Preparing effective IMC Strategies, Unleash the power of Social Media Marketing, Content Marketing, Viral Marketing and crafting Contagious Content.	20%
CRM – An important Management Tool	
Understanding Customer Satisfaction, Customer Expectations & Perception, Achieving Customer Satisfaction, Customer Delight, Handling Difficult Customers, Growing your Customer base, Complaint is a Gift, Handling Customer Complaints	20%
CRM – An important Management Tool	
Understanding Customer Satisfaction, Customer Expectations & Perception, Achieving Customer Satisfaction, Customer Delight, Handling Difficult Customers, Growing your Customer base, Complaint is a Gift, Handling Customer Complaints	20%
CRM in Real Estate	
CRM for Sales Management, Effective Service Delivery, Efficient Payment Recovery, Ensuring Customer Delight from Sign-up till Possession, Managing CRM Process from Sales Enquiry to Advocate, Communications for CRM.	20%
Law and Ethics in Real Estate	
Law and Ethics in Real Estate	10%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
--	---------------------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

100	NA
-----	----

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Marketing – A South Asia Perspective by Phillip Kotler, Kevin Keller, Abraham Koshy and Mithileshwar Jha.
- Customer Relationship Management- Emerging Concepts, Tools & Applications, Jagdish N Seth, Atul Parvatiyar, G Shainesh, Tata Mc Graw Hills

Any Other Study Material:

- Case Studies to be shared from time to time during the duration of the course
- LinkedIn Content Marketing Toolkit
- LinkedIn Event Marketing Toolkit



Basics of Facilities Management

Course Title	:	Basics of Facilities Management
Course Code	:	BBA4032
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Impart an understanding of the role & importance of effective facilities management (FM) 2. Understand the key aspects of the operations & management of core & support facilities management functions / building services with specific reference to Built Environment.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Understand the range of facilities management roles & responsibilities & the different service delivery models.
		2. Recognize the key aspects of the operations & management of core building services, their technical aspects
		3. Understand the key aspects of the operations & management of soft services & their peculiarities
		4. Understand how future technology will impact FM

Course Content / Syllabus:

Modules	Weightage (%)
1 - Introduction to Facilities Management Strategy & Planning	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Introduction to Facilities Management, Definitions & Key Terms; its significance & impact on productivity; roles & responsibilities of an overview of Facilities Management Strategy & Planning, service delivery models, service specifications & service level agreements	25%
2 - Facilities Operations & Management – Services	
MEP Services: Power Supply & Distribution, Heating, Ventilation & Air Conditioning (HVAC); Water Supply including Water Treatment; Plumbing, Sanitary Services, Sewage Disposal; Lifts & Escalators Fire & Life Safety: Fire Fighting, Fire Detection & Alarm Systems. Security & Surveillance Systems Civil & Structural Systems Housekeeping	35%
3 - Facilities Works Management & Sustainability	
Managing Customer Relations & Customer Complaint Handling Managing Transition: commissioning, Handing/ Taking over & Internal Fitouts; Maintenance Management: Preventive maintenance, Annual Maintenance Contracts (AMCs); Procurement, Tendering for FM & Supplier Management. Compliance & Regulatory Requirements Building Automation Systems (BAS) Information Systems & Technology – overview of Integrated Workplace Management Systems (IWMS) – Computerized Maintenance Management Systems (CMMS), Computer Aided Facility Management Systems (CAFM); Sustainable Facilities Management	40%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Site Visits: To observe & learn regarding facilities operational aspects & facilities equipment. 3. Problem-Solving Exercises: More interactive learning, including students on a specific problem and solutions to it. 4. Case studies: To expose students to a variety of situations and make them understand in a comprehensive manner
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Atkin, B. & Brooks, A. (2009) Total Facilities Management, 3rd edition, Wiley-Blackwell
- Chadderton, D.V. (2007), Building Services Engineering, Taylor, and Francis

Reference books

- Booty, Frank (2009) Facilities Management Handbook, Fourth Edition, Butterworth-Heinemann.
- Fred Hall & Roger Greeno (2013), Building Services Handbook, Routledge NBC 2016
- Jain, VK , Handbook of Building Services for High Rise Buildings

Any Other Study Material:

- National Building Code 2016
- RICS Professional Guidance, Global: Strategic Facilities Management, First Edition
- RICS Strategic Facilities Management: Case Studies, October 2016
- RICS IFMA Strategic FM Framework RICS guidance note, Global 1st edition, April 2018
- Raising The Bar: From Operational Excellence To Strategic Impact In FM - MARCH 2017: Report for Royal Institution of Chartered Surveyors and International Facility



Effective Writing Skills

Course Title	:	Effective Writing Skills
Course Code	:	BBA404
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To demonstrate an understanding of effective writing fundamentals.2. To master various forms of writing.3. To develop proficiency in official correspondence.4. To acquire report writing skills.5. To explore the professional aspects of writing.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Articulate and apply guidelines for effective writing, avoiding common errors in various contexts.2. Demonstrate proficiency in crafting well-structured paragraphs, assignments, and letters, adhering to prescribed formats and guidelines.3. Compose official documents, including memos, notices, circulars, agendas, and minutes, following established formats and guidelines.4. Understand the principles of report writing, distinguish between types of reports, and effectively create project reports.5. Recognize the advantages and opportunities of social networking for professional growth, and they will be able to make meaningful contacts.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Writing Skills	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Guidelines to Effective Writing Skills, Avoiding Common Errors Paragraph Writing, Assignment Writing Plagiarism	23%
2. Letter Writing	
Types of Letters Formats & guidelines	23%
3. Official Correspondence	
Memo & Notice Circulars, Agenda and Minutes	31%
4. Report Writing	
Principles of Report Writing Types of Report Writing Project Report Writing Social Networking: Advantages, Opportunities, Making Contacts	23%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	



Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Practical Contact	0
Self-Work	15
Field Work	0
Assessment	10
Total Session	40

Text & References:

- Adair, John. Effective Communication: The most important management skill of all. Rev. ed. Pan Macmillan, 2011.
- Crystal, D. The Cambridge Encyclopaedia of the English Language. Cambridge: Cambridge University Press.1997
- Jones, Leo. Working in English, Cambridge University Press, 2001
- Krishnaswamy N & T Sriraman. Creative English for Communication, Macmillan India Limited, 2000.
- Lesikar, Raymond V., & John D. Pettit, Jr. Report Writing for Business: Tenth Edition. Delhi: McGraw-Hill, 1998.
- Mascull, Bill. Business Vocabulary in Use Advanced, Cambridge University Press, 2004.
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Raman, Meenakshi & Singh, Prakash. Business Communication, Oxford University Press, 2006.
- Seely, John. Writing Reports. New York: Oxford University Press, 2002.
- Sharma, R. C. & Krishna Mohan. Business Correspondence and Report Writing: Third Edition. New Delhi: Tata McGraw-Hill Publishing company Limited, 2007.
- Smoke, Trudy. A Writer's Workbook: A Writing Text with Readings, Cambridge University Press, 2005

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Behavioral Science - IV

Course Title	:	Behavioral Science - IV (Stress and Coping Strategies)
Course Code	:	BBA405
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. The knowledge of this subject is essential to understand about Stress and Coping Strategies as a human is very important concept to understand Stress as stress. 2. To help students become aware of the signs and symptoms of stress early, to prevent chronic stress. 3. To help students identify potential sources of stress and to develop an awareness that they can cope with the stress in their lives. 4. To Enhanced emotional resilience and stability. 5. Better work-life balance and reduced burnout. 6. Strengthened support networks and relationships.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To introduce the student about stress and coping mechanisms.
		2. To take students, step by step, through an interactive understanding of each of the basic related to stress and coping mechanisms.
		3. To give the student a basic understanding of stress and coping mechanisms so that they can have a better understanding of how to cope with stressors.
		4. To give the student a basic understanding which will act as a foundation for dealing with general life stress.
		5. To develop an understanding of stress and coping mechanisms
		6. To understand ability to recognize and manage stress triggers.

Course Content / Syllabus:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Modules	Weightage (%)
1. Introduction of Stress	
<ul style="list-style-type: none"> Nature, Meaning & characteristics of Stress. Psychological meaning of Stress Primary appraisal, secondary appraisal, and past experiences Sign and Symptoms of Stress 	15%
2. Types & Sources of stress	
<ul style="list-style-type: none"> Stages of stress, The physiology of stress Stimulus-oriented approach. The transactional and interactional model. Pressure – environment fit model of stress. 	15%
3. Causes and symptoms of stress	
<ul style="list-style-type: none"> Personal, Organizational and Environmental Cognitive & Behavioral symptoms Stress and Immune system GAD and symptoms in general life 	16%
4. Consequences of stress	
<ul style="list-style-type: none"> Effect on behavior and personality Effect of stress on performance Individual and Organizational consequences with special focus on health Effect of stress on physical health 	18%
5. Strategies for stress management	
<ul style="list-style-type: none"> Coping with Stress: Stress management techniques, Meditation procedure Meditation procedure and Biofeedback Positive health, happiness, and wellbeing Relaxation Techniques 	36%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Viva	Attendance	NA
Marks	10	15	5	70

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- McEwen, B. S. (2002). The End of Stress as We Know It. Dana Press
- Sapolsky, R. M. (2004). Why Zebras Don't Get Ulcers (3rd ed.). Holt Paperbacks.
- Marmot, M. G., & Wilkinson, R. G. (2006). Social Determinants of Health (2nd ed.). Oxford University Press.
- Cohen, S., Janicki-Deverts, D., & Miller, G. E. (2007). Psychological stress and disease. JAMA, 298(14), 1685-1687.
- Seligman, M. E. P. (2011). Flourish: A Visionary New Understanding of Happiness and Well-being. Atria Books.
- Ganster, D. C., & Rosen, C. C. (2013). Work stress and employee health: A multidisciplinary review. Journal of Management, 39(5), 1085-1122.

Any Other Study Material:

- Class lecture notes/ presentations.



Real Estate Market Survey – II

Course Title	:	Real Estate Market Survey - II
Course Code	:	BBA406
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This course builds on the foundational knowledge gained in Real Estate Market Survey - I, delving deeper into advanced techniques and methodologies for analysing real estate markets. It focuses on the application of sophisticated tools and models for market forecasting, risk assessment, and strategic decision-making. Students will engage in practical projects that simulate real-world market survey scenarios, enhancing their ability to conduct comprehensive market analyses.
-------------------------	---	---

Pre-requisites	:	Real Estate Market Survey - I
-----------------------	---	-------------------------------

Student Learning Outcomes (SLO)	:	1. Apply advanced data analysis techniques to evaluate complex real estate markets.
		2. Use predictive models to forecast market trends and assess potential risks.
		3. Conduct in-depth market surveys for various property types and market conditions.
		4. Develop strategic recommendations based on comprehensive market analysis.
		5. Present detailed market reports with actionable insights for stakeholders.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Advanced Data Analysis Techniques	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> Introduction to Econometric Models in Real Estate Time Series Analysis and Forecasting Regression Analysis and Its Applications in Real Estate Risk Analysis and Management in Real Estate Markets Case Studies: Advanced Data Analysis in Real Estate 	20%
Module 2: Market Forecasting and Trend Analysis	
<ul style="list-style-type: none"> Predictive Analytics in Real Estate Scenario Planning and Market Simulations Impact of Economic Indicators on Real Estate Markets Forecasting Real Estate Cycles Practical Workshop: Developing Market Forecasts 	30%
Module 3: Specialized Market Surveys	
<ul style="list-style-type: none"> Surveys for Niche Markets: Luxury, Green Buildings, and Affordable Housing Analysing Emerging Real Estate Markets Cross-Border Real Estate Market Surveys Challenges in Conducting International Market Surveys Comparative Analysis of Global Real Estate Markets 	30%
Module 4: Strategic Decision-Making and Reporting	
<ul style="list-style-type: none"> Integrating Market Survey Data into Strategic Planning Strategic Recommendations for Real Estate Investments Writing and Presenting Advanced Market Survey Reports Workshop: Creating a Comprehensive Real Estate Market Strategy Real-World Project: Conducting and Reporting a Full-Scale Market Survey 	20%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	30
Practical Contact	0
Self-Work	30
Field Work	0
Assessment	15
Total Session	90

Text & References:

- Real Estate Market Analysis: Methods and Applications by Deborah L. Brett and Adrienne Schmitz
 - Forecasting for Real Estate Wealth: Market Analysis for Valuation, Investment, and Development by Timothy L. Havard
 - Real Estate Principles: A Value Approach by David C. Ling and Wayne R. Archer
 - Advanced Real Estate Analytics by Stephen L. Schwab and Richard G. Lord
 - Global Property Investment: Strategies, Structures, Decisions by Andrew Baum and David Hartzell
- Any Other Study Material:

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Animation – III

Course Title	:	Animation – III (Advanced Animation Studio)
Course Code	:	BBA4071
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Advanced Animation Skills: Students will demonstrate proficiency in advanced animation techniques, including character animation, rigging, and effects. 2. Creative Storytelling: Students will develop the ability to create compelling narratives and visual stories through animation. 3. Technical Proficiency: Students will gain advanced technical skills in animation software and tools. 4. Professional Portfolio: Students will create a professional animation portfolio showcasing their skills and creativity.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. To enhance students' proficiency in advanced animation software and techniques. 2. To develop a deep understanding of character animation, storytelling, and visual communication. 3. To cultivate critical thinking and problem-solving skills in animation production. 4. To prepare students for careers in animation through the creation of a professional animation portfolio.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
1. Advanced Character Animation	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none">• Character Acting and Emotion: Explore advanced techniques for character acting, conveying emotions, and creating believable performances.• Advanced Rigging and Controls: Learn advanced rigging techniques to create flexible and expressive character rigs.	<p>20%</p>
--	-------------------



<ul style="list-style-type: none">• Lip Sync and Facial Animation: Master the art of lip syncing and facial animation to bring characters to life.• Advanced Animation Exercises: Practice advanced animation exercises to refine animation skills and techniques.	
2. Visual Storytelling and Cinematography	
<ul style="list-style-type: none">• Storyboarding for Animation: Develop storyboarding skills for animation, focusing on shot composition, pacing, and visual storytelling.• Cinematic Techniques in Animation: Explore advanced cinematic techniques, such as camera angles, lighting, and mood, to enhance storytelling.• Editing and Timing: Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.• Animating to Audio: Sync animation with audio tracks, including dialogue, music, and sound effects, to create cohesive storytelling.	20%
3. Advanced Animation Production	
<ul style="list-style-type: none">• Short Film Production: Collaborate with peers to produce a short, animated film, applying advanced animation techniques and principles.• Visual Effects and Dynamics: Learn to create visual effects and dynamics, such as particle systems, cloth simulations, and fluid dynamics, in animation.• Motion Capture and Performance Capture: Explore the use of motion capture and performance capture technologies in animation production.• Interactive Animation: Learn about interactive animation techniques for games and other interactive media.	30%
4. Advanced Rigging Techniques:	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> Character and Object Rigging: Development of complex rigs for characters and objects with advanced controls and deformations. Sophisticated Animation Methods: Character Animation: Techniques for animating detailed character interactions and nuanced movements. Motion Capture Integration: Data Utilization: Importing and refining motion capture data for enhanced realism in character animations. Advanced Visual Effects: Effects Creation: Techniques for creating and integrating complex visual effects, including particle systems and fluid dynamics. 	30%
---	------------

Pedagogy for Course Delivery	:	Pedagogy for the course delivery is lecture classes followed by practical sessions in computer lab.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Williams, R. (2012). The animator's survival kit. Faber & Faber.



