

PROGRAMME GUIDE

Bachelors of Business Administration (CBCS-SEMESTER SCHEME)

BBA



KARNATAKA STATE OPEN UNIVERSITY

Mukthagangothri, Mysuru 570 006

VICE-CHANCELLOR'S MESSAGE

Dear Learner,

The family of KSOU welcomes you to pursue the academic programmes you have chosen to achieve not only academic excellence but also to fulfil the desire of your career. The University established by the Act of State Legislature, it has created wonderful academic ambience. The programmes offered by the university have been recognized by University Grants Commission. Therefore, the degrees are valid for employment opportunities across the country. The 'core values' of the University is derived from its vision '**Higher Education to Everyone, Everywhere**'. The ultimate touchstone of providing quality higher education is the motto of the university. Today, higher education stands at the crossroads of keeping pace with the emerging needs of the country.

The University has adopted a school concept in its functioning. Different schools headed by Directors offer academic programmes in Humanities, Commerce, Education, Science and Social Sciences. It combines an inter-disciplinary and professional approach to pedagogy and research. The University believes that rigors of the contemporary world require competent quality human resources to create knowledge based society. The academic activities of M.A./M.Com programmes are routed through well-established department/s led by the Chairperson/s. Well-qualified teaching faculty with equally dedicated non-academic team is an asset to the university, which is always, committed for the welfare of the students.

The University functions in a 3-tier system of student support service, namely Headquarters, Regional Centres and Learners Support Centres spread all over Karnataka. The learners can undergo teaching learning process in the notified Regional Centres/Learner Support Centres. The University has adopted a mechanism to deliver Self Learning Material by print, limited audio visual and Counselling/Personal Contact Programme. As a learner, you will have greater opportunity to gain knowledge and skill through these mechanisms. The academic counsellors will play a strategic role and enable you from the enrolment of the programme till you accomplish the goal. A proper blending of the knowledge and skill will be imparted so that you will be transformed as a good citizen to contribute to the development of society and the country.

The UGC in its Public Notice dated: 23.02.2018 stated that the Degree/Diploma/Certificate Programmes awarded through distance mode are on par with corresponding Degree/ Diploma/ Certificate Programme obtained through conventional universities. The degrees acquired through distance education are recognized for the purpose of employment in State/Central Government, MNCs, and Private Sector etc. It also enables you to pursue higher education in other educational institutions. Therefore, you have greater opportunity of pursuing Higher Education without any kind of fear about your career.

I am sure you will enjoy good experience with services rendered by the university through its Regional Centres and Learner Support Centres, besides Headquarters. I wish you all the best in your academic endeavours.

Prof. Vidyashankar .S

MESSAGE FROM DEAN (ACADEMIC)

Dear Learner,

As you know education imparts knowledge and skills which empowers all to build civilized society. The education policy of the government provides a greater opportunity to accelerate Gross Enrolment Ratio (GER). Higher education is imparted both by conventional system and ODL system. The ODL system operates under access, flexibility and success.

The Karnataka State Open University, which came up in 1996 under the Act of state legislation 1992 plays a pivotal role in imparting quality education. As one of the premier institutions in ODL system of the country, the university strive hard to empower various disadvantaged sections of the society like, house wives, economically and culturally backward, tribal, senior citizens, working groups, differently abled, professionals, prison inmates etc., The University caters to the needs of students ranging from the age of 18 years to 80 years. The programmes offered by KSOU are strictly in conformity with quality and standards set by regulatory bodies UGC/AICTE etc.,

The KSOU operates on dictum quality first and students foremost. Further the university is highly committed to provide need based education to the door steps of the students. The Eminent teaching faculty and dedicated non-academic staffs in various departments and student support services create a conducive environment for teaching learning. I am confident that, as a learner in the university, you will enjoy good experience in the system.

I wish you all the best in your academic endeavours.

Prof.Ashok

Kamble

Chairman's message

Dear Learner,

It gives me immense pleasure to welcome you on the behalf of the Department of Management to study BBA, a three years (Six semesters) programme. The Department was established during 1997 under the umbrella of Karnataka State Open University (KSOU).

