



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor in Business Administration (Honours) - V Semester- Modifications to Course Code, Course Outcomes, Course Content , Mode of Assessment , Syllabus Addition - Approved - Orders Issued.

ACADEMIC A 17 SECTION

No. 8260/AC A 17/2026/MGU

Priyadarsini Hills, Dated: 15.09.2026

Read:- 1. U.O.No.5564/AC A 17/2026/MGU, dated: 02.06.2026

2. Minutes of the meeting of the Board of Studies in Management Studies (UG&PG), held on 19.08.2026
3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 14.09.2026

ORDER

The syllabus of the V Semester Bachelor in Business Administration (Honours) (MGU-BBA(Honours)) Programme was approved vide paper read as (1) above and published on the website of the University.

The Board of Studies in Management Studies (UG & PG) deliberated on the modification of the course codes of the CC, DSE, and SEC type courses, the course outcomes and textbook references of MG5CCRBBA300: Strategic Management, the course content of MG5CCRBBA301: Logistics and Supply Chain Management, the course type of MG5SECBBA300: Design Thinking and Innovation, and the mode of assessment, including the question-paper pattern for the End Semester Evaluation (ESE), of the CC, DSE, and SEC type courses in the Fifth Semester syllabus of the MGU-BBA (Honours) programme. The Board of Studies also discussed the need to include the detailed syllabus of the Internship (MG5SECBBA302) in the Fifth Semester syllabus, along with the format for the Major Project Report, which forms part of the Sixth Semester but initiated in the Fifth Semester. The Board further proposed the need to correct the term “End Semester Assessment (ESA)” to “End Semester Evaluation (ESE)” wherever it appears in the courses concerned and submitted the following recommendations vide paper read as (2) above. (Recommendations are attached as Annexure)

Considering the urgency of the matter, sanction has been accorded by the Vice-Chancellor, in exercise of the powers of the Academic Council vested in him under Section 10(17), Chapter III of

the Mahatma Gandhi University Act, 1985, vide the paper read as (3) above, for approving the above-mentioned recommendations. Hence, the syllabus of the V Semester MGU-BBA(Honours) programme stands modified to this extent.

Orders are issued accordingly.

JOB I E C

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

Copy To

1. PS TO VC
2. PA to Registrar/CE
3. Chairperson, Board of Studies, Management Studies (UG & PG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. Tabulation/Academic Sections concerned
6. JR/DR/AR (Exam)
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Stock File/File Copy

File No. 75353/AC A17-1/2026/AC A17

Forwarded / By Order

Section Officer

Annexure

Course Code Modifications

Semester V			
Course	Existing Course Code	Modified Course Code	Page No
Strategic Management (Business Administration)	MG5BBACCR300	MG5CCRBBA300	3,6
Logistics and Supply Chain Management (Business Administration)	MG5BBACCR301	MG5CCRBBA301	3,10
Discipline Specific Electives - I (Business Administration)			3
Discipline Specific Electives - II (Business Administration)			3
Design Thinking and Innovation (Practical)	MG5SECBBA300	No change	3,15
AI for Business (Business Administration)	MG5BBASEC301	MG5SECBBA301	3,20
Internship (Business Administration)	MG5BBAS EC302	MG5SECBBA302	3
Semester VI			
Course	Course Code (Added)		
Event Management	MG6CCRBBA300		3
Introduction to GST (Business Administration)	MG6CCRBBA301		
Project Management (Business Administration)	MG6CCRBBA302		
Discipline Specific Electives - III (Business Administration)			
Discipline Specific Electives - IV (Business Administration)			
Major Project [Initiated in 5th Semester] (Business Administration)	MG6SECBBA300		

Specialisation:

Specialisation	Course Name	Existing Course Code	Modified Course Code	Page No
Finance	Banking and Insurance	MG5BBADSE300	MG5DSEBBA300	3,24

Marketing	Consumer Behaviour	MG5BBADSE301	MG5DSEBBA301	3,30
Human Resource Management	Change Management and Organisational Development	MG5BBADSE302	MG5DSEBBA302	3,37
Supply Chain Management	Inventory Management	MG5BBADSE303	MG5DSEBBA303	3,43
Business Analytics	Data Analysis Using R	MG5BBADSE304	MG5DSEBBA304	3,48
International Business	EXIM Policy and Documentation	MG5BBADSE305	MG5DSEBBA305	3,52

Semester V

Course Name: Strategic Management

Course Code: MG5CCRBBA300

COURSE OUTCOMES (CO)(Modified)