- Hooks, E. (2017). Acting for animators: 4th edition. Routledge.
- Vaughan, W. (2012). Digital modeling. New Riders.
- Kerlow, I. V. (2017). The art of 3D computer animation and effects (4th ed.). Wiley.
- Goldberg, E. (2008). Character animation crash course! Silman-James Press.
- Osipa, J. (2013). Stop staring: Facial modeling and animation done right (3rd ed.). Wiley.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Photography – III

Course Title	:	Photography – III : Different Genres of Photography
Course Code	:	BBA4072
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Students will know about Product Photography 2. Student will learn about Glamour Studio Photography 3. How to control exposure during event photography 4. How to use camera in wildlife photography
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Students will get an overview on different genres of photography.
		2. Analyzing the difference of the photography culture.
		3. Analyzing the difference of the photography, composition and technical aspects used in shooting related subjects.
		4. The aim of the course is to train the mind in how to see the world through a camera.

Course Content / Syllabus:

Modules	Weightage (%)
1. Photojournalism	
<ul style="list-style-type: none"> • What is Photojournalism • How to deal with people • How to get information • How to find perfect frame 	20%
2. Table-top Photography	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> • Product Selection • Props Selection • Gear-Camera selection • How to use light 	20%
3. Glamour Photography	
<ul style="list-style-type: none"> • How to use Artificial light • One point – Two point – Three Point lighting • Makeup • Retouching 	30%
4. Assignment: Assignment: Shooting Travel Photography, Portrait Photography	
<ul style="list-style-type: none"> • Framing • Composition • Color Palette • Techniques 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Prescribed Textbooks: World of DSLR
- Reference Material: The British Journal of Photography
- Name and Publication: online Journal
- Ang, T., & Studd, R. (2013). Digital Photography Step by Step. DK.
- Frost, L. (2019). Creative Photography Ideas Using Adobe Photoshop: 75 Workshops to Enhance Your Photographs. Ilex Press.
- Hirsch, R. (2014). Seizing the light: A history of photography. McGraw-Hill Education.
- Sontag, S. (1977). On photography. Farrar, Straus, and Giroux.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Political Science – III

Course Title	:	Political Science - III
Course Code	:	BBA4073
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none">1. To comprehend the historical evolution and underlying principles of India's foreign policy.2. To analyze contemporary challenges and opportunities in India's foreign relations.3. To evaluate the effectiveness and impact of India's diplomatic strategies
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Recall the historical events and milestones that have shaped India's foreign policy.
		2. Explain the underlying principles and ideologies guiding India's foreign policy decisions.
		3. Apply theoretical frameworks to analyse contemporary challenges and opportunities in India's foreign relations.
		4. Compare and contrast India's foreign policy approaches with those of other major powers, such as China and the United States.
		5. Critically assess the successes and failures of India's foreign policy initiatives in promoting national interests and global stability.
		6. Develop policy recommendations to enhance India's role in regional and global governance structures

Course Content / Syllabus:

Modules	Weightage (%)
---------	---------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

1. Determinants of India's Foreign Policy	
<ul style="list-style-type: none"> • Domestic sources of India's Foreign Policy • International sources of India's Foreign Policy 	20%
2. Objectives and Principles of India's Foreign Policy	
<ul style="list-style-type: none"> • Objectives of India's Foreign Policy • Principles of India's Foreign Policy 	20%
3. Non-Alignment in Indian Foreign Policy	
<ul style="list-style-type: none"> • Conceptual Framework & Principles of Non-Alignment Policy • Relevance of Non-Alignment Policy 	30%
4. India & the World	
<ul style="list-style-type: none"> • India and the major powers- US, Russia, China • India and Global Institutions 	30%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	0
Self-Work	30



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Field Work	00
Assessment	15
Total Session	75

Text & References:

- Bandyopadhyay, The Making of India's Foreign Policy, Allied Publishers, New Delhi (1970).
- R. Basu, The United Nations: Structure and Functions of an International Organisation, Revised and Enlarged ed., Sterling, New Delhi (2004).
- A. Mattoo & H. Jacob (eds.), India and the Contemporary International System, Manohar Publications in collaboration with RCSS Colombo, New Delhi (2014).
- S. Cohen, India: Emerging Power, Brookings Institution Press (2002).

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Tourism Management – III

Course Title	:	Tourism Management – III : Tourism Trends
Course Code	:	BBA4074
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To obtain knowledge on new emerging trends of Tourism in India. 2. To study the effect of the emerging trends on Indian Economy.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Students will be able to remember and identify significant patterns and factors that have influenced the growth and development of tourism in India.
		2. Students will be able to interpret and describe the factors contributing to the growth of Indian tourism and explain the patterns in foreign tourist arrivals.
		3. Students will be able to map and analyze tourism trends in states like Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, and Maharashtra, and understand the impact of these trends on state tourism organizations.
		4. Students will critically evaluate and analyze emerging tourism trends, products, and technologies that are shaping the future of the industry.
		5. Students will evaluate the implications of the latest trends and emerging tourism products, considering their potential impact on the industry
		6. Students will create comprehensive presentations or case studies on the latest tourism trends, synthesizing information from various sources to provide detailed explanations and insights.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Course Content / Syllabus:

Modules	Weightage (%)
1. Mapping Trends in Tourism	
<ul style="list-style-type: none"> Domestic and International Trends and Patterns in Indian Tourism Travel. Factors responsible for growth and development of Indian tourism Foreign Tourist Arrivals accounting. 	25%
2. Current Tourism Scenario in India	
<ul style="list-style-type: none"> State Tourism Organizations: - Changing pattern observed on the arrival of tourists. Mapping and analyzing of tourism trends of the following states: - Tamil Nadu, Uttar Pradesh, Karnataka, Madhya Pradesh, Delhi, Maharashtra. 	30%
3. Emerging Tourism Trends	
<ul style="list-style-type: none"> Emerging trends within tourists and travelers Emerging tourism products of India Emerging technologies, change in scope of tourism 	30%
4. Case Study	
<ul style="list-style-type: none"> Presentation on any latest/emerging tourism trend in the country and explain in detail. 	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
---	----------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Tourism: Principles and Practice by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill (2017)
- Emerging Trends in Tourism and Hospitality by B. I. Mahajan and S. R. Vyas (2018)
- Indian Tourism: Past, Present, and Future by Patrick M. Casabona (2020)
- Tourism in India: New Trends and Opportunities by Ratandeep Singh (2016)
- Sustainable Tourism Practices in the Tourism Industry by James E. S. Higham and Michael Lück (2016)

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Film and Literature Appreciation

Course Title	:	Film and Literature Appreciation
Course Code	:	BBA4075
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To enable students to appreciate films by understanding its distinct language 2. To familiarize them with early film history 3. To identify different film genres 4. To Introduce them to the different perspectives of film appreciation 5. To enable them to understand and review the cinematic elements
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Identify the key developments in the evolution of film as an art form.
		2. Demonstrate a basic knowledge of film vocabulary and techniques of film making.
		3. Develop an understanding of the role of film as a powerful visual medium.
		4. Critically analyze a film in an effective manner.
		5. Deliver an in-depth commentary on different cinematic elements.

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Film Appreciation	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<ul style="list-style-type: none"> Brief history of film Understanding film as an art form 	19%
2. Perspectives of Film Appreciation	
<ul style="list-style-type: none"> Humanistic Psychoanalytical 	15%
3. Post-Modern Approaches	
<ul style="list-style-type: none"> Gender Cross-cultural 	15%
4. Films for Appreciation	
<ul style="list-style-type: none"> Inception & Kartik Calling Kartik The Day I Became a Woman & Laapataa Ladies Pulp Fiction & Dil Chahta Hai Children of Heaven & Stanley ka Dabba 	51%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio (%)
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Amy Villarejo. Film Studies: The Basics (2006). Routledge.
- Louis Giannetti, Understanding Movies (2014), Pearson
- N. M. Babu, Reeja Thankachan and Binil Kumar M. R., Introducing Film Studies Mainspring Publishers.2015.
- Susan Hayward, Cinema Studies: The Key Concepts, Routledge, 1996.
- Yves Thoraval, The Cinemas of India, Macmillan, 2000.
- Akhtar, Farhan. Dil Chahta Hai. Excel Entertainment. 2001.
- Gupte, Amole. Stanley Ka Dabba. Amole Gupte Cinema & Fox STAR Studios. 2011.
- Lalwani, Vijay., Ritesh Sidhwani, Farhan Akhtar, and Deepika Padukone. Karthik Calling Karthik. Eros International Media, 2010.
- Majidi, Majid. Children of Heaven. Institute for the Intellectual Development of Children and Young Adults. 1997.
- Meshkini, Marzieh. The Day I Became a Woman. Makhmalbaf Film House. 2000
- Nolan, Christopher. Inception. Warner Bros., 2010.
- Rao, Kiran. Laapataa Ladies. Aamir Khan Productions. 2024.
- Tarantino, Quentin. Pulp Fiction. A Band Apart Jersey Films. 1994..

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Social Work – III

Course Title	:	Social Work – III: Understanding Social Problems in India
Course Code	:	BBA4076
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To study the basic concepts of social problem and social work approaches. 2. To understand various social problems and its management and legislative measures. 3. To understand role of social work and social worker in management of social problems. 4. To study social development and social change process to deal with social problems.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Students will understand conceptual and theoretical aspects of social problems in India. 2. Student will be aware about the problems and crimes of society. 3. Students will be able to understand the problems and effects individual, family & society. 4. Students should be able to handle social problems and treatment. In future, they would contribute to social policy making as a social work professional.
--	---	---

Course Content / Syllabus:

Modules	Weightage (%)
1. Social Problems	
<ul style="list-style-type: none"> • Social problems: Meaning, Concept and Definitions, • Classification of social problems. • Causes and consequences of social problems. • Social work approach in the prevention, control, and management of social problems. 	25%
	30%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

2. Various Social Problems in India	
<ul style="list-style-type: none"> Extent, causes, management and legislative measures Youth Unrest, Human Trafficking, Substance Abuse, Beggary, Commercial Sex Work, Corruption, Terrorism, 	30%
Child labour, Role of social worker in identifying social problems and developing strategies for help. <ul style="list-style-type: none"> Case Studies 	15%

Pedagogy for Course Delivery	:	Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	00
Practical Contact	00
Self-Work	30
Field Work	0
Assessment	15
Total Session	75

Text & References:

- Ahuja, Ram (1992), Social Problems in India, Rawat Publications, Jaipur.
- Keneth, Henry (1978), Social Problems: Institutional and Interpersonal Perspectives,



Scott, Foresman and Company, Illinois, London.

- Merton, Robert K, and Robert Nisbet (1971), Contemporary Social Problems, Fourth Edition, Harcourt Brace and Co., New York.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Computer Aided Drafting – III

Course Title	:	Computer Aided Drafting - III
Course Code	:	BBA4077
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	The objective of this course is to introduce students to provide the knowledge and skills necessary to effectively use computer technology in the design and drafting process.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Demonstrate knowledge and understanding of AutoCAD, including its interface and navigation
	:	2. Develop Proficiency in utilizing drawing tools and editing commands
	:	3. To learn area calculations for building design
	:	4. An understanding of 3D drawing fundamentals, encompassing geometric shapes, layer management, and basic dimensioning, will be developed.
	:	5. Student's ability to use drawing tools, editing commands, and adhere to fundamental drawing principles.

Course Content / Syllabus:

Modules	Weightage (%)
Module I – Introduction of AutoCAD 3D	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Introduction to the 3D Modeling Workspace, Basic 3D Viewing Tools, 3D Navigation Tools, Introduction to the User Coordinate System (UCS), UCS Basics, UCS X, Y, and Z Commands.	40%
Module II – Drawing tools & Editing Commands	
VISUALIZE Views, view manager, visual style, Edge style in visual, view port Configuration, create new view Ports, Coordinates, navigation bar, Steering wheel, zoom tool, orbit Tools, SOLID EDIT- Shell object, fillet, edge, Chamfer edge etc. Modifying in 3D Space-3D Gizmo Tools, Aligning Objects in 3D Space, 3D Modify Commands.	30%
Module III – 3D drawing fundamentals & Drawings	
Introduction of 3D CAD, Creating Objects in 3D, editing in 3D, Surface Styles and Analysis, Creating Multiple Viewports, 2D Views from 3D Solids	30%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lab sessions: To support the development of concepts and methods. 2. Problem Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to a variety of situations and making them understand in a comprehensive manner. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminar for industry exposure on subject matter.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Lab / Practical / Studio

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Lab Practical	Attendance	70
Marks	19	15	5	

Notional Hours:

Practical Contact	00
Tutorial Contact	30
Self-Work	30
Field Work	00
Assessment	15
Total Session	75

Text & References:

- Autodesk AutoCAD (2024), AutoCAD 2024 User guide by Autodesk.
- Shawna Lockhart (2023). Tutorial Guide to AutoCAD 2024- Beginner – Intermediate, SDC Publications.
- Elise Moss (2023). Autodesk AutoCAD 2024 Fundamentals, SDC Publications.
- Ashleigh Congdon-Fuller, Antonio Ramirez, Douglas Smith (2023) -Technical Drawing 101 with AutoCAD 2024, SDC Publications.
- "AutoCAD and Its Applications Basics" by Terence M. Shumaker, David A. Madsen, and Jeffrey A. Laurich
- "AutoCAD For Dummies" by Bill Fane and David Byrnes
- "Mastering AutoCAD" series by George Omura
- "AutoCAD 202x for Architectural Design" by Tutorial Books
- "AutoCAD 202x: A Power Guide for Beginners and Intermediate Users" by CAD Artifex.