The KSOU is considered to be a reputed Open University among the ODL family. The KSOU located in the Industrial hub of Mysuru, provides a unique opportunity to study close to the reality. The ambition of the University to create personally matured, professionally equipped and service – oriented graduates is really worth mentioning. We strongly believe in academic excellence and do not compromise on teaching standards or discipline. Learning should be based on doing things and not merely knowing things. Until and unless learning provide solutions to real life problems and motivate the learner to acquire and apply the knowledge, the whole process will remain superficial. The Department offers a wide range of electives across different functional areas which allow you to gain-in-depth knowledge in your interested area. In the coming years KSOU is planning to offer courses for working executives and believes in creating professionals who are socially responsible to environment.

We believe that our initiative will create an academic foundation for social, cultural, scientific, economic and technological development of our nation and also our focus is to achieve unparalleled excellence that will bring development to our society and mankind by optimizing the potential of learners. The Programme is conducted at university specified centres. The curriculum matches the guidelines of UGC and NEP in terms of credits, blocks and units. The Department initiates the teachers to engage themselves in teaching and learning process.

The Bachelor of Business Administration (BBA) in Marketing , is a three year professional Degree Programme, shall have six semesters. After successful completion of the six semesters, a BBA Degree will be awarded to qualified students. BBA Marketing Program is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government to name just a few. The BBA Programme has worldwide recognition. The BBA Marketing programme is offers in KSOU through open and Distance mode under choice based credit system.

The university provides library facility to cater the need of learners to enrich knowledge and skills. With these words I am confident that you will have at the end of two years, a wonderful learning experience and also you will be an asset to the society. The Department faculty members wish you all the best and good luck in your endeavors of a successful management career.

Chairman
Department of Studies and Research in Management
Karnataka State Open University, Mysore-06

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KSOU.

December, 2021

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Further, information on the Karnataka State Open University courses may be obtained from the University's office at Mukthagangotri, Mysuru – 570 006.

Printed and published on behalf of the Karnataka State Open University, Mysuru, by the Registrar, KSOU, Mysuru.

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1. DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

The Department of Studies and Research in Management was established in the year 1997 under the umbrella of Karnataka State Open University (KSOU) with a view to impart quality management education for the budding leaders who could share the national as well as global responsibilities. The necessary skills of a manager are the core concepts of the programme. The Department has stitched programme on the basis of market requirement and industry academic interaction. At present the Department is offering 3 specializations viz, Finance, Marketing, and People Management (HR). The Department is facilitated with highly qualified and experienced teaching faculties. Board of Studies (BOS) comprises reputed academicians, industrialists & entrepreneurs from various institutions throughout Karnataka to enrich the quality and content of syllabus.

The students of MBA would be highly benefited with the guidance and special lectures by the eminent industrialists and entrepreneur. The MBA is globally recognized brand that can open doors to new opportunities from diverse industries.

The Department of Management comes under the purview of School of Commerce and Management. The Department offers Master of Business Administration (MBA), Post Graduate Diploma in Business Administration (PGDBA), and Post Graduate Diploma in Marketing Management (PGDMM).

The Department has been achieving a high percentage of results. The students who completed MBA degree from KSOU are seen in very good positions in various organizations of national and international reputations.

The faculty members who have acquired the knowledge and skills do provide Counseling and Guidance for the students. They also provide guidance for the students to face competitive exams and prepare themselves for further studies.

A. Faculty Details

MANAGEMENT

Sl. No	Name	Designation	Qualification	Experience	Mobile Number
1.	Prof. C. Mahadeva Murthy	Professor & Chairman	MBA, M.Com., Ph.D., UGC- PDF., D.Litt.	23 Years Research and Teaching	9342121583
2.	Dr.H.Rajeshwari	Assistant Professor	MBA., Ph.D.	4 years Industry 18years Teaching	9845528357
3	Dr. P. Savitha	Assistant Professor	MBA., Ph.D.	1year Corporate 10years Teaching	9986846176
4	Dr .P.M.Chinnaiah	Assistant Professor	MBA., Ph.D.	10 years Teaching	9164556402
5	Sri. Siraj Basha.R	Assistant Professor	MBA	11 years Teaching	9741928422
6	Dr. Shamanth N	Assistant Professor	MBA., Ph.D.	4 years Research & Teaching 6 years Corporate	
7	Dr. Harsha M B	Assistant Professor	MBA., Ph.D. UGC-JRF	5 years Research & Teaching 4 years Corporate	