	Expected Course Outcome		Page No.
Co No	Existing	Modified	
3	To familiarize strategic analysis tools and frameworks.	To familiarise with strategic analysis tools and frameworks, formulate and implement business strategies.	6
4	Deleted		

References added

Text Books (Latest Editions)		
1	David, Fred (2007), <i>Strategic Management: Concepts and Cases</i> , 11th Edition, Prentice Hall.	Page No 8
2	Hunger, J. David and Wheelen, Thomas L. (2011), <i>Essentials of Strategic Management</i> , 13th Edition, Prentice Hall.	
3	Hill, Charles W. L. and Gareth R Jones (2012). <i>Strategic Management: An Integrated Approach</i> , Cengage Learning	
4	Kazmi, Azhar (2008). <i>Strategic Management and Business Policy</i> (3/e), Tata McGraw Hill	
5	Parnell, John A., (2013). <i>Strategic Management: Theory and Practice</i> , SAGE Publications.	
6	Thompson, Jr.,A.A., Peteraf, M.A., Gamble, J.E., and Strickland III, A. J. (2018). <i>Crafting and executing strategy-The quest for competitive advantage: Concepts and cases</i> , 20th Edition. McGraw-	

Hill, New York, NY. (TPGS)	
Additional Readings:	
• Fred R. David (1993). <i>Strategic Management</i> , Macmillan, New York.	
• John A. Pearce II and Richard D. Robins (1988). <i>Strategic Management</i> , All India Traveller Bookseller, New Delhi.	
• Michael Porter (1998). <i>Competitive Strategy</i> , The Free Press, New York.	
• Porter, M.E. (1980). <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i> . The Free Press, New York. (PM)	
• Wheelen, Thomas L. and J. David Hunger (2012). <i>Strategic Management and Business Policy: Towards Global Sustainability</i> , Prentice Hall.	

Mode of Assessment:

B. End Semester Evaluation (ESE) - Maximum Marks: 50 (Modified)

Sl No	Component	Activity	Max. Marks	
1	Written Examination 1.5 hour	Part A Short answer (four to five sentences) of 3 Marks A Choice between two options for each question. Answer five short answer questions, one from each pair (1a or 1b, 2a or 2b, 3a or 3b, 4a or 4b, 5a or 5b). Part B: Long Essay of 10 Marks A Choice between two options for each question. Answer two short essay questions, one from each pair (6a or 6b, 7a or 7b). Part C: Compulsory Case Study Analysis of 15 Marks	5*3=15 2*10=20 1*15=15	Page No 9
	Total Marks		50	

Course Name: Logistics And Supply Chain Management

Course Code: MG5CCRBBA301

Course Content (Modified)

Content for Classroom transactions (Units)

Module		Course description	Hrs	Co No.	
1 Introduction to Supply Chain Management			20 Hrs		
1.1	No Change		3	No Change	Pages 11-13
1.2	Logistics Management- Importance of Logistic Management-Understanding the concept of 1PL, 2PL, 3PL, 4PL and 5PL, reverse logistics, logistics vs SCM, global logistics- basic concepts. Principles of warehouse design, types of warehouses, ware house decisions. Role of Transportation in supply chain, modes of transportation and its choices.		3	CO1	
1.3	Introduction to Supply Chain Network Design- Meaning of Supply Chain Network, Meaning of Network Design, definition of Supply Chain -Network Design, Importance, Objectives of network design, Scope, Role in Supply Chain Strategy, drivers of supply chain.		2	CO1	
1.4	Importance of network design, Factors Affecting Network Design- qualitative and quantitative factors, ware houses in network design, manufacturing network, Optimization in Network Design, Organizational Challenges.		2	CO1	
1.5	Practicum: Supply Chain Mapping Exercise (of a selected company showing suppliers, manufacturers, distributors, retailers, and customers.), Case Analysis on Supply Chain Drivers, Supply Chain Metrics Study (Identify and compare key supply chain metrics such as lead time, fill rate, inventory turnover, and order cycle time for different industries.), Network Design Simulation (Design a basic distribution network for a product considering warehouse location, transportation routes, and customer coverage.), E-Business Supply Chain Review, Global Supply Chain Case Discussion or any other similar practicum activities, AND case study analysis		10	CO1	
2: Sourcing, Pricing and Supply Chain Coordination			20 Hrs		
2.1	Sourcing and Pricing Strategies-Sourcing Policies and Procedures -Procurement categories Raw Materials, Components, Semi-Finished Products, Finished Products, MRO items, Product support Items, Services Capital		3	CO2	