Any Other Study Material:

- Lab notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester – V



Fundamentals of Project and Mortgage Finance

Course Title	:	Fundamentals of Project and Mortgage Finance for Built Environment
Course Code	:	BBA501
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Subject shall familiarize students with Project Financing and related Risks. The Structure, function and types of housing finance and Mortgage systems. Impart the ability to understand the sector's importance in lieu of the broader economic and financial systems.
-------------------------	---	---

Pre-requisites	:	Financial Management Introduction to Economics Understanding of project-based organizations
-----------------------	---	---

Student Learning Outcomes (SLO)	:	1. Develop an understanding of Project Financing structures, and associated risks and learn mitigation techniques.
		2. Understand the size, structure, and players of the real estate capital markets for public and private debt and public and private equity
		3. Recognize the risks and returns inherent in the real estate capital markets and how to assess investment performance

Course Content / Syllabus:

Modules	Weightage (%)
1. Introduction to Project Finance	



<ul style="list-style-type: none">• Project Financing Structure and Participants: Debt, equity, developers, consultants, sponsors, and operators.• Project Finance Market: Role of Advisors in Project Finance, Project Development and Management, Valuing the Project and Analysis of Project Cash Flows, Project Financial Feasibility.• Project life cycles and financial management	25%
2. Project Financing Risk	
<ul style="list-style-type: none">• Project Risks and Mitigants: Markets, currency, construction, technology, political, environmental, and regulatory, commercial & macroeconomic risks associated with projects, Risk Mitigation Techniques for Projects.• Credit Agreements: pricing, terms, and conditions.• Project Portfolio financing for project-based organisations	25%
3. Role of Private Equity and Mezzanine Finance	
<ul style="list-style-type: none">• Private Equity: Introduction, Agreement, Organization, compensation, regulation and limited partners.• The economics of private equity: Funding, Term Sheet, debt as private equity; structured products and hybrid instruments.• Mezzanine finance: review of hybrid debt instruments, last mile financing, changing preferences of funds in structuring their deals.	25%
4. Mortgage and Housing Finance in India	
<ul style="list-style-type: none">• Overview of housing finance: HFCs, MMHFCs, NBFCs, non-banking non-financial, Banks etc.• Mortgage market: primary mortgage market, secondary mortgage market; types of mortgages: origination, marketing, screening, processing, loan tracking, evaluation; mortgage servicing; Law and enforcement of mortgages under Indian law.• Securitization of residential mortgage: meaning and structuring.	25%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	<p>Learning outcomes include developing students' knowledge with respect to theoretical aspects and industry practice. Accordingly, pedagogy for course delivery includes theoretical lectures supported by industry case studies. Student assignments would include individual and group submissions with focus on presentations.</p> <p>In conjugation with other subjects this course aims for the following competencies:</p> <ul style="list-style-type: none"> • Property/ Project Financing and Funding • Investment Management • Housing Finance
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Brueggeman, W. and Fisher, J. (2010), Real estate finance and investments, Mc-Graw Hill Education.
- Ben-Shahar, D., Leung, C. and Ong, S-E (2008), Mortgage markets worldwide, Blackwell publishing.
- Smith, S.J. (2012), International Encyclopedia of Housing and Home, Elsevier.
- King, P. (2009), Understanding Housing Finance: Meeting Needs and Making



Choices, Routledge.

- Jain, R. (2011), Housing Finance in India, A.K. Publications
- Chiquier, L. and Lea, M.J. (2009), Housing Finance Policy in Emerging Markets, World Bank Publications
- Prasanna Chandra (2006), Projects-Planning Analysis, Selection, Financing, Implementation and Review, 6th edition, 2006.
- Gopalakrishnan (2007), Project Management, Tata McGraw Hills Publications.
- Samnel. J. Montel, Jack. R. Meredith and Scott. M. Shafer Margaret .M. Sutton with M. R. Gopalan (2006), Project Management, 1st edition, Wiley India

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Advanced Real Estate Valuations

Course Title	:	Advanced Real Estate Valuations
Course Code	:	BBA502
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Expose students to complex real estate valuation situations, business practices and its reporting. Students will learn to undertake valuation with professional precision, and turnaround time.
-------------------------	---	---

Pre-requisites	:	Should have taken course on Fundamentals of Real Estate Valuation.
-----------------------	---	--

Student Learning Outcomes (SLO)	:	1. Understand issues and complexities in valuation of large land parcels meant for green field projects.
		2. Undertake valuation of residential group housing projects.
		3. Understand and analyse valuation of mixed-use commercial properties.
		4. Understand impact of sustainable practices on real estate valuation.

Course Content / Syllabus:

Modules	Weightage (%)
1 – Valuation of large open land parcels	



Important issues of large lands affecting valuation i.e., ownership, accessibility, contiguous nature, physical features, costs and stakeholders involved. Implications of urban development regulations, real estate market scenario, demand supply parameters, socio – political issues, environmental and other legal aspects in valuation of large land parcels.	25%
2 – Valuation of Group Housing Projects	
Definition of group housing projects, transaction practices of group housing projects, impact of demand supply, impact of building bye laws, benchmarking in micro-market, measurement criteria, project returns, profitability on valuation. Appropriate approaches of valuation, report writing.	30%
3 – Valuation of Core Assets	
Valuation of large core assets (income generating commercial real estate) both commercial and retail, as standalone properties and portfolio. Its issues, complexities, taxation, lease management, implications and importance of leverage. Importance of asset management aspects on valuation of core assets.	30%
4 – Sustainability and Real Estate Valuations	
Importance and Impact of sustainable practices in real estate valuation. Investment in green building concepts and its impact on rent and value. Examples and case studies of value maximisation through sustainable practices.	15%

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Problem Solving Exercises: More interactive learning including students on a specific problem and solutions to it 3. Data analysis using case studies: To expose students to variety of situation and making them understand in comprehensive manner. 4. Presentations and Group Discussions for mutual peer learning. 5. Attending conferences and seminar for industry exposure on subject matter.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	30
Tutorial Contact	15
Self-Work	60
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Scarrett. D. Property Valuation – The Five Methods, Routledge, Taylor and Francis, London and New York
- B. Andrew, M. David, N. Nick, The Income Approach to Valuation, Routledge, Taylor and Francis, London and New York
- Nanavati, R. Theory and Practice of Valuation, Lakshmi Book Depot, Mumbai.
- Rangwala, S.C. Valuation of Real Properties, Chatwar Publishing House.
- RICS Valuation – Global Standards 2017
- International Valuation Standards - 2017

Any Other Study Material:

- Class lecture notes/ presentations.
- Industry report on real estate markets
- Insolvency and Bankruptcy Code - 2016.
- Sample valuation reports



Sustainable Aspects for Built Environment

Course Title	:	Sustainable Aspects for Built Environment
Course Code	:	BBA503
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	This subject aims to provide an insight into important sustainability principles in the built environment. Specifically, students will gain a systematic understanding and critical awareness of sustainability concepts, features and benefits, environmental certification tools and key property sustainability debates and their relevance to a range of stakeholders in the built environment.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none"> 1. Understand sustainability, the need for sustainability and the importance of the sustainability movement. 2. Understand key sustainability features and its benefits to stake holders using various Rating systems 3. Apply sustainability in the built environment through compliance with green legislation and certification. 4. Analyze factors that are relevant to the stakeholder groups to promote sustainability in organizational decision making.
--	---	--

Course Content / Syllabus:

Modules	Weightage (%)
Module -1 Principles of Sustainability	
Introduction to sustainability; Sustainability models, concepts and principles; Key institutions; Green building certification systems (LEED, GRIHA, IGBC, others); NBC 2016 chapter on sustainability; Sustainable consumption; Environmental laws.	20%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Module -2 Importance of sustainability in real estate	
Insight into various mandatory and voluntary eco-labels for new and existing buildings in the built environment and their key characteristics; Drivers for Eco labelling, Barriers for Econ labelling, Key features in Eco labelled buildings and its business benefits	30%
Module -3 Sustainability rating credits and materials	
Site Selection and Planning – Key credits, conceptual understanding and its importance. Water Conversation – Key credits, conceptual understanding and its importance Energy & Atmosphere – Key credits, Conceptual understanding, cost and benefit Building materials and resources - Green construction materials; C&D recycling; Use of local materials; Embodied energy; Sustainable material selection criteria Indoor Environmental Quality – Daylighting, Co2 monitoring, Low emitting materials and Testing air quality. Innovation and Local credits	40%
Module -4 Sustainability in organizational decision making	
Critical awareness of a range of views from key stakeholders on the importance of sustainability in real estate practices. Business strategy for sustainability; Inclusion in scope of work and specifications	10%

Pedagogy for Course Delivery	:	Theoretical concepts shall be imparted during lectures. Discussions and assignments shall be used for anchoring of concepts and to elaborate practical application.
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Sustainable Construction: Green Building Design and Delivery; By Charles J. Kibert, John Wiley & Sons
- Reading material as provided during the lectures.

References

- https://www.cagbc.org/cagbcdocs/advocacy/World_Green_Building_Trends_2018_SMR.PDF
- [https://igbc.in/igbc/html_pdfs/abridged/IGBC%20Green%20New%20Buildings%20Rating%20System%20\(Versio%203.0\).pdf](https://igbc.in/igbc/html_pdfs/abridged/IGBC%20Green%20New%20Buildings%20Rating%20System%20(Versio%203.0).pdf)



Digital Technologies & Social Media Marketing

Course Title	:	Digital Technologies and Social Media Marketing
Course Code	:	BBA5041
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To understand the concept of Digital Technologies and Marketing 2. Understanding the importance of social media 3. Learning about different Social Media Platforms 4. Understand importance of Websites 5. Learning to build Websites. 6. Learning how to use Social Media Platforms for Brand Building & Marketing 7. Understanding the new trends in Digital Marketing
-------------------------	---	---

Pre-requisites	:	Students having interest in marketing & selling with good working knowledge of Computers & understanding the basic idea of the social media platforms.
-----------------------	---	--

Student Learning Outcomes (SLO)	:	1. Knowledge on the concept of Digital Marketing.
		2. Learning the importance of Digital Media and Social Media Platforms
		3. How to use the Digital Media space for Real Estate Awareness / Selling
		4. Digital Marketing Strategies and Social Media Marketing



5. New Trends & Artificial Intelligence integration in Digital Technologies

Course Content / Syllabus:

Modules	Weightage (%)
1 - Introduction to Digital Technology	
Basic concept of Digital Technology & Media Importance of Digital Media Objectives of Digital Marketing Tools of Digital Marketing Customer Engagement & Customer Relationship Management through Digital means	20 %
2 - Development of Digital Platform	
Website Creation Organic and Inorganic listings Search Engine Optimization. Lead Generation for the Built Environment Remarketing	25 %
3 - Digital Marketing	
Digital Strategies in Real Estate Direct Mail Marketing / Email Persuasion / Personalized Emails Mobile Marketing Video Marketing	15 %
4 - Social Media Marketing	
Power of social media in the Built Environment Facebook Page & Facebook Ad Linked In Page & Linked In Ad Twitter a/c & Twitter Ad Instagram Marketing through Social Messaging Apps – WhatsApp / Facebook Messenger	30 %
5 – New Trends in Digital Marketing	
VR (VIRTUAL REALTY) IN REAL ESTATE Interactive Chatbots Visual Search Integration of AI in the Digital Space	10 %
Pedagogy for Course Delivery	: Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Marketing 4.0: Moving from Traditional to Digital – Philip Kotler, [Hermawan Kartajaya](#),
- Social Media Marketing when you have NO CLUE!: Youtube, Instagram, Pinterest, Twitter, Facebook (Influencer Fast Track Series 5) Kindle Edition by [Gundi Gabrielle](#)
- Social Media Marketing In A Week: Create Your Successful Social Media Strategy In Just Seven Days (Teach Yourself, In a Week) Paperback – 26 Apr 2013 by [Nick Smith](#)

Any Other Study Material:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Advanced Facilities Management

Course Title	:	Advanced Facilities Management
Course Code	:	BBA5042
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. Provide students an advanced level of understanding of Facilities Management to include building operations and management, FM technology, bye laws and legislations and integrated facilities & asset management. 2. Enable students to identify & assimilate key factors & techniques that contribute to effective and efficient property maintenance with a view to preserve and enhance quality of life in a building
-------------------------	---	---

Pre-requisites	:	Must have taken Facilities Management course in previous semester.
-----------------------	---	--

Student Learning Outcomes (SLO)	:	1. Describe the nature of facilities management and the factors that determine maintenance requirements.
		2. Recognize the responsibilities commonly delegated to facilities management team and range of facilities management roles including strategic infrastructure asset management.
		3. Interpret different service delivery models for facilities management.
		4. Evaluate the scope of work and Service Level Agreements (SLAs)



	5. Understand and describe the regulatory and compliance requirements for operation and management of facility management.
--	--

Course Content / Syllabus:

Modules	Weightage (%)
1 - Facilities Management Strategy, Operations & Management	
Facilities Management Strategy; Workplace Strategy. Facilities Planning; Outsourcing vs In House Facilities Management –Policy & Procedures; Service Specifications, Operations & Management Agreements; Service Level Agreements & Performance Management; Benchmarking best practices; Building Automation Systems (BAS) & Intelligent Buildings, Computer Aided Facilities Management (CAFM), Integrated Workplace Management Systems (IWMS), ARCHIBUS, Building Information System (BIM) & Facilities Management.	40%
2 - Building Legislation: Regulatory Issues & Integrated Approach to Quality, Safety, Health & Environmental Aspects (including ISOs)	
Building Byelaws. National Building Code,2016 - its scope, definitions & preview; Important provisions from various chapters. Building Compliances – Lift, Fire & Life Safety, Delhi/Haryana Apartment Acts	30%
3 - Strategic Infrastructure Asset Management:	
Integrated approach to Quality, Safety, Health & Environmental Aspects (including ISOs 9001,14001& 18001) ISO 41001 Facilities Management ISO 55001 Asset Management ISO 50001 Energy Management System Sustainable Facilities Management- (Chapters 11& 12 NBC 2016)	30%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	<ol style="list-style-type: none"> 1. Student Lecture: To support the development of concepts and methods. 2. Site Visits: To observe & learn regarding facilities operational aspects & facilities equipment. 3. Problem Solving Exercises: More interactive learning, including students on a specific problem and solutions to it. 4. Case studies: To expose students to variety of situations and make them understand in a comprehensive manner.
-------------------------------------	---	--

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120



Text & References:

- Atkin, B. & Brooks, A. (2009) Total Facilities Management, 3rd edition, Wiley-Blackwell

Recommended readings

- Barret, P. & Baldry, D. (2004) Facilities Management, Towards Best Practice, 2nd edition, Blackwell Publishing
- Cotts, David G., Roper, Kathy O., Payant, Richard P. (2010) The Facility Management Handbook, Third Edition, AMACOM.
- Booty, Frank (2009) Facilities Management Handbook, Fourth Edition, Butterworth-Heinemann.
- National Building Code (NBC) of India, 2016
- RICS Professional Guidance, Global: Strategic Facilities Management, First Edition
- RICS Strategic Facilities Management: Case Studies, October 2016
- RICS IFMA Strategic FM Framework RICS guidance note, Global 1st edition, April 2018
- RICS professional guidance, UK Resource management: improving efficiency and reducing waste 1st edition, June 2016
- Association Report written by: James Ware, PhD , Global Research Director Rob Harris, PhD, Raising The Bar: From Operational Excellence To Strategic Impact In FM - MARCH 2017 : Report for Royal Institution of Chartered Surveyors and International Facility Management Regional Partner, UK & Ireland
- RICS Public Sector Asset Management Guidelines-a guide to best practice edited by Keith Jones and Alan D White
- Journal articles and others