Sl. No	Name of the Faculty	Designation	Qualification	Specialization	Experience in Years	Mobile Number
Department of Kannada						
1	Dr. A. Rangaswamy	Professor	M.A. Ph.D	Chandassu	29	9448166815
2	Dr. D. Naganna	Professor & Chairman	M.A. Ph.D	Sahitya Vimarshe	26	9738979269
3	Dr. Kavitha Rai	Professor	M.A. Ph.D	Kavya Mimamse	15	9482206129
4	Dr. T.M. Geethanjali	Associate Professor	M.A. Ph.D	Taulinika Sahitya	26	9739425639
5	Dr. N.R. Chandre Gowda	Assistant Professor	M.A. Ph.D	Janapada mattu Vimarshe	24	9449668997
6	Dr.P.Mani	Assistant Professor	M.A. Ph.D	Basha Sahitya	20	94801970799
7	Dr. Jyothishankar	Assistant Professor	M.A. Ph.D	Pracheena Sahitya	17	9448603159
Department of English						
8	Dr. Nataraju .G	Assistant Professor &	M.A. Ph.D	British Literature	12	9741219820

		Chairman				
9	Dr. Srikanth .S	Assistant Professor	M.A. M.Phil Ph.D.	European Classics	16	9986019910
10	Dr. A.S. Madhura	Assistant Professor	M.A. M.Phil Ph.D.	Holocaust Literature	13	9980900349
11	Dr. John Peter S	Assistant Professor (Contract Basis)			-	
12	Dr. Vinutha P. Kunderi	Assistant Professor (Contract Basis)			-	
Department of Hindi						
13	Dr.Kamble Ashok	Professor	M.A. Ph.D	Grammar	33	9449638999
14	Dr. Prabhusena D	Assistant Professor & Chairman	M.A. Ph.D	Modern Hindi Poetry, Comparative Study, Poetic Criticism	08	9945653167
15	Dr. Veena	Assistant Professor (Contract Basis)			-	
16	Dr. Chandra Shekhar R	Assistant Professor (Contract Basis)			-	
Department of Sanskrit						
17	Dr. Shalva Pille Iyengar	Coordinator	M.A. Ph.D	Ancient History	13	9686215043
18	Sri Ananda Simhan	Assistant Professor (Guest Faculty)			-	
Department of Urdu						
19	Dr. M. Ramanatham Naidu	Coordinator	M.A. Ph.D		26	9035363892
20	Dr. Mohammed Nasrullakhan	Assistant Professor (Contract Basis)			-	
21	Dr. Syeda Ishrath Fathima	Assistant Professor (Contract Basis)			-	
Department of Telugu						
22	Dr. M. Ramanatham	Professor	M.A. Ph.D	Telugu	26	9035363892

	Naidu	& Chairman				
23	Dr. Bodi Nagaseshu	Assistant Professor (Contract Basis)			-	
24	Dr. B. Chakravarthi	Assistant Professor (Contract Basis)			-	
25	Dr. Shalva Pille Iyengar	Assistant Professor & Chairman	M.A. Ph.D	Ancient History	13	9686215043
26	Dr. Anjanamurthy	Assistant Professor (Contract Basis)			-	
27	Dr. Raviprasad S	Assistant Professor (Contract Basis)			-	

Department of Studies and Research in Environmental Science

28	Dr. J.S.Chandrashekar	Assistant Professor & Chairperson	M.Sc. M.Phil Ph.D.	Ecology	10	9663061978
29	Dr. T. S. Harsha	Assistant Professor	M.Sc. Ph.D.	Environmental Microbiology	14	9449178802
30	Dr. H.R. Meena Kumari	Assistant Professor (Contract Basis)				
31	Dr. Priyadarshini N.R	Assistant Professor (Contract Basis)				
32	Dr. Gireesha .J	Assistant Professor (Contract Basis)				

Department of Political Science

33	Dr. Shankaranaranappa	Associate Professor	M.A. Ph.D	Public administration	21	9449405353
34	Dr. N. Ananda Gowda	Assistant Professor & Chairman	M.A. Ph.D	Political Theory	11	9916007312
35	Smt. R. Ishwarya	Assistant Professor	M.A.	Western Political Thoughts	07	8971600238 / 8277473086
36	Dr. Krishnappa G Nimbakkanavar	Assistant Professor	M.A. Ph.D	International Relations	10	9738950068
37	Dr. S.S. Jahanavi	Assistant Professor	BSc LLM MPhil Ph.D	Law	20	9449806664

2. B.B.A. Programmes : B.B.A. MARKETING

A. Introduction

The Bachelor of Business Administration (BBA) in Marketing , is a three year professional Degree Programme, shall have six semesters. After successful completion of the six semesters, a BBA Degree will be awarded to qualified students. BBA Marketing Program is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government to name just a few. The BBA Programme has worldwide recognition. The BBA Marketing programme is offers in KSOU through open and Distance mode under choice based credit system.