	Equipment.			
2.2	Pricing management and pricing models, Revenue management and cost-efficiency in supply chains, Ecommerce dynamics in sourcing and pricing. Supplier selection, vendor management.	3	CO2	
2.3	Demand and Supply Coordination: Demand forecasting concepts and technique, Aggregate, planning strategies, Sales and Operations Planning (S&OP), Coordination mechanisms across the supply chain, Balancing demand and supply efficiently.	4	CO2	
2.4	<i>Practicum</i> Vendor Selection Exercise (Evaluate suppliers using criteria such as cost, quality, reliability, and delivery performance.), Sourcing Strategy Comparison activity, Pricing Models/ Strategy Analysis, Demand Forecasting Activity, Aggregate Planning Exercise (Develop an aggregate production and inventory plan for a manufacturing or retail business.), Sales and Operations Planning (S&OP) Simulations, or any other similar practicum activities, AND case study analysis.	10	CO2	
3: Integrated Supply Chain Planning and Applications 20 Hrs				
3.1	No Change	5	CO3	
3.2	No Change	5	CO3	
3.3	Practicum: No Change	No Change	CO3	

B. End Semester Evaluation (ESE) - Maximum Marks: 50 (Modified)

Sl No	Component	Activity	Max. Marks	
1	Written Examination 1.5 hour	Part A Short answer (four to five sentences) of 3 Marks A Choice between two options for each question. Answer five short answer questions, one from each pair (1a or 1b, 2a or 2b, 3a or 3b, 4a or 4b, 5a or 5b).	5*3=15	Page No 14

Note: REPORT FORMAT:	Marks	Page No 18
Problem Identification & Empathy	1	
Ideation & Concept Development	2	
Prototype Development	2	
Testing, Feedback & Reflection	10	
Total	15 Marks	

Sl No	Component	Activity	Max. Marks	
1	Practical Examination	Report presentation and Viva Voce Exam Report 15 marks Presentation 15 mark Viva 5 mark	35	Page No 19
Total Marks			35	

A. Continuous Comprehensive Assessment (CCA) - Maximum Marks: 15

Sl. No	Component	Activity	Max. Marks	
1	Exam	CO based exams/Quiz	10	Page No 22
2	Practical Activities & Participation	Based on practical component	5	
Total Marks			15	

B. End Semester Evaluation (ESE) - Maximum Marks: 35

Sl. No	Component	Activity	Max. Marks	
1	Written Examination 1 hr	Part A: Multiple choice question Answer all Questions Part B: Compulsory Case Study	1*20=20 1*15=15	Page 23
Total Marks			35	

Course Name: Consumer Behaviour

Course Code: MG5DSEBBA301

Typographic Error Correction

Existing Semester No	Corrected Semester No	Page No
2	5	30

Syllabus Addition

Course Name: Internship

Course Code: MG5SECBBA302



Mahatma Gandhi University
Kottayam

Programme	Bachelor in Business Administration (Honours)					
Course Name	Internship (Business Administration)					
Type of course	SEC					
Course Code	MG5SECBBA302					
Course Level	NA					
Course Summary	The Internship Capstone Course provides students with an opportunity to gain practical work experience in a real organisation while applying the knowledge they have learned during their academic programme. As part of the internship, students will carry out an action research project to study and solve a real workplace problem. The course helps students apply classroom concepts to practical situations, improve their problem-solving and critical thinking abilities, and develop effective communication and professional skills. It also connects academic learning with industry experience, preparing students for successful careers in their chosen fields.					
Semester	5	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
						240
Pre-requisites						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO
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1	Analyse workplace practices and task requirements to identify issues, interpret patterns, and propose logical, evidence-based improvements.	An	1,2,3,6,7,8,10
2	Carry out assigned professional tasks using appropriate tools, methods, or procedures, demonstrating accuracy, efficiency, and responsible work practices.	S	1,2,3,4,5,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Instructions for Internship:

Step 1: Orientation Session

The internship orientation session introduces students to the internship/capstone programme. It explains the objectives, expectations, roles, responsibilities, assessment process, and workplace ethics. The session helps students understand how to apply their academic knowledge in a real work environment.

Step 2: Identify an Internship

Students identify an internship that matches their academic background and career goals. They may search through online job portals, company websites, professional networks, career fairs, or faculty recommendations to find suitable opportunities that provide relevant practical experience.

Step 3: Internship Agreement

Before the internship begins, the Student, Industry Mentor, and Internship Coordinator complete and sign the Internship Agreement Form. This form outlines the internship objectives, duration, roles, responsibilities, and expected learning outcomes.