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Employability Skills

Course Title	:	Employability Skills
Course Code	:	BBA505
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. To understand and apply interview techniques. 2. To develop effective interview skills. 3. To conduct self-discovery through swot analysis. 4. To master Professional Etiquette. 5. To simulate and participate in mock interview sessions.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. Categorize different types of interviews, recognize various interview styles, and demonstrate fundamental skills required when facing interviews.
		2. Create professional resumes, covering letters, and follow-up letters, showcasing their ability to articulate their qualifications and experiences during job applications and interviews.
		3. Perform a SWOT analysis, identifying their strengths, weaknesses, opportunities, and threats, fostering self-awareness, and aiding in strategic career planning.
		4. Understand and apply social etiquette, including the proper way to shake hands and exchange business cards. They will also demonstrate knowledge of dining etiquette and appropriate behavior in a professional setting such as the cubicle.
		5. Enact in mock interview sessions, applying the skills learned throughout the course. This practical experience will enhance their ability to handle real-life interview scenarios.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
 Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Course Content / Syllabus:

Modules	Weightage (%)
1. Interviews	
Types of Interviews and Styles of Interview Facing Interviews-Fundamentals Practice Session Conducting Interviews Fundamentals and Practice Session, Mock Interview Sessions	38%
2. Interview Skills	
Resume Writing Covering Letter Interview Follow Up Letters	38%
3. Self-Discovery	
SWOT [Strengths, Weakness, Opportunities, and Threats] Analysis	8%
4. Employability Skills	
Conflict Management Work Ethics	16%

Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Marks	10	15	5	
-------	----	----	---	--

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Practical Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill.2009.
- Brown, Michele & Gyles Brandreth. How to Interview and be Interviewed. London: Sheldon Press, 1994.
- <https://resumewriterusa.com>
- <https://youtu.be/45uNWLmAZR8>
- Jermy Comfort, Speaking Effectively, et.al, Cambridge University Press.1994
- Krishnaswamy, N, Creative English for Communication, Macmillan.2022
- Patcher, Barbara. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success.Paperback.2013
- Raman Prakash, Business Communication, Oxford.2012
- Rizvi, M. Ashraf. Effective Technical Communication. Tata McGraw Hill.2017
- Taylor, Grant. Conversation in Practice. McGraw-Hill Education.2001.
- Thorpe, Edgar & Showick Thorpe. Winning at Interviews. 2nd Edition. Delhi: Dorling Kindersley, 2006.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Behavioral Science – V

Course Title	:	Behavioral Science – V: (Personality, Nationalism And Human Values)
Course Code	:	BBA506
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. A strong personality fosters resilience and adaptability in diverse life situations. 2. Nationalism fosters a sense of belonging and unity among citizens. 3. Human values form the foundation of ethical behaviour and moral integrity. 4. Personality development enhances effective communication and interpersonal relationships. 5. It strengthens cultural identity and promotes the preservation of traditions and heritage. 6. They promote empathy, compassion, and respect for others, fostering harmonious societies.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)	:	1. To Understand the importance of individual differences
		2. Better understanding of self in relation to society and nation
		3. Facilitation for a meaningful existence and adjustment in society
		4. Inculcating patriotism and national pride
		5. To develop an understanding of importance of human values.
		6. To Understand the Value of individual

Course Content / Syllabus:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Modules	Weightage (%)
1. Individual differences & Personality	
<ul style="list-style-type: none"> • Personality: Definition & Relevance • Importance of nature & nurture in Personality Development • Importance and Recognition of Individual differences in Personality • Accepting and Managing Individual differences (adjustment mechanisms) Intuition, Judgment, Perception & Sensation (MBTI), BIG5 Factors 	15%
2. Managing Diversity	
<ul style="list-style-type: none"> • Defining Diversity • Affirmation Action and Managing Diversity • Increasing Diversity in the Force • Barriers and Challenges in Managing Diversity 	15%
3. Socialization	
<ul style="list-style-type: none"> • Nature of Socialization • Social Interaction • Interaction of Socialization Process • Contributions to Society and Nation 	16%
4. Patriotism and National Pride	
<ul style="list-style-type: none"> • Sense of pride and patriotism • Importance of discipline and hard work • National Integrity, Integrity, accountability, and national pride. • National pride and prejudice. 	18%
5. Human Rights, Values and Ethics	
<ul style="list-style-type: none"> • Meaning and Importance of human rights • Human rights awareness • Obligation to respect, character-based system of human rights. • Values and Ethics- Learning based on project work on Scriptures like- Ramayana, Mahabharata, Gita etc. 	

Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA



Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Viva	Attendance	
Marks	10	15	5	70

Notional Hours:

Lecture Contact	15
Tutorial Contact	00
Self-Work	15
Field Work	00
Assessment	10
Total Session	40

Text & References:

- Pervin, L. A., & John, O. P. (2001). *Personality: Theory and Research* (8th ed.). Wiley.
- Jayne, M. E. A., & Dipboye, R. L. (2004). Workforce diversity: A key to improve productivity. *Journal of Human Resource Management*, 43(4), 409-424.
- Nettle, D. (2007). *The Nature of Personality: Genes, Culture, and National Character*. MIT Press.
- Kirton, G., & Greene, A. M. (2015). *The Dynamics of Managing Diversity: A Critical Approach* (4th ed.). Routledge.
- Funder, D. C. (2019). *The Personality Puzzle* (8th ed.). W. W. Norton & Company.
- Barak, M. E. M. (2021). *Managing Diversity: Toward a Globally Inclusive Workplace* (5th ed.). SAGE Publications.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access.



Field Visit / Internship

Course Title	:	Field Visit / Internship (NTCC)
Course Code	:	BBA507
Credit Units	:	4

L	T	P	Total Credits
0	0	0	4

Course Objective	:	The course aims to enhance student understanding of the workplace and further develop personal and professional skills. Provide experiential learning helping the students to apply theoretical concepts in real life situation
-------------------------	---	---

Pre-requisites	:	Knowledge of semester 1, 2, 3 & 4 courses
-----------------------	---	---

Student Learning Outcomes (SLO)	:	<p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a professional understanding of various processes in built environment projects 2. Develop necessary skills to address issues related to built environment 3. Assess the industrial practices to solve real world problems 4. Develop communication and interpersonal skills
--	---	---

Pedagogy for Course Delivery	:	The course is designed to give field exposure to the students. Consequently, the course envisages a field training, to be conducted at the work premise of different companies associated with built environment sector. The duration of the course is 8 weeks, during which the students are assigned a company and an industry guide in the respective company. The student is appraised on the defined parameters by the industry. A faculty guide is also allocated to direct the learning of students during this duration. The learning of the student is reviewed during the course of the training by the faculty guide.
-------------------------------------	---	--

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
NA	100

Lab / Practical / Studio Assessment/NTCC: NA

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Viva	Attendance	NA
Marks	60	35	5	

Notional Hours:

Lecture Contact	00
Tutorial Contact	00
Self-Work	00
Field Work	320
Assessment	20
Total Session	340

Text & References:

- Any relevant learning material required to satisfy the learning outcome.
- Note: In addition to the above the course shall be conducted as per the latest Amity University NTCC Guidelines.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester – VI



Management of Corporate Real Estate Assets

Course Title	:	Management of Corporate Real Estate Assets
Course Code	:	BBA601
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Management of Corporate Real Estate Assets course aims to equip students with a comprehensive understanding of the strategic role of real estate in business operations. It focuses on developing the skills needed to manage the lifecycle of corporate real estate assets, including acquisition, maintenance, and disposal. Students will learn to analyse market trends, manage financial aspects, and navigate legal and regulatory frameworks. The course also emphasizes the integration of sustainability and technological innovations in real estate management, preparing students to effectively manage assets in a global context and align real estate strategies with broader business objectives.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

	:	1. Students will be able to align corporate real estate strategies with broader business goals, effectively contributing to organizational success through informed real estate decisions.
--	---	--



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Student Learning Outcomes (SLO)	:	2. Students will demonstrate the ability to manage the entire lifecycle of corporate real estate assets, including acquisition, maintenance, financial management, and disposal, ensuring optimal utilization and value creation.
		3. Students will be capable of analysing global and regional corporate real estate market dynamics, assessing risks, and making data-driven decisions that enhance the organization's competitive position.
		4. Students will incorporate sustainable practices and leverage technological innovations, and data analytics, in the management of corporate real estate assets, contributing to environmentally responsible and efficient operations.
		5. Students will possess a solid understanding of the legal, regulatory, and global aspects of corporate real estate management, enabling them to navigate complex cross-border challenges and ensure compliance with industry standards.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Corporate Real Estate (CRE) Week 1-4	
<p>Understanding Corporate Real Estate (CRE): Definition and scope of CRE, Evolution and significance of CRE in business strategy, Key stakeholders in CRE management.</p> <p>CRE Market Dynamics: Overview of global and regional CRE markets, Demand and supply factors, Trends and challenges in CRE.</p> <p>CRE Strategy and Planning: Aligning CRE with business goals, Strategic planning and portfolio management, Decision-making in CRE: Buy vs. Lease vs. Build.</p> <p>Legal and Regulatory Aspects of CRE: Key Legal Considerations in CRE, Compliance and risk management, Environmental and sustainability regulations.</p>	30%
Module 2: Operational Management of CRE Assets Week 5-8	



<p>CRE Asset Lifecycle Management: Phases of CRE asset lifecycle, Acquisition, development, and disposal of CRE assets, Maintenance and renovation strategies.</p> <p>Facility Management and Operations: Role of facility management in CRE, Space planning and utilization, Technology in facility management.</p> <p>Financial Management of CRE Assets: Budgeting and financial planning for CRE, Valuation methods for CRE assets, Cost management and optimization strategies.</p>		35%
<p>Risk Management in CRE: Identifying and mitigating risks in CRE, Insurance and contingency planning, Impact of economic cycles on CRE.</p>		
Module 3: Strategic and Innovative Approaches in CRE Week 9-12		
<p>Corporate Real Estate in the Digital Age: Digital transformation in CRE, Role of data analytics in CRE decision-making, Impact of AI and automation on CRE management.</p> <p>Sustainability and Corporate Social Responsibility (CSR) in CRE: Green building practices and certifications (LEED, BREEAM, etc.), Sustainable design and energy management, CSR initiatives and their impact on CRE.</p> <p>Globalization and CRE: Managing CRE assets across international markets, Cross-border regulations and cultural considerations, and Global trends in corporate workspace design.</p> <p>Future Trends in CRE: Emerging trends in CRE (co-working, remote work, flexible spaces), The future of urbanization and its impact on CRE, CRE's role in business continuity and resilience.</p>		35%
Pedagogy for Course Delivery	:	Lecture Based Learning, case studies, Role plays, guest Lectures,

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Haynes, B. and Nunnington, N. (2010). Corporate Real Estate Asset Management: Strategy and Implementation. 2nd ed. London: Routledge.
- Rispoli, M. D. (2015). The Executive's Guide to Corporate Real Estate Management. New York: Amacom.
- Isaac, D. and O'Leary, J. (2013). Real Estate Investment and Finance. 2nd ed. London: Palgrave Macmillan.
- Edwards, V. and Ellison, L. (2004). Corporate Property Management: Aligning Real Estate with Business Strategy. Oxford: Blackwell Publishing.
- Langston, C. and Rahman, R. (2013). Strategic Management of Built Facilities. 2nd ed. Oxford: Butterworth-Heinemann.
- Laposa, S. D. and McAllister, E. C. (1995). Real Estate Asset Management: Executive Strategies for Profit-Making. Chicago: Dearborn Real Estate Education.
- PwC and Urban Land Institute (2023). Emerging Trends in Real Estate 2023. Available at: <https://www.pwc.com> (Accessed: 27 August 2024).
- Various authors. (2024). Journal of Corporate Real Estate and Journal of Real Estate Research. Available through academic databases such as JSTOR and Emerald Insight.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

subject specific websites relating to information.

- Relevant materials to be uploaded on LMS for ease of access



Future and Sustainable Cities

Course Title	:	Future and Sustainable Cities
Course Code	:	BBA602
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Future and Sustainable Cities course aims to provide students with a comprehensive understanding of the principles, challenges, and opportunities associated with developing sustainable urban environments. It focuses on the interplay between urban planning, technology, policy, and sustainability, preparing students to contribute to the creation of future cities that are resilient, inclusive, and environmentally sustainable. Through an exploration of global trends, innovative solutions, and case studies, students will gain the knowledge and skills necessary to address the complexities of urbanization in the 21st century.
-------------------------	---	--

Pre-requisites	:	NA
-----------------------	---	----

Student Learning	:	<ol style="list-style-type: none">1. Students will be able to critically analyse the historical and contemporary trends in urbanization and understand the key principles of creating sustainable cities.2. Students will demonstrate the ability to apply innovative technologies, such as IoT, AI, and renewable energy solutions, to the development of smart and sustainable cities.
-------------------------	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Outcomes (SLO)	3. Students will develop skills in sustainable urban planning and design, including the ability to propose and evaluate urban development projects that prioritize environmental and social sustainability.
	4. Students will gain an understanding of the role of policy, governance, and community engagement in shaping sustainable urban environments, and be able to assess the effectiveness of various governance models.
	5. Students will be able to envision and articulate the future of urbanization, consider emerging global challenges and trends, and propose innovative solutions for the cities of tomorrow.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Urbanization and Sustainable Cities 1-3 weeks	
<p>The Evolution of Cities: Historical development of cities, Urbanization trends and their global impact, The concept of sustainable cities and their importance in the modern world.</p> <p>Key Principles of Sustainable Urban Development: Definition and pillars of sustainability in urban contexts (social, economic, environmental), Urban design and planning for sustainability, The role of governance and policy in sustainable urban development.</p> <p>Global Urban Challenges: Urbanization and its challenges (e.g., population growth, infrastructure strain), Climate change and its impact on cities, Inequality, housing, and social inclusion in urban environments.</p>	25%
%Module 2: Innovative Technologies and Smart Cities Week 4-6	



<p>Introduction to Smart Cities: Definition and characteristics of smart cities, The role of technology in transforming urban environments, Case studies of smart cities around the world.</p> <p>Technological Innovations for Sustainable Urban Living: Internet of Things (IoT) and urban connectivity, Big data and analytics in urban planning, Renewable energy and energy efficiency in cities.</p> <p>The Role of Artificial Intelligence and Automation: AI in city management and services, Autonomous vehicles and smart transportation systems, Automation and its impact on urban employment and economy.</p>	25%
Module 3: Sustainable Urban Planning and Design Week 7-9	
<p>Principles of Sustainable Urban Planning: Compact cities and mixed-use development, Green infrastructure and urban biodiversity, Sustainable transportation and mobility solutions.</p>	25%
<p>Sustainable Architecture and Urban Design: Principles of green building design, Eco-friendly materials and construction practices, Case studies of sustainable urban architecture.</p> <p>Urban Resilience and Disaster Management: Building resilient cities against natural and human-made disasters, Urban climate adaptation strategies, Community-based approaches to resilience.</p>	
Module 4: Policy, Governance, and the Future of Urbanization Week 10-12	
<p>Urban Policies for Sustainable Development: Role of local, national, and international policies in urban sustainability, Legal frameworks, and regulations for sustainable cities, Public-private partnerships in urban development.</p> <p>Governance and Community Engagement: Participatory planning and citizen engagement, Governance models for sustainable cities, Social equity and inclusion in urban policy.</p> <p>The Future of Cities: Emerging trends in urbanization (e.g., circular cities, regenerative urbanism), The impact of global challenges (e.g., pandemics, climate change) on future cities, Visioning exercises for future cities: What will cities look like in 2050?</p>	25%



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment
-------------------------------------	---	---

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	0

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Campbell, S. (2016). Sustainable Cities in Theory and Practice: What we are still missing. London: Routledge.
- Girardet, H. (2014). Creating Regenerative Cities. London: Routledge.
- Beatley, T. (2011). Biophilic Cities: Integrating Nature into Urban Design and Planning. Washington, D.C.: Island Press.
- Lehmann, S. (2014). Low Carbon Cities: Transforming Urban Systems. London:



Routledge.