B. Objectives

The BBA Marketing Programme of KSOU has the following objectives

1. To impart knowledge and skill to the learners for developing capacity to work at supervisory/Managerial/Professional level in organization for its betterment;
2. To nurture decision making skills and management skills in individual;
3. To build analytical skills in the learners in scanning the business environment;
4. To induce entrepreneurial skills among the learners;
5. To expose learners to moral and ethical values;
6. To prepare students to take the responsibility in different functional areas of Management;
7. To develop IT enabled global middle level managers and
8. To prepare students to take up higher education, consultants and teachers, with core competencies and for competitive.

C. Outcomes:

The expected programme outcome of BBA Marketing includes;

- Enhancement in quality of knowledge and skill.
- Qualitative human resources with better employable skills.

- Increase in Gross Enrolment Ratio.
- Placement and better career opportunities.
- Enrolment to higher studies.

D. Duration: The duration of this programme shall be **3 (THREE)** years. **Semester** scheme shall be followed as such students have to study various courses in six semesters under choice based credit system

E. Medium of Instruction

The medium of instruction for B.B.A. programme is in **English only**. Self Learning Material (SLM) relating to Sanskrit Language is available only in Kannada script. However, the students are permitted to write Examination either in Kannada or English.

F. Programme Structure

The Programme structure under CBCS Scheme is shown below.

The programme offers additional mandatory courses such Indian Constitution and Human rights and Environment Studies in First and Second Semester. The programme also offers skill enhancement courses such as Computer Applications and Personality Development. Further two languages are taught in first four semesters as Ability Enhancement Courses.

Sl. No	Course Code	Course	Credit	IA	Term End Exam	Total
I SEMESTER						
1	BBAEC-101	Langaug-1	2	20	80	100
2	BBAEC-102	Langaug-2	2	20	80	100
3	BBHC-103	Business Organization and Management	4	20	80	100
4	BBHC-104	Business Dynamics and Decisions	4	20	80	100
5	BBHC-105	Financial Accounting	4	20	80	100
6		Open Elective	2	10	40	50
7	BBAMC-106	ICHR	2			
Total			18	100	400	500
II SEMESTER						
1	BBAEC-201	Langaug-1	2	20	80	100
2	BBAEC-202	Langaug-2	2	20	80	100
3	BBHC-203	Business Environment	4	20	80	100
4	BBHC-204	Banking and Insurance	4	20	80	100
5	BBHC-205	Quantitative Techniques	4	20	80	100

6		Open Elective	2	10	40	50
7	BBAMC-206	Environmental Studies	2			
Total			18	100	400	550
III SEMESTER						
1	BBAEC-301	Languauge-1	2	20	80	100
2	BBAEC-302	Languauge-2	2	20	80	100
3	BBHC-303	Human Resource Management	4	20	80	100
4	BBHC-304	Marketing Management	4	20	80	100
5	BBHC-305	Financial Management	4	20	80	100
6	BBSEC-306	Computer Applications	2	10	40	50
Total			18	110	440	550
IV SEMESTER						
1	BBAEC-401	Languauge-1	2	20	80	100
2	BBAEC-402	Languauge-2	2	20	80	100
3	BBHC-403	Operations Management	4	20	80	100
4	BBHC-404	Cost and Management Accounting	4	20	80	100
5	BBHC-405	Business and Cyber Laws	4	20	80	100
6	BBSEC-406	Personality Development	2	10	40	50
Total			18	110	440	550
V SEMESTER						
1	BBHC-501	IT for Business	4	20	80	100
2	BBHC-502	Organizational Behaviour	4	20	80	100
3	BBHC-503	Strategic Management	4	20	80	100
4	BBHC-504	Income tax and GST	4	20	80	100
5	BBSC-505A	Rural Marketing	3	20	80	100
	BBSC-505B/ Retail and Supply Chain Management		3	20	80	100
Total			19	100	400	500
VI SEMESTER						
1	BBHC-601	Entrepreneurship Development and SMEs	4	20	80	100
2	BBHC-602	Event Management	4	20	80	100
3	BBHC-603	E-Commerce	4	20	80	100
4	BBHC-604	Business Analytics	4	20	80	100
5	BBHC-605A	Digital Marketing	3	20	80	100
	BBSC-605B/ Promotion and Media Management		3	20	80	100
6	BBHC-606	Organizational Report	4	-	100	100
Total				100	500	600

