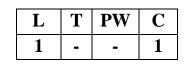
NIRMA UNIVERSITY Institute of Management Integrated Bachelor of Business Administration-Master of Business Administration Programme Term - I



Course Code	BBA1CCGM03
Course Title	Art & Culture - I

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

- 1. Explain the concept and meaning of Art and Culture.
- 2. Examine the importance of various art forms in the development of human personality.
- 3. Discuss the role and impact of culture in society

Syllabus

Teaching Hours

05
05

Suggested Readings:

1. Shastri K. A. Nilakanth, History of India Part I - Ancient India.

- 2. Basham A. L., The wonder That was India.
- 3. Vikram Singh, Glimpses of Indian Culture.
- 4. Kosambi D. D., The culture and civilization of ancient India.