- Rogers, R. and Power, A. (2000). Cities for a Small Planet. Boulder: Westview Press.
- Register, R. (2006). EcoCities: Rebuilding Cities in Balance with Nature. Gabriola Island: New Society Publishers.
- McDonough, W. and Braungart, M. (2002). Cradle to Cradle: Remaking the Way We Make Things. New York: North Point Press.
- Newman, P. and Kenworthy, J. (1999). Sustainability and Cities: Overcoming Automobile Dependence. Washington, D.C.: Island Press.
- Gleeson, B. and Low, N. (2000). Australian Urban Planning: New Challenges, New Agendas. Sydney: Allen & Unwin.
- Sassen, S. (2018). Cities in a World Economy. 5th ed. Los Angeles: SAGE Publications.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Fundamentals of Construction Project Management

Course Title	:	Fundamentals of Construction Project Management
Course Code	:	BBA603
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Fundamentals of Construction Project Management course aims to introduce students to the essential concepts, processes, and tools involved in managing construction projects. It focuses on equipping students with the knowledge and skills required to plan, execute, and oversee construction projects effectively. Through an exploration of project management methodologies, risk management, financial planning, and quality control, students will learn to navigate the complexities of construction projects and ensure their successful completion within scope, time, and budget constraints.
-------------------------	---	---

Pre-requisites	:	NA
-----------------------	---	----

Student Learning Outcomes (SLO)		1. Students will gain a thorough understanding of the construction project management process, including planning, scheduling, risk management, and quality control.
		2. Students will be able to develop detailed project plans, manage resources effectively, and execute construction projects within defined scope, time, and budget constraints.



		3. Students will be able to identify potential risks in construction projects, analyse their impact, and develop strategies to mitigate and manage these risks throughout the project lifecycle.
		4. Students will demonstrate a commitment to maintaining high standards of quality and safety in construction projects, ensuring compliance with relevant regulations and best practices.
		5. Students will be able to successfully close out construction projects, ensuring all objectives are met, lessons are documented, and the project is handed over to the client satisfactorily.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Construction Project Management Week 1-3	
Overview of Construction Industry: Introduction to the construction industry and its significance, Key stakeholders in construction projects, Types of construction projects (residential, commercial, industrial, infrastructure). Fundamentals of Project Management: Definition and scope of project management. The project lifecycle: Initiation, Planning, Execution, Monitoring & Control, and Closure, Roles and responsibilities of a construction project manager. Project Management Methodologies: Overview of traditional (Waterfall) and agile methodologies, Application of project management methodologies in construction, Tools and software used in construction project management.	20%
Module 2: Project Planning and Scheduling Week 4-6	



<p>Project Scope and Objectives: Defining project scope and objectives, Work Breakdown Structure (WBS) in construction projects, Scope management and change control.</p> <p>Time Management and Scheduling: Importance of project scheduling, Techniques for project scheduling (Gantt Charts, Critical Path Method (CPM), Program Evaluation and Review Technique (PERT)), Resource allocation and levelling.</p> <p>Project Cost Estimation and Budgeting: Principles of cost estimation, Preparing project budgets and cost baselines, Cost control and variance analysis.</p>	20%
Module 3: Risk Management in Construction Projects Week 7-9	
<p>Identifying and Analyzing Risks: Types of risks in construction projects (financial, environmental, technical, legal), Risk identification techniques (SWOT analysis, Risk registers), Qualitative and quantitative risk analysis.</p>	20%
<p>Risk Mitigation and Management Strategies: Developing risk mitigation plans, Contingency planning and risk response strategies, Monitoring and controlling risks throughout the project lifecycle.</p> <p>Legal and Regulatory Considerations: Understanding construction contracts and legal frameworks, Compliance with local, national, and international regulations, and Managing disputes and claims in construction projects.</p>	
Module 4: Quality Management and Safety in Construction Projects Week 10-12	
<p>Quality Management Principles: Importance of quality in construction projects, Quality planning, assurance, and control, Quality standards and certifications (ISO, LEED, etc.).</p> <p>Health, Safety, and Environmental Management: Occupational health and safety in construction, Safety regulations and best practices, Environmental impact assessment and management.</p> <p>Sustainable Construction Practices: Principles of sustainable construction, Green building materials and techniques, Case studies of sustainable construction projects.</p>	20%
Module 5: Project Execution, Monitoring, and Closing Week 13-15	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Project Execution Strategies: Mobilizing resources and managing teams, Communication and stakeholder management, Managing subcontractors and suppliers.</p> <p>Monitoring and Controlling Construction Projects: Progress tracking and performance measurement, Earned Value Management (EVM), Managing project changes and delays.</p> <p>Project Closing and Handover: Project closeout procedures, Final inspections and documentation, Lessons learned and project evaluation.</p>		20%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00



Assessment	15
Total Session	120

Text & References:

- Gould, F. E. and Joyce, N. E. (2011). Construction Project Management. 3rd ed. Upper Saddle River, NJ: Prentice Hall.
- Walker, A. (2015). Project Management in Construction. 6th ed. Chichester: Wiley-Blackwell.
- Halpin, D. W. and Senior, B. A. (2010). Construction Management. 4th ed. Hoboken, NJ: John Wiley & Sons.
- Harris, F. and McCaffer, R. (2013). Modern Construction Management. 7th ed. Chichester: Wiley-Blackwell.
- Fewings, P. (2013). Construction Project Management: An Integrated Approach. 2nd ed. London: Routledge.
- Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling. 12th ed. Hoboken, NJ: John Wiley & Sons.
- Chitkara, K. K. (2019). Construction Project Management: Planning, Scheduling and Controlling. 3rd ed. New Delhi: Tata McGraw-Hill Education.
- Oberlender, G. D. (2014). Project Management for Engineering and Construction. 3rd ed. New York: McGraw-Hill Education.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Fundamentals of Ethics and Leadership for Built Environment

Course Title	:	Fundamentals of Ethics and Leadership for Built Environment
Course Code	:	BBA604
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Fundamentals of Ethics and Leadership for Built Environment course aims to provide students with a deep understanding of ethical principles and leadership practices specifically within the context of the built environment. The course focuses on the critical role of ethics in decision-making processes and the importance of leadership in guiding teams, projects, and organizations toward sustainable and socially responsible outcomes. Students will explore real-world challenges in the built environment and develop the skills needed to lead ethically and effectively in a complex and dynamic industry.
-------------------------	---	--

Pre-requisites	:	NIL
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will gain a comprehensive understanding of ethical theories and principles, and their application in addressing challenges specific to the built environment.2. Students will develop essential leadership skills, including communication, decision-making, and team-building, and apply these in managing construction and real estate projects.3. Students will demonstrate the ability to integrate ethics into their leadership practices, effectively navigating ethical dilemmas and promoting an ethical organizational culture.
--	---	--



	4. Students will be able to develop and implement CSR strategies that align with ethical standards and promote sustainability within the built environment.
	5. Students will be prepared to address emerging ethical and leadership challenges posed by technological advancements and global trends, ensuring responsible and future-ready leadership in the built environment.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Ethics in the Built Environment Week 1-3	
<p>Foundations of Ethics: Definition and importance of ethics in business and society, Ethical theories and principles (e.g., utilitarianism, deontology, virtue ethics), Application of ethical principles in the built environment.</p> <p>Ethical Challenges in the Built Environment: Common ethical dilemmas in construction, real estate, and urban development, Case studies of ethical issues in the built environment, The role of ethics in sustainable development.</p> <p>Professional Ethics and Codes of Conduct: Understanding professional ethics in construction and real estate industries, Overview of codes of conduct and ethical guidelines for professionals (e.g., RICS, PMI), The impact of ethical behaviour on professional reputation and success.</p>	20%
Module 2: Leadership Theories and Practices Week 4-6	
<p>Introduction to Leadership: Definitions and concepts of leadership, Distinguishing between leadership and management, The role of leadership in the built environment.</p> <p>Leadership Theories and Styles: Overview of major leadership theories (e.g., transformational, transactional, servant leadership), Leadership styles and their application in the built environment, Case studies of effective leadership in construction and real estate.</p> <p>Leadership Skills and Competencies: Essential leadership skills (e.g., communication, decision-making, problem-solving), Developing emotional intelligence for leadership, Building and leading effective teams in the built environment.</p>	20%



Module 3: Ethical Leadership in the Built Environment Week 7-9	
<p>Ethical Leadership Principles: The concept of ethical leadership and its importance, Integrating ethics into leadership practices, The impact of ethical leadership on organizational culture and stakeholder trust.</p> <p>Decision-Making in Ethical Leadership: Ethical decision-making frameworks and models, Addressing ethical dilemmas and conflicts of interest as a leader, Balancing stakeholder interests and ethical considerations in the built environment.</p>	20%
<p>Building an Ethical Organizational Culture: Strategies for fostering an ethical culture within construction and real estate organizations, The role of leaders in promoting ethical behaviour and compliance, Case studies of ethical leadership in the built environment.</p>	
Module 4: Corporate Social Responsibility (CSR) and Sustainability Week 10-12	
<p>Introduction to CSR in the Built Environment: Definition and importance of Corporate Social Responsibility (CSR), The role of CSR in construction and real estate industries, Key components of a successful CSR strategy.</p> <p>Sustainability and Ethical Responsibility: The relationship between sustainability and ethics in the built environment, Implementing sustainable practices through ethical leadership, Case studies of CSR and sustainability initiatives in the built environment.</p> <p>Reporting and Transparency: Ethical considerations in reporting and transparency, Standards and guidelines for CSR reporting (e.g., GRI, ISO 26000), The role of transparency in building stakeholder trust.</p>	20%
Module 5: Emerging Trends and Future Challenges in Ethics and Leadership Week 13-15	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Emerging Ethical Issues in the Built Environment: Addressing new ethical challenges posed by technology and innovation, Ethical considerations in the use of AI, big data, and smart technologies, and Navigating ethical dilemmas in global and multicultural contexts.</p> <p>Future Trends in Leadership: The evolving role of leadership in the built environment, Leadership challenges in an increasingly complex and globalized industry, Preparing for future leadership roles through continuous learning and development.</p> <p>Visioning the Future: Exploring future ethical and leadership challenges, Developing strategies to address these challenges proactively, Visioning exercises to anticipate the future of ethics and leadership in the built environment.</p>		20%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15



Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Bowen, P. A., Edwards, P. J. and Cattell, K. (2012). Ethics and the Built Environment. London: Routledge.
- Fisher, C. and Lovell, A. (2013). Business Ethics and Values: Individual, Corporate, and International Perspectives. 4th ed. Harlow: Pearson Education.
- Northouse, P. G. (2018). Leadership: Theory and Practice. 8th ed. Thousand Oaks, CA: SAGE Publications.
- Ciulla, J. B., Martin, C. and Solomon, R. C. (2013). Honest Work: A Business Ethics Reader. 3rd ed. New York: Oxford University Press.
- Weiss, J. W. (2014). Business Ethics: A Stakeholder and Issues Management Approach. 6th ed. San Francisco, CA: Berrett-Koehler Publishers.
- RICS (2017). RICS Ethics and Professional Standards. London: Royal Institution of Chartered Surveyors.
- Banerjee, S. B. (2008). Corporate Social Responsibility: The Good, the Bad and the Ugly. Cheltenham: Edward Elgar Publishing.
- Grint, K. (2010). Leadership: A Very Short Introduction. Oxford: Oxford University Press.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Strategic Management for Built Environment Sector

Course Title	:	Strategic Management for Built Environment Sector
Course Code	:	BBA605
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Strategic Management for the Built Environment Sector course aims to equip students with the knowledge and skills necessary to formulate, implement, and evaluate strategies in the dynamic and complex built environment sector. Students will explore the strategic management process, including environmental analysis, strategic decision-making, and the development of competitive advantages specific to the construction, real estate, and infrastructure industries. The course also emphasizes the importance of innovation, sustainability, and global trends in shaping successful strategies in the built environment sector.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will develop a strong foundation in the principles and processes of strategic management, with a focus on their application in the built environment sector.2. Students will be able to conduct thorough industry and environmental analyses, identifying key factors that influence strategic positioning and decision-making in the built environment.3. Students will demonstrate the ability to formulate, implement, and evaluate strategic plans that align with organizational goals and industry trends.
--	---	--



	4. Understand the importance of innovation and strategic renewal in maintaining competitive advantage and will be able to apply these concepts in real-world scenarios.
	5. Students will be prepared to address the challenges of globalization and sustainability in the built environment sector, with the ability to adapt strategies to meet future industry demands.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Strategic Management in the Built Environment Week 1-3	
<p>Fundamentals of Strategic Management: Definition and importance of strategic management, Overview of the strategic management process, The role of strategic management in the built environment sector.</p> <p>Industry Analysis and Strategic Positioning: Environmental scanning and industry analysis (PESTEL, SWOT), Understanding competitive forces in the built environment (Porter’s Five Forces), and identifying strategic positioning within the industry.</p> <p>Vision, Mission, and Goals: Developing a strategic vision and mission for organizations in the built environment, setting strategic goals and objectives, Aligning organizational strategy with industry trends and opportunities</p>	20%
Module 2: Strategic Planning and Decision-Making Week 4-6	
<p>Strategic Planning Processes: Overview of strategic planning frameworks and models, Developing strategic plans in construction, real estate, and infrastructure, Case studies of strategic planning in the built environment sector.</p> <p>Strategic Decision-Making: Tools and techniques for strategic decision-making, evaluating strategic options and making informed decisions, and balancing risk and reward in strategic decisions.</p> <p>Innovation and Strategic Renewal: The role of innovation in maintaining competitive advantage, Strategic renewal and transformation in response to industry changes, Case studies of innovation in the built environment sector.</p>	20%
Module 3: Strategy Implementation and Execution Week 7-9	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Organizational Structure and Strategy: Aligning organizational structure with strategic objectives, The role of leadership in strategy implementation, Managing change, and overcoming resistance in strategy execution.</p> <p>Resource Allocation and Management: Strategic resource allocation and budgeting, managing human, financial, and physical resources, Monitoring and controlling strategic initiatives.</p>	<p>20%</p>
--	-------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Strategic Alliances and Partnerships: The importance of strategic alliances in the built environment sector, Developing and managing strategic partnerships, Case studies of successful strategic alliances and collaborations.		
Module 4: Strategic Evaluation and Control Week 10-12		
Performance Measurement and Strategic Control: Key performance indicators (KPIs) in the built environment sector, Tools and techniques for monitoring and evaluating strategic performance, Balanced scorecard, and other strategic control systems. Strategic Risk Management: Identifying and assessing strategic risks, developing risk management strategies, and Ensuring resilience and adaptability in strategic plans. Continuous Improvement and Strategic Adaptation: The role of feedback loops in strategic management, Continuous improvement in strategy and operations, and Adapting strategies in response to changing industry dynamics.		20%
Module 5: Global Trends and Strategic Challenges in the Built Environment Week 13-15		
Globalization and Strategic Management: The impact of globalization on the built environment sector, Strategic challenges and opportunities in global markets, Case studies of global strategies in construction and real estate. Sustainability and Strategic Management: Integrating sustainability into strategic management processes, The role of corporate social responsibility (CSR) in strategic planning, Case studies of sustainable strategies in the built environment sector. Future Trends and Strategic Foresight: Emerging trends and technologies shaping the built environment, Strategic foresight and scenario planning for future challenges, Visioning the future of strategic management in the built environment.		20%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
--	---------------------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