		Grand Total				3200
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The Students shall select any one paper either BBSC-505A or BBSC-505B in V semester and BBHC-605A or BBSC-605B in VI semester. There will be no exam for Additional Mandatory courses.

Students have to submit an organizational at the end of the sixth semester before commencement of the sixth semester exams. They shall select an organization in which they carry out a study. Students shall select a lecturer working in any Degree college or post-graduation college teaching BBA/B.Com/M.Com/MBA with a minimum of three years' experience as a guide. They shall understand the process of the selected organization and submit a report to the Registrar (Evaluation) for the assessment in the final semester of the study. The study report shall consist of certificates duly signed by the guide and the organization.

Open Elective Courses Offered

Sl. No	Department	Semester	Course Code	Course Title
1	Physics	First	BPGE-1	Physics in Daily Life
		Second	BPGE-2	Energy Sources
2	Food Science and Nutrition	First	BFSNGE-1	Culinary Food Science
		Second	BFSNGE-2	Food and Society
3	Botany	First	BBOTGE-1	Plant Tissue Culture and it's Biotechnological Application
		Second	BBOTGE-2	Plant Microbe Interaction
4	Microbiology	First	BMBGE-1	Microbiome and Human Health
		Second	BMBGE-2	Food Micro Biology
5	Library and Information Science	First	BLIGE-1	Personality Development and Soft Skills for Professionals
		Second	BLIGE-2	Electronic Sources and E-Publishing
6	Public Administrations	First	BPA-1	Introduction to Public Administration
		Second	BPA-2	Local Governments in India
7	Commerce	First	BCO-1	Fundamentals of Accountancy
		Second	BCO-2	Fundamental of Marketing
8	Computer Science	First	BCA-1	Android Programming
		Second	BCA-2	Cyber Security
9	Mathematics	First	BMM-1	Objective Mathematics -1
		Second	BMM-2	Objective Mathematics -2

10	Information Technology	First	BIT-1	Fundamentals of IT
		Second	BIT-2	Basic Programming Skills using C

Note :

- a. Languages, Compulsory paper and I and II Semester open elective syllabus are attached in Annexure I to Annexure V respectively.
- b. The Students may contact respective department chairperson in case of any queries regarding open elective course. The contact details available in the university website.

G. Mode of Instruction

SLM takes the role of a teacher in distance education system. The study material provided to you along with this programme guide are called self-learning material (SLM) as it facilitates learning on your own. The lessons are simple and easy to understand. The SLM have been divided into blocks and units. Each block has one credit value which means you have to devote 30 hours of study for one block, it includes, studying, discussing with counsellors, attending classes, writing assignment and so on.

Objectives are given in the beginning of each unit which tells what is expected of you by learning that unit. Check Your Progress/ Self-Assessment Questions (SAQ's) are given in content so that you can measure your progress while studying the material. Try to answer this questions which make the SLM self-evaluating. References are given at the end of each unit which gives you sources for furtherance of your study.

H. Delivery of Instructional System for B.B.A. Marketing

The instructional methodology used in this University is different from that of conventional Universities. The Open University system is more learners oriented, and is geared to cater to the needs of motivated students, assuming that the student is an active participant in the teaching-learning process. The University follows multi-channel approach for instruction. Instruction to student is imparted through various modes such as print, audio/video and supported by counseling face to face, electronic mode etc.

Delivery system comprises proportionate combination of:

- Self-Learning Material (SLM): The Study material prepared by highly experienced academicians/subject experts will be part of Instructional delivery. The study material is learner centric with illustrations, case studies, experience etc., and will help you acquire knowledge and skill.
- Personal Contact Programme (PCP): The PCP will be arranged by the university at the notified center. Dedicated faculty will be pressed into action to render quality services.