Step 4: Start of the Internship

The internship is conducted over the approved duration to complete 240 hours of training. The work schedule is decided by the internship mentor. Students perform assigned tasks, gain practical experience, participate in regular progress reviews, and receive continuous guidance throughout the internship. This helps them develop professional skills while balancing their academic commitments.

Step 5: Submission of the Internship Report

At the end of the internship, students prepare and submit a report describing the organisation, the work completed, the skills acquired, the learning outcomes, and their overall internship experience, as per the institution's guidelines.

ASSESSMENT

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

Sl. No	Component	Activity	Max. Marks
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1	Internship Proposal & Organization Approval	Relevance of organization, objectives, and timely submission of approval documents.	10
2	Faculty Monitoring & Progress Review	Participation in review meetings, progress updates, punctual submission of weekly reports, and responsiveness to feedback.	10
3	Internship Diary / Log Book	Relevance of organization, objectives, and timely submission of approval documents.	10
Total Marks			30
(2 may be done in such a way that at least one activity is given to measure each CO)			

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

Sl. No	Component	Activity	Max. Marks
1	Practical Examination	Internship Report Evaluation (35 marks)	35
		Presentation (25 marks) and Viva (10 marks)	35
Total Marks			70

**Annexure I
Format for Internship Report**

The Internship Report shall be prepared in the following order and in accordance with the prescribed chapter scheme and formatting requirements.

A. PRELIMINARY PAGES

Section	Essential Requirement
1. Cover Page	Title of the internship report; student name and register number; programme; department; institution; host organisation; internship period; and month and year of submission.
2. Bonafide Certificate	Certificate issued by the College in the prescribed format.

Section	Essential Requirement
3. Internship Completion Certificate	Certificate issued by the host organisation confirming successful completion of the internship.
4. Declaration	Student's declaration confirming that the report is based on the internship undertaken and is an original submission.
5. Acknowledgement	Brief acknowledgement of the host organisation, organisational supervisor, Principal/HOD, faculty guide and others who supported the internship.
6. Executive Summary	Optional; maximum one page. It may briefly state the organisation, duration, major responsibilities and key learning outcomes.
7. Table of Contents	Chapter titles, subheadings and corresponding page numbers.
8. List of Tables	To be included where applicable, with table number, title and page number.
9. List of Figures	To be included where applicable, with figure number, title and page number.
10. List of Abbreviations	To be included where abbreviations are used in the report.

B. REPORT STRUCTURE

Part	Minimum Contents
CHAPTER ONE: INTRODUCTION	Background of the internship; objectives; scope and significance; duration and nature of work; and limitations.
CHAPTER TWO: ORGANISATIONAL PROFILE	Overview of the organisation; vision, mission and objectives; organisational structure; products/services; departments and functions; and industry profile.
CHAPTER THREE: INTERNSHIP ROLE AND RESPONSIBILITIES	Internship plan and schedule; department assigned; nature of tasks performed; and tools, software or techniques used.
CHAPTER FOUR: LEARNING EXPERIENCE AND OUTCOMES	Skills and knowledge acquired; application of academic learning; challenges and solutions; learning outcomes; and suggestions or recommendations.

Part	Minimum Contents
CONCLUSION	Concise reflection on the overall internship experience, achievement of objectives and major learning.
REFERENCES	List all sources cited in the report using the referencing style prescribed by the Department.
ANNEXURES	Include relevant supporting material such as the internship schedule, samples of work, photographs, forms, certificates or other authorised documents.

C. GENERAL FORMATTING REQUIREMENTS

Item	Requirement
Paper size and orientation	A4; portrait
Font	Cambria
Chapter title	16 pt, bold and uppercase
Main heading	14 pt, bold
Subheading	12 pt, bold
Body text	12 pt, regular
Line spacing	1.5
Text alignment	Justified
Margins	Left: 1.5 inches; Right: 1 inch; Top: 1 inch; Bottom: 1 inch
Preliminary-page numbering	Lower-case Roman numerals (i, ii, iii ...)
Main-chapter numbering	Arabic numerals (1, 2, 3 ...)

D. PRINTING AND BINDING

- The report shall be printed on one side of the paper only.
- Black ink is preferred; colour printing may be used for photographs or essential illustrations.
- The report may be spiral-bound or hard-bound as prescribed by the Department.

E. REFERENCING

APA style may be followed. The selected style shall be used consistently throughout the report, and every cited source shall appear in the reference list.