100	NA
-----	----

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Bryson, J. M. (2018). Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement. 5th ed. Hoboken, NJ: John Wiley & Sons.
- Hill, C. W. L., Schilling, M. A., and Jones, G. R. (2020). Strategic Management: Theory and Cases: An Integrated Approach. 13th ed. Boston, MA: Cengage Learning.
- Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review, 86(1), pp. 78-93.
- Grant, R. M. (2016). Contemporary Strategy Analysis: Text and Cases. 9th ed. Hoboken, NJ: John Wiley & Sons.
- Johnson, G., Scholes, K., and Whittington, R. (2020). Exploring Corporate Strategy: Text and Cases. 11th ed. London: Pearson Education.
- Moorcroft, D. R. (2019). Strategic Asset Management for Built Environment. London: Routledge.
- Harrison, J. S. and St. John, C. H. (2014). Foundations in Strategic Management. 6th



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

ed. Stamford, CT: Cengage Learning.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Innovation and Entrepreneurship for Built Environment

Course Title	:	Innovation and Entrepreneurship for Built Environment
Course Code	:	BBA606
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Innovation and Entrepreneurship for Built Environment course aims to provide students with a comprehensive understanding of how innovation and entrepreneurship drive growth and development in the built environment sector. The course focuses on the processes of identifying opportunities, developing innovative solutions, and launching new ventures in construction, real estate, and urban infrastructure. Students will learn how to apply entrepreneurial thinking and innovative practices to address the unique challenges and opportunities within the built environment, ultimately contributing to sustainable and resilient communities.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will gain a deep understanding of the principles and processes of innovation and entrepreneurship, particularly as they apply to the built environment sector.2. Students will develop the skills necessary to identify business opportunities, conduct market research, and create comprehensive business plans for new ventures in the built environment.3. Students will learn how to finance, manage, and scale new ventures, with a focus on the unique challenges and opportunities in the construction, real estate, and urban infrastructure sectors.
--	---	---



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

		4. Students will understand the importance of sustainability and social entrepreneurship and will be able to develop business models that address environmental and social challenges in the built environment.
		5. Students will be prepared to navigate and capitalize on emerging trends and future opportunities in the built environment sector, ensuring their ventures remain competitive and impactful.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Innovation and Entrepreneurship Week 1-4	
Fundamentals of Innovation and Entrepreneurship: Definitions and key concepts in innovation and entrepreneurship, The role of innovation in economic and social development, Overview of entrepreneurship in the built environment sector. Innovation Processes and Models: Understanding different types of innovation (product, process, business model), Innovation processes and frameworks (e.g., design thinking, lean startup), Case studies of innovation in the built environment. The Entrepreneurial Mindset: Characteristics of successful entrepreneurs, Developing an entrepreneurial mindset and creativity, Identifying opportunities and assessing entrepreneurial potential in the built environment.	20%
Module 2: Opportunity Identification and Business Planning Week 5-8	



<p>Market Research and Opportunity Analysis: Conducting market research in the built environment sector, Identifying gaps and opportunities in construction, real estate, and urban infrastructure, Evaluating the feasibility of new ventures</p> <p>Business Model Development: Developing viable business models for new ventures, Understanding different business model frameworks (e.g., Business Model Canvas), Case studies of successful business models in the built environment.</p> <p>Business Planning: Writing a business plan for a startup in the built environment sector, Key components of a business plan (executive summary, market analysis, financial projections), Pitching and presenting business ideas to stakeholders.</p>	30%
Module 3: Financing and Managing New Ventures Week 9-12	
<p>Financing Options for Startups: Overview of funding sources for startups (angel investors, venture capital, crowdfunding), Financing strategies for new ventures in the built environment, Case studies of successful fundraising in the built environment sector.</p>	
<p>Managing Growth and Scaling Ventures: Strategies for managing growth in new ventures, Scaling operations in the built environment sector, Challenges and solutions in scaling entrepreneurial ventures.</p> <p>Leadership and Team Management: Building and leading entrepreneurial teams, Leadership challenges in startups and small enterprises, The role of culture and values in entrepreneurial success.</p>	30%
Module 4: Sustainability, Social Entrepreneurship, and Future Trends Week 13-16	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Sustainability in Innovation and Entrepreneurship: The importance of sustainability in the built environment, Developing sustainable business practices and models, Case studies of sustainable entrepreneurship in the built environment.</p> <p>Social Entrepreneurship: The concept of social entrepreneurship and its relevance to the built environment, developing solutions that address social and environmental challenges, Case studies of social enterprises in construction and urban development.</p> <p>Future Trends and Opportunities: Emerging trends in technology, sustainability, and urbanization, Identifying future opportunities for innovation and entrepreneurship, Preparing for the future of entrepreneurship in the built environment.</p>		20%
Pedagogy for Course Delivery	: Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment	

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	



Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Drucker, P. F. (2014). Innovation and Entrepreneurship: Practice and Principles. Abingdon: Routledge.
- Schilling, M. A. (2017). Strategic Management of Technological Innovation. 5th ed. New York: McGraw-Hill Education.
- Barrett, P. and Sexton, M. (2006). Innovation in Small Construction Firms. London: Routledge.
- Tidd, J. and Bessant, J. (2020). Managing Innovation: Integrating Technological, Market, and Organizational Change. 7th ed. Hoboken, NJ: John Wiley & Sons.
- Christensen, C. M., Raynor, M. E., and McDonald, R. (2015). The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Boston, MA: Harvard Business Review Press.
- Gann, D. M. (2000). Building Innovation: Complex Constructs in a Changing World. London: Thomas Telford Publishing.
- Hoffman, K., Parejo, M., Bessant, J., and Perren, L. (1998). Small Firms, R&D, Technology and Innovation in the UK: A Literature Review. Technovation, 18(1), pp. 39-55.
- Porter, M. E. (1998). Clusters and the New Economics of Competition. Harvard Business Review, 76(6), pp. 77-90.
- Osterwalder, A. and Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, NJ: John Wiley & Sons.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Summer Internship

Course Title	:	Summer Internship (NTCC)
Course Code	:	BBA607
Credit Units	:	4

L	T	P	Total Credits
0	0	0	4

Course Objective	:	The course aims to enhance student understanding of the workplace and further develop personal and professional skills. Provide experiential learning helping the students to apply theoretical concepts in real life situation
-------------------------	---	---

Pre-requisites	:	Knowledge of semester 1, 2, 3 & 4 courses
-----------------------	---	---

Student Learning Outcomes (SLO)	:	<p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 5. Demonstrate a professional understanding of various processes in built environment projects 6. Develop necessary skills to address issues related to built environment 7. Assess the industrial practices to solve real world problems 8. Develop communication and interpersonal skills
--	---	---

Pedagogy for Course Delivery	:	The course is designed to give field exposure to the students. Consequently, the course envisages a field training, to be conducted at the work premise of different companies associated with built environment sector. The duration of the course is 8 weeks, during which the students are assigned a company and an industry guide in the respective company. The student is appraised on the defined parameters by the industry. A faculty guide is also allocated to direct the learning of students during this duration. The learning of the student is reviewed during the course of the training by the faculty guide.
-------------------------------------	---	--

Assessment / Examination Scheme:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
NA	100

Lab / Practical / Studio Assessment/NTCC: NA

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Viva	Attendance	NA
Marks	60	35	5	

Notional Hours:

Lecture Contact	00
Tutorial Contact	00
Self-Work	00
Field Work	320
Assessment	20
Total Session	340

Text & References:

- Any relevant learning material required to satisfy the learning outcome.
- Note: In addition to the above the course shall be conducted as per the latest Amity University NTCC Guidelines.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester – VII



Urban Design and Architecture

Course Title	:	Urban Design and Architecture
Course Code	:	BBA701
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Urban Design and Architecture course aims to provide students with an understanding of the principles and practices that shape the built environment at both the urban and architectural scales. It explores the interrelationship between urban planning, design, and architecture, emphasizing how these disciplines contribute to the creation of functional, sustainable, and aesthetically pleasing urban spaces. Students will learn to analyse urban environments, understand architectural concepts, and develop design solutions that respond to social, economic, and environmental challenges.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will gain a strong foundation in the principles of urban design and architecture, understanding their interrelationship and impact on the built environment.2. Students will develop the ability to analyse urban environments, apply planning processes, and propose sustainable urban design solutions that consider social and economic factors.3. Students will learn key architectural design techniques, including the use of digital tools, materials, and construction methods, and apply them in practical design projects.
--	---	--



	4. Students will be able to identify and analyse emerging trends in urban design and architecture, particularly those related to sustainability, technology, and future cities.
	5. Students will develop the skills to envision and design innovative urban spaces that respond to future challenges, integrating contemporary trends in urban design and architecture.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Urban Design and Architecture Week 1-4	
<p>Fundamentals of Urban Design: Definition and scope of urban design, Historical evolution of urban design and its influence on cities, Key principles of urban design (scale, connectivity, public spaces).</p> <p>Introduction to Architecture: Basic architectural concepts and terminology, the role of architecture in shaping the urban environment, Overview of architectural styles and their impact on urban design.</p> <p>Interrelationship between Urban Design and Architecture: How urban design and architecture influence each other, Case studies of integrated urban design and architectural projects, The role of architects and urban designers in city development.</p>	20%
Module 2: Urban Planning and Development Week 5-8	
<p>Urban Planning Processes and Policies: Overview of urban planning processes and regulatory frameworks, Land use planning, zoning, and urban development regulations, The role of urban planners in shaping cities</p> <p>Sustainable Urban Development: Principles of sustainable urban design and development, Green Building practices and sustainable architecture, Case studies of sustainable urban and architectural projects</p> <p>Social and Economic Aspects of Urban Design: The impact of urban design on social equity and community development, Economic considerations in urban planning and development, Designing for liveability, accessibility, and inclusivity</p>	20%
Module 3: Architectural Design and Techniques Week 9-12	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Architectural Design Process: Overview of the architectural design process (concept, design, construction), Key techniques and tools used in architectural design (CAD, BIM), Developing architectural briefs and project specifications</p> <p>Materials and Construction Techniques: Introduction to building materials and their properties, Construction methods and their impact on architectural design, Innovations in construction technology and sustainable materials</p>	30%
<p>Architectural Case Studies and Analysis: Analysing architectural case studies from around the world, Learning from landmark architectural projects and their urban context, Group projects on architectural design in an urban setting.</p>	
Module 4: Future Trends in Urban Design and Architecture Week 13-16	
<p>Emerging Trends in Urban Design: The impact of technology on urban design (smart cities, digital twins), Trends in sustainable urbanization and green infrastructure, The role of urban design in climate change adaptation and mitigation</p> <p>Innovations in Architecture: The future of architecture: parametric design, 3D printing, and more, the role of architecture in addressing global challenges (housing, resilience), Case studies of innovative architectural practices and their urban impact.</p> <p>Visioning the Future of Cities: Scenario planning and strategic foresight in urban design, envisioning future cities and their architectural landscapes, Final project: Designing a future urban space incorporating key trends</p>	30%
Pedagogy for Course Delivery	: Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Carmona, M., Heath, T., Oc, T., and Tiesdell, S. (2010). Public Places, Urban Spaces: The Dimensions of Urban Design. 2nd ed. Oxford: Routledge.
- Lynch, K. (1960). The Image of the City. Cambridge, MA: MIT Press.
- Alexander, C., Ishikawa, S., and Silverstein, M. (1977). A Pattern Language: Towns, Buildings, Construction. New York: Oxford University Press.
- Gehl, J. (2011). Life Between Buildings: Using Public Space. Washington, DC: Island Press.
- Jacobs, J. (1961). The Death and Life of Great American Cities. New York: Random House.
- Frampton, K. (2020). Modern Architecture: A Critical History. 5th ed. London: Thames & Hudson.
- Rossi, A. (1982). The Architecture of the City. Cambridge, MA: MIT Press.
- Madanipour, A. (2006). Designing the City of Reason: Foundations and Frameworks of Urban Design. London: Routledge.
- Trancik, R. (1986). Finding Lost Space: Theories of Urban Design. New York: John Wiley & Sons.
- Montgomery, J. (2013). The New Wealth of Cities: City Dynamics and the Fifth Wave. Farnham: Ashgate Publishing.