- Counseling: The University will arrange counseling by way face to face and electronic mode. The details relating to PCP and counseling will be uploaded to the University website at appropriate time.

I. Delivery of Self Learning Material for B.B.A. Marketing

The Study Materials has been designed keeping in view of norms prescribed by the UGC. Study Materials are divided into different blocks. The study material has been designed in the background of learners' assessment of study level. It is a primary source of information for pursuing various degrees. The study materials will be delivered at the time of admissions.

For the students who have not received the Study Material in person, the University will dispatch the same. If returned or undelivered to the addressee, the study material will be sent to such students later, on the condition that the student should bear the postal charges. Such addressees are updated in the KSOU website <http://ksoumysuru.ac.in>

The University has introduced a system of evaluation of self-learning material by the students. For this purpose a feedback form will be sent along with the self-learning material. Every learner shall submit the feedback on quality content of self-learning material as per the instructions and send it to concerned Regional Director or Dean (Study Centres) of the headquarters for further initiatives.

J. Counseling Session for B.B.A. Marketing

The University conducts week end counseling programmes for B.B.A. which will enable the learners and counselors to have discussion and understanding about the subject. The purpose of such counseling is to clarify some of the doubts of students by the well experienced academic counselors.

Counseling shall be conducted as per the norms of UGC ODL & OL regulations 2020. The counseling programme will be conducted at the notified Learner support Centres. The office of Dean (Study Centres) will communicate to the candidates relating to the duration, dates and centres of counseling sessions either through circular or through the official website of the university.

During counseling, the counselors will help the students to overcome difficulties which he or she faces while studying the academic content. The learners are advised to go through Self Learning Material given by the university and chalk out a plan for discussion in the counseling session.

The University has introduced a transparent mechanism of evaluation system entitled Teachers Evaluation by Learners. The prescribed format will be administered by Learner support centres. The learners shall fill the form as per instructions and forward it to the Regional Director of the concerned territory.

K. Evaluation of B.B.A. Marketing

Evaluation system comprises of:

- i. Internal assessment (IA) through assignments with a weightage of 20 marks.
- ii. Term-end examination with a weightage of 80 marks.

i. Internal Assessment:

Internal Assessment by way of assignment is an integral part of distance learning. The main purpose of assignments is to test the students' comprehension of the learning materials acquired through the studies and also to facilitate to understand performance of the student.

- Assignments are to be submitted during the year of admission only. Student will not have any opportunity of submitting the Assignments in subsequent years. In case a student fails to submit the assignments, he/she will be assessed only for the theory marks of 80.
- Out station students other than Mysuru should submit their assignments as per assignment circular.
- Students who have opted Mysuru as a centre for teaching learning, they shall submit the assignments to the address as will be indicated in the assignment circular.
- The questions for assignment will be uploaded in the University official website as per calendar of events.
- The students of B.B.A. shall submit their assignments under the First and Second phase at a time. Detailed information and questions will be hosted in the University's website, as per calendar of events.
- The student shall submit assignments in blue books only.
- The University has the right to reject the assignments received after due date. The students are therefore, advised to submit them before the due date.
- The students should preserve the photocopies of all the assignments sent along with proof of submission of such assignment.
- There is no provision for revaluation of components associated with Internal Assessments.

ii. Term-end Examination

- **B.B.A:** Examination for B.B.A. will be held twice a year; that is, main examination and supplementary examination as per the calendar of events. In the final semester of B.B.A., students shall carry out a study in any selected organization.

L. MODULAR APPROACH

The BBA shall have a modular approach which is practiced by IGNOU. According to this modular approach, if a student completes the first year of study, he/she shall be eligible to obtain a diploma course in Business Administration. On completion of second year he/she shall get an Advanced Diploma in Business Administration. On completion of the final year he/she is eligible to get Bachelor's Degree in Business Administration.

M. GRADING AND DECLARATION OF RESULT

The grading and result declaration will as per CBCS UG Ordinance of KSOU. Further the carry over facility, minimum marks for passing, provision for improvement of result are as per KSOU CBCS UG ordinance.

N. CONVOCATION

The students who successfully complete all the six semesters of study shall be awarded degree in the annual convocation.