Annexure II

FORMAT FOR MAJOR PROJECT REPORT

GENERAL INSTRUCTIONS FOR THE MAJOR PROJECT

All students shall undertake an independent, business-related research project in an area of interest within Business Administration. The project should preferably be related to the student's Discipline-Specific Electives/ specialisation. It shall be empirical, field-based, analytical or application-oriented and may take the form of a business problem analysis or similar research work.

The project shall address a clearly identified business, managerial, organisational, entrepreneurial, economic or social issue. It should involve the systematic collection and analysis of relevant primary and/or secondary data and shall not be limited to a mere compilation of information.

Students shall submit a research proposal immediately after completing the Research Methods course in the third year, Semester V. The proposal and final project shall be prepared in accordance with the detailed project guidelines prescribed by the University and undertaken under the supervision of an approved project guide.

The Major Project Report shall be prepared in the following order and in accordance with the prescribed academic and formatting requirements.

A. PRELIMINARY PAGES

Section	Essential Requirement
1. Title Page	Title of the project; student name and register number; programme; department; institution; university; and month and year of submission. The project title shall be centred, bold and in uppercase (16–18 pt).
2. Declaration	Student's declaration confirming originality and non-submission elsewhere, followed by name, signature and date.
3. Certificate	Certification by the project guide/supervisor confirming completion under supervision, with the guide's name, designation, department, institution, signature and institutional seal.

Section	Essential Requirement
4. Dedication	Optional; separate page; maximum 25 words.
5. Acknowledgement	Separate page; approximately 150 words acknowledging the guide, Principal/HOD, faculty, respondents or participating organisation, and others who supported the work.
6. Abstract	Separate page; maximum 300 words; single paragraph and single spacing. It shall briefly state the purpose, objectives, significance, methodology, major findings and recommendations. Citations and unexplained abbreviations shall be avoided.
7. Table of Contents	Chapter titles, subheadings and corresponding page numbers.
8. List of Tables	Table number, title and page number.
9. List of Figures	Figure number, title and page number. Tables and figures shall follow the latest APA style and show the number, title and source, wherever applicable.

B. PAGINATION

Section	Pagination
Preliminary pages	Lower-case Roman numerals (i, ii, iii ...)
Main text	Arabic numerals (1, 2, 3 ...); Chapter One shall begin on page 1.

C. MAIN DOCUMENT

Part	Minimum Contents
CHAPTER ONE: INTRODUCTION	• Introduction and overview of the topic. • Background of the study, including context, current issues and relevant literature. • Problem statement identifying the problem and research gap. • General and specific objectives; specific objectives should be clear and measurable. • Significance of the study, scope (conceptual/content, geographical and time) and organisation of chapters.

Part	Minimum Contents
CHAPTER TWO: LITERATURE REVIEW	• Introduction to the chapter. • Review of concepts, theories/models, theoretical framework and relevant empirical studies. • Critical comparison of earlier studies and clear identification of the research gap.
CHAPTER THREE: METHODOLOGY	• Introduction and research/project design with justification. • Population, sampling technique and sample size. • Primary and secondary data sources and data-collection instruments. • Methods of data analysis, as appropriate to the study. • Ethical considerations and limitations of the study.
CHAPTER FOUR: FINDINGS AND DISCUSSION	• Introduction to the chapter. • Objective-wise presentation and interpretation of findings using suitable tables, charts, graphs and statistical techniques. • Discussion of results with reference to the literature and their implications.
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	• Introduction and objective-wise summary of major findings. • Conclusions directly arising from the findings and addressing the objectives. • Practical, managerial or policy recommendations, and suggestions for further research, where relevant.
REFERENCES	• Use the latest APA style; arrange entries alphabetically; ensure that every in-text citation appears in the reference list and vice versa.
APPENDICES	• Include relevant supporting material such as the questionnaire, interview schedule, additional tables/data and permissions, where applicable.

D. GENERAL FORMATTING REQUIREMENTS

Item	Requirement
Paper size	A4
Font	Times New Roman
Body text	12 pt
Chapter titles / major headings	14 pt, bold, uppercase and centred

Item	Requirement
Line spacing	1.5 for the main text; single spacing for the abstract, tables and other compact material where appropriate
Alignment	Justified body text
Margins	1 inch on all sides
Citation and referencing	Latest edition of APA style
Tables and figures	Numbered chapter-wise, appropriately titled and sourced; each shall be referred to in the text
Language and presentation	Formal academic language; consistent spelling, numbering and heading hierarchy