Any Other Study Material:



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Environmental Impact of Real Estate

Course Title	:	Environmental Impact of Real Estate
Course Code	:	BBA702
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	<ol style="list-style-type: none"> 1. The Environmental Impact of Real Estate course aims to provide students with a comprehensive understanding of the environmental consequences of real estate development and management. It explores the interaction between real estate activities and the natural environment, emphasizing sustainable practices and policies that mitigate negative impacts. 2. The Objective is to learn to assess the environmental footprint of real estate projects, understand regulatory frameworks, and apply sustainable design and development principles to minimize harm to the environment while enhancing economic value.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning	:	<ol style="list-style-type: none"> 1. Students will develop a deep understanding of the environmental impacts associated with real estate development and management, including the significance of sustainable practices. 2. Students will learn how to conduct Environmental Impact Assessments (EIA) and understand the regulatory frameworks that govern environmental standards in real estate.
-------------------------	---	--



Outcomes (SLO)	3. Students will be able to apply principles of sustainable development, green building practices, and sustainable urban planning to real estate projects.
	4. Students will gain skills in managing environmental risks and implementing Environmental Management Systems (EMS) within real estate operations.
	5. Students will be equipped to identify and analyse emerging trends and technological innovations that can reduce the environmental impact of real estate and contribute to a more sustainable future.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Environmental Impact in Real Estate Week 1-4	
<p>Overview of Environmental Impact: Introduction to environmental impact and its significance in real estate, Historical perspective on environmental issues related to real estate development, and Key environmental challenges in the real estate sector (land use, resource consumption, pollution).</p> <p>Environmental Impact Assessment (EIA): Understanding the Environmental Impact Assessment (EIA) process, Steps involved in conducting an EIA for real estate projects, and Case studies of EIA in real estate developments.</p> <p>Regulatory Frameworks and Policies: Overview of global and national environmental regulations affecting real estate, Key policies and standards (e.g., LEED, BREEAM, national building codes), and The role of government and agencies in enforcing environmental standards.</p>	20%
Module 2: Sustainable Real Estate Development Week 5-8	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Principles of Sustainable Development: Definition and principles of sustainable development in real estate, Integrating sustainability into the planning, design, and construction processes, The triple bottom line: environmental, social, and economic sustainability.</p> <p>Green Building Practices: Introduction to green building concepts and certifications (e.g., LEED, Green Star), Energy efficiency, water conservation, and waste reduction in buildings, Innovations in sustainable building materials and technologies.</p> <p>Sustainable Urban Development: Sustainable urban planning and smart growth strategies, Mixed-use development and transit-oriented development (TOD), Case studies of sustainable urban real estate projects.</p>	30%
Module 3: Environmental Management and Real Estate Operations Week 9-12	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

<p>Environmental Management Systems (EMS): Introduction to Environmental Management Systems (EMS) in real estate, Developing and implementing EMS in real estate firms, Monitoring, reporting, and continuous improvement in environmental performance.</p> <p>Managing Environmental Risks: Identifying and managing environmental risks in real estate operations, Environmental liability, and due diligence in property transactions, Mitigating risks through sustainable property management practices.</p> <p>Corporate Social Responsibility (CSR) in Real Estate: The role of CSR in addressing environmental impacts, CSR strategies and initiatives in the real estate industry, Case studies of successful CSR programs in real estate companies.</p>	30%
<p>Module 4: Future Trends and Innovations in Environmental Real Estate Week 13-16</p>	
<p>Emerging Trends in Environmental Real Estate: Trends in sustainable real estate development and operations, the impact of climate change on real estate and built environments, Resilience planning, and disaster risk management in real estate.</p> <p>Technological Innovations: The role of technology in reducing the environmental impact of real estate, Smart buildings, and the Internet of Things (IoT) for environmental monitoring, Innovations in renewable energy integration, and sustainable infrastructure.</p> <p>Global Perspectives and the Future of Sustainable Real Estate: International trends and best practices in sustainable real estate, Future challenges and opportunities in minimizing environmental impacts, Visioning the future of the real estate industry with a focus on sustainability.</p>	20%
<p>Pedagogy for Course Delivery</p>	<p>: Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment</p>

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Sullivan, W. G., Wicks, E. M., and Koelling, C. P. (2015). Engineering Economy. 16th ed. Boston: Pearson.
- Kibert, C. J. (2016). Sustainable Construction: Green Building Design and Delivery. 4th ed. Hoboken, NJ: John Wiley & Sons.
- Frej, A. B. (ed.) (2005). Business and Real Estate: Sustainable Building and Property Management. Washington, DC: Urban Land Institute.
- Pearce, D. (2003). The Social and Economic Value of Construction: The Construction Industry's Contribution to Sustainable Development. London: Construction Industry Research and Information Association (CIRIA).
- Olgyay, V. (2015). Design with Climate: Bioclimatic Approach to Architectural Regionalism. Princeton, NJ: Princeton University Press.
- Yudelson, J. (2010). Greening Existing Buildings. New York: McGraw-Hill.
- Hughes, M. and Warren-Myers, G. (2017). The Environmental Impact of Real Estate. Journal of Property Investment & Finance, 35(4), pp. 393-413.
- Gouldson, A. and Murphy, J. (1998). Regulating the Environmental Impacts of Real Estate Development: From Process to Product. Land Use Policy, 15(3), pp. 135-148.

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

subject specific websites relating to information.

- Relevant materials to be uploaded on LMS for ease of access



Property Management

Course Title	:	Property Management
Course Code	:	BBA703
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	Property Management course is designed to equip students with the knowledge and skills necessary to manage residential, commercial, and industrial properties effectively. The course covers the fundamentals of property management, including tenant relations, property maintenance, financial management, and legal aspects. Students will learn how to enhance the value of properties, ensure compliance with regulations, and provide high-quality service to tenants and property owners. By the end of the course, students will be prepared to pursue careers in property management or related fields.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will gain a comprehensive understanding of the core functions of property management, including tenant relations, property maintenance, and financial management.2. Students will develop the skills necessary to manage property maintenance and operations efficiently, ensuring the long-term functionality and value of real estate assets.
--	---	--



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

	3. Students will learn to handle the financial aspects of property management, including budgeting, rent collection, and investment analysis, to maximize profitability and property value.
	4. Students will understand the legal and regulatory framework governing property management, ensuring compliance with relevant laws and mitigating potential legal risks.
	5. Students will be equipped to develop strategic management plans, manage risks, and adapt to emerging trends and technologies in the property management industry.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Property Management Week 1-4	
<p>Overview of Property Management: Definition and scope of property management. The role of property managers and the skills required. Types of properties (residential, commercial, industrial) and their unique management needs.</p> <p>Property Management Processes: The property management lifecycle, Key responsibilities of a property manager (tenant relations, maintenance, financial management), and the importance of customer service in property management.</p> <p>Tenant Relations and Leasing: Tenant selection and screening processes, Lease agreements and tenant rights, Conflict resolution and maintaining positive tenant relations.</p>	25%
Module 2: Property Maintenance and Operations Week 5-8	



<p>Property Maintenance Management: Routine and preventive maintenance strategies, managing property repairs and renovations, Working with contractors and vendors.</p> <p>Facility Management: Managing building systems (HVAC, electrical, plumbing), Safety, security, and emergency preparedness, Sustainable facility management practices.</p> <p>Technology in Property Management: The role of technology in property management (property management software, IoT), Data management and analytics for property performance, Innovations in smart building management.</p>	25%
Module 3: Financial Management in Property Management Week 9-12	



<p>Financial Aspects of Property Management: Budgeting and financial planning for properties, Rent collection, and cash flow management, Managing property expenses, and maximizing profitability.</p> <p>Property Valuation and Investment: Understanding property valuation methods, Investment analysis for real estate assets, and Strategies for enhancing property value.</p> <p>Legal and Regulatory Aspects: Overview of real estate laws and regulations, Compliance with landlord-tenant laws and fair housing regulations, Legal issues in property management (evictions, lease enforcement, liability).</p>		25%
Module 4: Strategic Property Management and Future Trends Week 13-16		
<p>Strategic Planning in Property Management: Developing long-term strategies for property management, Asset management vs. property management, Strategic partnerships and alliances in property management.</p> <p>Risk Management: Identifying and managing risks in property management, Insurance and risk transfer strategies, Disaster preparedness, and business continuity planning.</p> <p>Emerging Trends in Property Management: The impact of technology and innovation on property management, Trends in sustainable property management and green buildings, The future of property management in a changing real estate landscape.</p>		25%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment	End Term Examination
--	-----------------------------



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Components	Project / Home Assignment/	Class Test	Attendance	70
	Presentation			
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Kyle, R. C., and Baird, F. M. (2016). Property Management. 10th ed. Chicago: Dearborn Real Estate Education.
- Brown, R. (2012). Property Management: Risk and Insurance. London: Routledge.
- Kaganova, O. and Nayyar-Stone, R. (2000). Strategic Management of Municipal Real Estate: Building an Asset Management Framework for Public Sector Property Management. Urban Institute Research Paper. Washington, DC: Urban Institute.
- Simpson, J. R. (2016). Residential Property Management: Principles and Practices. 2nd ed. New York: Wiley.
- Fisher, J. D. and Martin, R. S. (2008). Income Property Appraisal and Analysis. 2nd ed. Dearborn, MI: Dearborn Real Estate Education.
- Harris, F. and McCaffer, R. (2013). Modern Construction Management. 7th ed. Chichester: Wiley-Blackwell.
- Roulac, S. E. (2004). Property Management and Real Estate Asset Management: The Key to Managing the Property Investment Life Cycle. New York: McGraw-Hill.
- Bon, R. (1997). Corporate Real Estate Management. New York: John Wiley & Sons.
- Brackertz, N. and Kenley, R. (2002). A Service Delivery Approach to Measuring Facility Performance in Local Government. Facilities, 20(3/4), pp. 127-135.
- Baum, A. and Crosby, N. (2008). Property Investment Appraisal. 3rd ed. Oxford: Blackwell Publishing.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Public Policy and Real Estate

Course Title	:	Public Policy and Real Estate
Course Code	:	BBA704
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	The Public Policy and Real Estate course aims to provide students with an in-depth understanding of the intersection between public policy and the real estate sector. It explores how government policies, regulations, and planning influence real estate markets, development, and investment. Students will analyse the role of public policy in shaping urban growth, housing markets, and infrastructure development while considering economic, social, and environmental impacts. By the end of the course, students will be able to critically evaluate public policies and their effects on the real estate industry.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Students will understand how public policy influences the real estate sector, including the roles of government and policy-making processes.2. Students will learn to analyse the impact of urban planning and land use policies on real estate development and propose strategies for sustainable urban growth.3. Students will develop the ability to evaluate housing policies, particularly those related to affordable housing, and assess their effectiveness in addressing housing challenges.
--	---	--



	4. Students will understand the interplay between infrastructure policy and real estate development, including the impact of transportation and public investment on property markets.
	5. Students will be equipped to anticipate and evaluate future trends in public policy and their potential effects on the real estate industry, including emerging challenges and opportunities.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Public Policy and Real Estate Weightage: 20%	
<p>Understanding Public Policy: Definition and components of public policy, the policy-making process and key stakeholders, and an overview of public policy areas affecting real estate (housing, land use, taxation).</p> <p>Public Policy and Real Estate Markets: The relationship between public policy and real estate markets, influences of the policies on supply and demand in real estate, Case studies of public policies that have impacted real estate markets.</p> <p>The Role of Government in Real Estate: Government roles at local, state, and national levels, public sector involvement in real estate development, and the impact of government incentives and subsidies on real estate.</p>	20%
Module 2: Urban Planning and Land Use Policies	
<p>Urban Planning Frameworks: Introduction to urban planning and its objectives, The role of zoning laws and land use regulations in shaping cities, Planning tools and techniques used by governments.</p> <p>Land Use and Real Estate Development: How land use policies affect real estate development, The impact of zoning, density regulations, and land allocation, Case studies of land use policies and their effects on urban growth.</p> <p>Smart Growth and Sustainable Development: Principles of smart growth and sustainable urban development, The role of public policy in promoting sustainability in real estate, Strategies for balancing growth with environmental conservation.</p>	25%



Module 3: Housing Policy and Affordable Housing		
<p>Housing Policy Objectives and Challenges: Overview of housing policies and their goals (affordability, accessibility, quality), Key challenges in housing policy (affordable housing, homelessness, gentrification), and Government interventions in housing markets.</p> <p>Affordable Housing Strategies: Policies and programs for promoting affordable housing, The role of public-private partnerships in affordable housing development, and Case studies of successful affordable housing initiatives.</p> <p>Housing Finance and Subsidies: Government housing finance mechanisms (loans, grants, tax incentives), The impact of subsidies and rent controls on the housing market, Analysis of housing finance policies and their effectiveness.</p>		25%
Module 4: Infrastructure Policy and Real Estate Development		
<p>Infrastructure and Real Estate: The role of infrastructure in real estate development, How infrastructure policies influence property values and development patterns, Public investment in infrastructure and its impact on the real estate sector.</p> <p>Transportation and Real Estate: The relationship between transportation policy and real estate, Transit-oriented development (TOD) and its benefits, Case studies of transportation projects and their effects on real estate.</p> <p>Future Trends in Public Policy and Real Estate: Emerging trends in public policy (smart cities, green infrastructure), The future of public-private partnerships in real estate, the role of policy in addressing future challenges in real estate (climate change, urbanization).</p>		30%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):



Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	45
Tutorial Contact	15
Self-Work	45
Field Work	00
Assessment	15
Total Session	120

Text & References:

- Adams, D. and Tiesdell, S. (2012). Shaping Places: Urban Planning, Design and Development. London: Routledge.
- Fainstein, S. S. (2010). The Just City. Ithaca, NY: Cornell University Press.
- Levy, J. M. (2016). Contemporary Urban Planning. 11th ed. New York: Routledge.
- Healey, P. (2007). Urban Complexity and Spatial Strategies: Towards a Relational Planning for Our Times. London: Routledge.
- Glaeser, E. L. (2011). Triumph of the City: How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier, and Happier. New York: Penguin Press.
- Ball, M., Lizieri, C., and MacGregor, B. D. (2012). The Economics of Commercial Property Markets. London: Routledge.
- Bramley, G., and Watkins, D. (2014). Housebuilding, Planning and Community Action: The Production and Negotiation of the Built Environment. London: Routledge.
- Cheshire, P. and Sheppard, S. (2004). Introduction to Real Estate Economics. Oxford: Blackwell Publishing.
- Needham, B. (2006). Planning, Law and Economics: The Rules We Make for Using Land. London: Routledge.
- Urban Land Institute (2011). Land Use in a Nutshell. Washington, DC: Urban Land Institute.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Research Methodology

Course Title	:	Research Methodology
Course Code	:	BBA705
Credit Units	:	4

L	T	P	Total Credits
4	0	0	4

Course Objective	:	The Research Methodology course aims to equip BBA students with the essential knowledge and skills to conduct systematic and rigorous research in business and management. By the end of the course, students will be able to formulate research problems, design research studies, collect and analyse data using appropriate methods, and effectively present their findings. The course emphasizes both theoretical understanding and practical application, preparing students to undertake research projects and make informed decisions based on empirical evidence in their professional careers.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Identify and formulate research problems by understanding the key concepts and principles of research methodology.
		2. Design and implement appropriate research strategies, including selecting suitable research designs and sampling techniques for various business scenarios.
		3. Collect, process, and analyse data using both qualitative and quantitative methods, employing statistical tools to derive meaningful insights.
		4. Critically evaluate and interpret research findings to draw valid conclusions and make data-driven decisions in business contexts.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

5. Prepare and present comprehensive research reports, adhering to ethical standards, and effectively communicate research outcomes to diverse audiences.