3. SYLLABUS B,B.A. CBCS –

COURSE NAME: BUSINESS ORGANIZATION AND MANAGEMENT

COURSE CODE: BBHC-103

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To Create awareness about various forms of Business;
2. To Give an insight about business organizations and
3. To orient students towards various functions of Management.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain various forms of business;
2. Identify the business combinations and
3. Assist various functions of Management in an organization.

COURSE CONTENTS

BLOCK-I INTRODUCTION TO BUSINESS ORGANIZATION

UNIT-1 Nature, concept and scope of business, Characteristics of Business, Business organization, objectives of business, essentials of successful business requisites of a good businessman

UNIT-2 Forms of Business Organization Sole proprietorship, features, advantages, and disadvantages of sole proprietorship

UNIT-3 Partnership – Characteristics, Kinds, partnership deed, registration of partnership, advantages and disadvantages of partnership

UNIT-4 Companies – Definition and features of Company, private and public companies, cooperative organization, formation and management of cooperatives, advantages and disadvantages of cooperative organizations, H.U.F. meaning, features.

BLOCK-II PUBLIC UTILITIES AND BUSINESS COMBINATION

UNIT-5 Public utilities – Meaning - characteristics of public utilities - types of public utilities, functions and privileges of public utilities - Role of public utilities.

UNIT-6 Business Combination – Meaning, causes of combinations Benefits of combination – Evils of combination, Classes of combination

UNIT-7 Forms of combinations – Simple Associations - Federation pools, cartels, partial consolidation,

UNIT-8 Holding company – trusts-community of interest-complete consolidation - merges and amalgamation.

BLOCK-III INTRODUCTION TO MANAGEMENT

UNIT-9 Management-meaning, nature and scope-characteristics of management Functions of Management – Levels of Management.

UNIT-10 Contributions of select management thinkers F.W.Taylor – Henry Fayol – Elton Mayo.

UNIT-11 Planning – meaning, nature and importance of planning; forms of planning; types of plans; steps in planning; limitations of planning

UNIT-12 Decision making – meaning – types of decisions, steps in rational decision making common difficulties in decision making

BLOCK-IV STAFFING AND DIRECTING

UNIT-13 Organization – meaning – process of organizing – principles of organizing, steps in organizing; types of organizing; organization structure Staffing-meaning; process; delegation of authority and responsibility

UNIT-14 Direction-Meaning, features of direction, principles of direction, requirements of effective direction, supervision-concept of supervision, functions of supervisor-qualities of a good supervisor.

UNIT-15 Leadership-meaning-significance; styles of leadership-qualities of a good leader, motivation-meaning and importance – a brief study of Maslow's and Mc.Gregor

UNIT-16 Controlling- Nature, Definition; Need for control, Steps in control process; types of controls. Essentials of effective control system;

Reference:

1. Business Organization and Management – Y.K.Bhushan.
2. Modern Business Organization and Management – S.A.Sherlekar

3. Principles and Practice of Management – T.N.Chhabra.
4. Organization and Management – C.R.Babu
5. Principles of Management - P.C.Tripathi, P.N.Reddy.
6. Principles of Management - L.M.Prasad.

COURSE NAME: BUSINESS DYNAMICS & DECISIONS

COURSE CODE: BBHC-104

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. Orienting students about Business Dynamics;
2. Create awareness about various parameters involved in decision making and
3. Providing knowledge about types of Market, demand, Supply and Revenue.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain Micro and Macro Economic variables;
2. Identify the basic elements of demand and supply and their influence on Market and
3. Examine impact of Market and Price on Consumer behavior.

COURSE CONTENTS

BLOCK 1: THE FUNDAMENTALS OF ECONOMICS

- UNIT-1** The Economic Problem-Scarcity and Choice; Nature and Scope- Positive and Normative Economics,
- UNIT-2** Micro and Macro Economics, Central Problems of an Economy; Production Possibility Curve; Opportunity Cost
- UNIT-3** Working of Economic Systems, Economic Cycles Basic Characteristics of the Indian Economy; Major Issues of Development
- UNIT-4** Development Experience and Recent Trends in Indian Economy. Indian Economy in Comparison to Major Economies of the World.