Course Content / Syllabus:

Modules	Weightage (%)
Module 1: Introduction to Research Methodology	
Understanding Research: Definition, Objectives, Characteristics, Importance Types of Research: Basic vs. Applied Research, Quantitative vs. Qualitative Research Research Process: Steps in the Research Process Research Problem: Identification, Selection, and Formulation Hypothesis Formulation: Definitions, Types, Testing Literature Review: Importance, Process, and Documentation.	20%
Module 2: Research Design and Sampling	
Research Design: Definition, Importance, Types (Exploratory, Descriptive, Causal) Sampling Design: Concepts of Population and Sample Sampling Techniques: Probability Sampling (Simple Random, Stratified, Cluster) and Non-Probability Sampling (Convenience, Judgmental, Snowball) Sample Size Determination: Factors Affecting Sample Size, Calculations Data Collection Methods: Primary vs. Secondary Data, Methods of Data Collection (Surveys, Interviews, Observations)	25%
Module 3: Data Collection and Analysis	
Measurement and Scaling Techniques: Nominal, Ordinal, Interval, and Ratio Scales; Likert Scale Questionnaire Design: Principles, Types of Questions, Pre-testing Data Processing: Editing, Coding, Data Entry Descriptive Statistics: Measures of Central Tendency (Mean, Median, Mode), Measures of Dispersion (Range, Variance, Standard Deviation) Inferential Statistics: Hypothesis Testing, t-test, Chi-square test, ANOVA Correlation and Regression Analysis: Simple and Multiple Regression	25%
Module 4: Report Writing and Presentation	



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Research Report Writing: Structure and Components of Research Report (Introduction, Methodology, Results, Discussion, Conclusion) Referencing and Citation Styles: Harvard, APA, MLA, Chicago etc. Ethical Considerations in Research: Plagiarism, Data Fabrication, Informed Consent Oral Presentation of Research: Preparation, Structure, Delivery Techniques Use of Software in Research: SPSS, Excel, and other relevant tools		30%
Pedagogy for Course Delivery	:	Classroom Lectures, Practical & Hands on Implementation & Experience, Industry interaction, Self-work, Assignment

Assessment / Examination Scheme:

Theory Lecture / Tutorial Marks	Lab / Practical / Studio Marks
100	NA

Theory Assessment (Lecture & Tutorial):

Continuous Assessment / Internal Assessment				End Term Examination
Components	Project / Home Assignment/ Presentation	Class Test	Attendance	70
Marks	10	15	5	

Notional Hours:

Lecture Contact	15
Tutorial Contact	45
Self-Work	45
Field Work	00
Assessment	15
Total Session	120



Text & References:

- "Research Methodology: Methods and Techniques" by C.R. Kothari & Gaurav Garg
- "Business Research Methods" by Donald R. Cooper & Pamela S. Schindler
- "Research Methods for Business: A Skill Building Approach" by Uma Sekaran & Roger Bougie
- Journal of Business Research
- Academy of Management Journal
- International Journal of Research in Marketing

Any Other Study Material:

- Lecture handouts, notes, newspaper articles of interest and relevance, important subject specific websites relating to information.
- Relevant materials to be uploaded on LMS for ease of access



Capstone Project - I (NTCC)

Course Title	:	Capstone Project -I (NTCC) : Literature Review
Course Code	:	BBA706
Credit Units	:	4

Course Objective	:	The objective is for students to integrate theory and practice from courses into an organizational context. This opportunity to observe, participate, and perform independently in a supportive environment would be especially useful for students without previous experience in the relevant profession. This approach integrates education with the workplace, providing students with a range of experiences and skills related to the industry. It would also help the students to decide their area of specialization or career path.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Demonstrate a professional understanding of various processes in built environment projects.
		2. Assess the industrial practices to solve real world problems.
		3. Improve necessary skills to address issues related to the Built Environment.
		4. Develop communication and interpersonal skills.

Assessment / Examination Scheme:

Continuous Internal Assessment (CIA) Marks	Final Assessment (Viva-Voce) Marks
50	50



The breakup (components and their weightage) of Continuous Internal Assessment shall be as under:

S. No.	Activity	Marks (CIA: 50)
1	Synopsis Approval	10
2	Weekly Progress Reports (No of WPRs submitted) (Satisfactory WPRs)	10
3	Progress Reviews	10
4	Final Report	20

For a viva voce worth 50 marks focused on the Introduction and Literature Review chapters of a Capstone Project, the following distribution of marks are used:

1. Understanding of Research Problem (Introduction) - 15 marks

- Clarity in defining the research problem or question.
- Relevance and significance of the research problem.
- Explanation of the research objectives and scope.

2. Review of Relevant Literature (Literature Review) - 20 marks

- Comprehensive coverage of relevant literature.
- Critical analysis of existing research.
- Identification of gaps in the literature and how the project addresses them.
- Correct citation and referencing.

3. Connection Between Introduction and Literature Review - 10 marks

- Logical flow between the introduction and the literature review.
- How well the literature review supports the research problem and objectives.
- Clear articulation of how the literature informs the research direction.

4. Responses to Questions - 5 marks

- Ability to answer questions related to the introduction and literature review.
- Clarity and depth in responses.
- Demonstration of thorough understanding and reasoning.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265
Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

Semester – VIII



Real Estate Case Analysis (NTCC)

Course Title	:	Real Estate Case Analysis (NTCC)
Course Code	:	BBA801
Credit Units	:	4

Course Objective	:	The objective of the Real Estate Case Analysis course is to provide students with hands-on experience in critically analysing real estate transactions, projects, and market trends through case studies. This course aims to develop problem-solving skills by exposing students to real-world scenarios where they will assess risks, evaluate financials, and explore strategic decision-making processes. Students will gain insights into the complexities of the real estate sector and sharpen their ability to make informed recommendations. The course fosters analytical thinking, teamwork, and the practical application of theoretical knowledge in real estate management.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Demonstrate the ability to assess and evaluate complex real estate projects and transactions through in-depth case studies.
		2. Utilize analytical tools and frameworks to make informed decisions and strategic recommendations for real estate investments and developments.
		3. Analyse financial statements, market trends, and risk factors to determine the viability and profitability of real estate projects.
		4. Integrate concepts from finance, economics, law, and real estate management to solve real-world challenges in the property sector.



5. Work effectively in teams to discuss, present, and defend case analysis outcomes, while articulating complex ideas and solutions clearly.

Assessment / Examination Scheme:

Continuous Internal Assessment (CIA) Marks	Viva-Voce Marks
50	50

The breakup (components and their weightage) of Continuous Internal Assessment shall be as under:

S. No.	Activity	Marks (CIA: 50 marks)
1	Synopsis Approval	10
2	Weekly Progress Reports (No of WPRs submitted) (Satisfactory WPRs)	10
3	Progress Reviews	10
4	Final Report	20

The 50-mark viva voce for the subject "Real Estate Case Analysis":

1. **Understanding of Case Study (15 Marks)**
 - Depth of understanding the problem statement and case context.
 - Ability to identify key issues and challenges.
2. **Application of Theoretical Concepts (10 Marks)**
 - Use of relevant theories, models, or frameworks to analyse the case.
 - Integration of academic knowledge with practical case analysis.
3. **Problem-Solving and Recommendations (10 Marks)**
 - Quality and feasibility of proposed solutions or recommendations.
 - Creativity and innovation in addressing the case issues.
4. **Critical Thinking and Analysis (5 Marks)**
 - Ability to critically assess the situation, including pros and cons of different approaches.
 - Consideration of different perspectives in the analysis.
5. **Communication Skills (5 Marks)**
 - Clarity and coherence in explaining thoughts.
 - Confidence and fluency in delivering responses.
6. **Response to Questions (5 Marks)**
 - Ability to answer follow-up questions.
 - Demonstration of deep knowledge and logical reasoning.



Global Real Estate Markets (NTCC)

Course Title	:	Global Real Estate Markets (NTCC)
Course Code	:	BBA802
Credit Units	:	4

Course Objective	:	The course Global Real Estate Markets aims to provide students with an in-depth understanding of international real estate trends, investment strategies, and market dynamics across different regions. It explores the economic, political, and regulatory factors that influence real estate markets globally. Through comparative analysis and case studies, students will develop the skills to evaluate cross-border real estate investments and understand the risks and opportunities in various global markets. The course fosters a global perspective on property management and investment decision-making.
-------------------------	---	--

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	<ol style="list-style-type: none">1. Analyse the key economic, political, and cultural factors that influence real estate markets across different regions of the world.2. Assess international real estate investments by understanding currency risks, market regulations, and strategic investment criteria.3. Conduct comparative analyses of real estate markets in different countries, identifying trends, challenges, and opportunities in both developed and emerging markets.4. Interpret current global property trends and their potential impact on investment strategies, portfolio management, and property development.5. Formulate effective investment and management strategies for real estate assets in diverse global contexts, considering regional market characteristics and risks.
--	---	--



Assessment / Examination Scheme:

Continuous Internal Assessment (CIA) Marks	Viva-Voce Marks
50	50

The breakup (components and their weightage) of Continuous Internal Assessment shall be as under:

S. No.	Activity	Marks (CIA: 50 marks)
1	Synopsis Approval	10
2	Weekly Progress Reports (No of WPRs submitted) (Satisfactory WPRs)	10
3	Progress Reviews	10
4	Final Report	20

The 50-mark viva voce for the course Global Real Estate Markets:

- 1. Understanding of Global Real Estate Concepts (15 Marks)**
 - Comprehension of key global real estate market trends, dynamics, and concepts.
 - Ability to explain regional differences and similarities in global markets.
- 2. Application of Theoretical and Market Knowledge (10 Marks)**
 - Application of theories, models, or frameworks relevant to global real estate markets.
 - Integration of current market data and examples in the analysis.
- 3. Analysis of Global Market Case Study (10 Marks)**
 - Ability to critically analyse a specific global market scenario or case study.
 - Quality and relevance of insights and conclusions drawn from the analysis.
- 4. Critical Thinking on Global Market Challenges (5 Marks)**
 - Assessment of challenges such as market volatility, regulatory differences, and economic impacts on global real estate.
 - Consideration of macroeconomic factors and their influence on global real estate markets.
- 5. Communication Skills (5 Marks)**
 - Clarity and effectiveness in presenting thoughts.
 - Professionalism and engagement in responses.
- 6. Response to Questions (5 Marks)**
 - Ability to answer probing questions with confidence and depth.
 - Demonstration of global awareness and critical analysis.



Housing and Community Development (NTCC)

Course Title	:	Housing and Community Development (NTCC)
Course Code	:	BBA803
Credit Units	:	4

Course Objective	:	The Housing and Community Development course aims to equip students with a comprehensive understanding of housing policies, urban development strategies, and community planning initiatives. The course emphasizes sustainable and equitable housing solutions while exploring the social, economic, and environmental impacts of housing development. Through case studies and real-world applications, students will learn how to create inclusive communities, analyse housing needs, and design strategies that address the challenges of affordable housing and urban growth.
-------------------------	---	---

Pre-requisites	:	Nil
-----------------------	---	-----

Student Learning Outcomes (SLO)	:	1. Analyse local, national, and international housing policies and their impact on community development and urban planning.
		2. Assess housing needs across diverse populations and develop strategies for affordable and sustainable housing in both urban and rural settings.
		3. Design and propose community development plans that integrate housing, infrastructure, and social amenities to create inclusive and vibrant neighbourhoods.
		4. Evaluate the social, economic, and environmental factors that influence housing development and their effects on communities.



5. Formulate housing strategies that incorporate sustainable practices, address environmental challenges, and promote long-term community resilience.

Assessment / Examination Scheme:

Continuous Internal Assessment (CIA) Marks	Viva-Voce Marks
50	50

The breakup (components and their weightage) of Continuous Internal Assessment shall be as under:

S. No.	Activity	Marks (CIA: 50 marks)
1	Synopsis Approval	10
2	Weekly Progress Reports (No of WPRs submitted) (Satisfactory WPRs)	10
3	Progress Reviews	10
4	Final Report	20

The 50-mark viva voce for the course Housing and Community Development:

- 1. Understanding of Housing and Community Development Concepts (15 Marks)**
 - Comprehension of key concepts, theories, and frameworks related to housing and community development.
 - Awareness of the historical and socio-economic factors influencing housing policies and community development.
- 2. Application of Theoretical Knowledge (10 Marks)**
 - Application of relevant theories to analyse housing and community development issues.
 - Integration of real-world examples and case studies in the discussion.
- 3. Analysis of Housing Policies and Community Initiatives (10 Marks)**
 - Ability to critically evaluate housing policies and their impact on community development.
 - Assessment of the effectiveness of various community development initiatives.
- 4. Critical Thinking on Social and Economic Impacts (5 Marks)**
 - Analysis of the social and economic impacts of housing projects and community development programs.
 - Consideration of equity, inclusiveness, and sustainability in the analysis.
- 5. Communication Skills (5 Marks)**
 - Clarity and structure in presenting ideas.



MK UNIVERSITY

Campus: Deesa -Highway, Opp. Hngu, Matarvadi Part, Gujrat-384265

Established by the Gujarat Govt. Recognized by UGC under Section 2(f) of UGC Act, 1956

- Ability to articulate and justify opinions convincingly.

6. Response to Questions (5 Marks)

- Ability to handle challenging questions with well-reasoned arguments.
- Demonstration of a deep understanding of the subject matter.



Capstone Project - II (NTCC)

Course Title	:	Capstone Project - II (NTCC) : Methodology, Data Collection Result & Discussion and Conclusion
Course Code	:	BBA804
Credit Units	:	12

Course Objective	:	The objective is for students to integrate theory and practice from courses into an organizational context. This opportunity to observe, participate, and perform independently in a supportive environment would be especially useful for students without previous experience in the relevant profession. This approach integrates education with the workplace, providing students with a range of experiences and skills related to the industry. It would also help the students to decide their area of specialization or career path.
-------------------------	---	--

Pre-requisites	:	Capstone Project - I
-----------------------	---	----------------------

Student Learning Outcomes (SLO)	:	1. Demonstrate a professional understanding of various processes in built environment projects.
		2. Assess the industrial practices to solve real-world problems.
		3. Improve necessary skills to address issues related to the Built Environment.
		4. Develop communication and interpersonal skills.

Assessment / Examination Scheme:

Continuous Internal Assessment (CIA) Marks	Viva-Voce Marks
200	100



The breakup (components and their weightage) of Continuous Internal Assessment shall be as under:

S. No.	Activity	Marks (CIA: 100 Marks)
1	Synopsis Approval	20
2	Weekly Progress Reports (No of WPRs submitted) (Satisfactory WPRs)	20
3	Progress Reviews	20
4	Final Report	40

For a Capstone Project viva voce worth 100 marks, a balanced distribution can be as follows:

1. Presentation Skills (20 marks)

- Clarity of communication and presentation.
- Effective use of visual aids (slides, charts, etc.).
- Ability to engage the audience.

2. Understanding of the Project (30 marks)

- Depth of knowledge about the project topic.
- Ability to explain the methodology and tools used.
- Clear articulation of the project's objectives and scope.

3. Analysis and Interpretation (20 marks)

- Ability to analyse the data or results.
- Interpretation of findings in the context of the project objectives.
- Justification of decisions made during the project.

4. Problem-Solving and Critical Thinking (15 marks)

- Demonstration of problem-solving skills.
- Critical analysis of challenges encountered during the project.
- Innovative approaches or solutions proposed.

5. Responses to Questions (15 marks)

- Ability to answer questions posed by the examiners.
- Clarity and confidence in responses.
- Demonstration of comprehensive understanding and reasoning.