BLOCK 2: BASIC ELEMENTS OF DEMAND AND SUPPLY

- UNI- 5** Demand- Meaning, Demand Schedule, Individual and Market Demand Curve,
- UNIT-6** Determinants of Demand, Law of Demand, Changes in Demand;

UNIT-7 Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply;

UNIT-8 Equilibrium of Demand and Supply- Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.

BLOCK-3 THEORY OF CONSUMER BEHAVIOUR AND COST ECONOMICS

UNIT--9 Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium

UNIT-10 Theory of Production and Costs - Theory of Production, Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions.

UNIT-11 Returns to Scale, Producer's Equilibrium, Least-Cost Factor Combination and Output Maximisation for a given Level of Outlay, Theory of Costs- Basic Concepts,

UNIT-12 Short-run Total Cost Curves, Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost Curves in the Long-run.

BLOCK4 ANALYSIS OF MARKETS

UNIT-13 Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve.

UNIT-14 Concept of Market and Main Forms of Market.

UNIT-15 Equilibrium of the Firm- Meaning, Objectives of the Firm, Total Revenue, Total Cost Approach, Marginal Revenue-Marginal Cost Approach.

UNIT-16 Price and Output under Determination, Perfect Competition, Monopoly, Competition and Oligopoly.

Reference:

1. Study material of the Institute of Chartered Accountants of India (ICAI), The Institute of Cost and Management Accountants of India (ICMAI), and The Institute of Company Secretaries of India (ICSI) – [Freely downloadable from the websites of respective institutions].
2. P.L Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.
3. D.M. Mithani: Managerial Economics, Himalaya Publishing House, New Delhi.
4. R.L Varshney and K.L Maheshwari: Managerial Economics, Sultan Chand&Sons, Delhi.
5. Atmananad, Managerial Economics

6. H.L Ahuja: Business Economics, S. Chand & Company Ltd., New Delhi.
7. Venugopal : Economics for Business, I.K. Intl
8. Reddy & Appananiah: Economics for Business
9. K.M.Pandey & Others: Economics for Managerial Decisions
10. K.P.M Sundaram: Micro Economics, Sultan Chand & Sons, New Delhi.
11. M.L. Jhingan & J.K. Stephen: Managerial Economics, Vrinda Publishing (P) Ltd. Delhi.
12. Manoj Kumar Mishra : Managerial Economics, Vayu Education of India, New Delhi.
13. Srivastava R.M. : Financial Management – Management and Policy ,HPH
14. Khan and Jain: Financial Management, Tata McGraw Hill Education Private Ltd., N. Delhi
15. R.K. Sharma and S.K. Gupta: Financial Management, Kalyani Publications, Ludiana.

COUSE NAME: FINANCIAL ACCOUNTING

COUSE CODE: BBHC 105

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To enable the learners to combine practice and theoretical knowledge of financial accounting;
2. To make the learners more active and develop awareness of emerging trends in financial accounting;
3. To inculcate decision making skills among the learners in the financial analysis context and
4. To enable the learners to identify and analyze financial accounting problems and opportunities in real life situations.

COURSE OUTCOMES

After studying this course the students should be able to

1. Define and understand the basic concepts of financial accounting;
2. Explain the general purposes and functions of financial accounting;
3. Describe the main elements of financial accounting information – assets, liabilities, revenues and expenditures and
4. Identify the main financial statements and their purposes.

COURSE CONTENTS

BLOCK – I: INTRODUCTION TO FINANCIAL ACCOUNTING

- UNIT –1** Meaning & Definition – Need and Scope for Accounting, Importance and objectives of accounting. Differences between book keeping and accounting. Accounting systems, cash and mercantile.
- UNIT–2** Accounting concepts and conventions. Important terms used in accounting, Transaction Goods, Capital, Drawing, Debtor, Creditors, Expenses, Incomes, Assets, Liabilities, Debit, Credit, Types of Accounts, Books of Accounts, Rules for Recording.
- UNIT–3** Accounting Principles – Introduction, Assumptions of Fundamental accounting, Variations in accounting policies and their disclosure, Distinction between fundamental accounting assumptions and accounting policies,
- UNIT–4** Introduction to GAAP – Meaning of GAAP, Sources of GAAP, Accounting Standards, IFRS

BLOCK - II: ACCOUNTING PROCESS AND PREPARATION OF FINAL ACCOUNTS

- UNIT–5** Journal – Meaning, Format, Advantages of Journal, Journalizing, Narration.
- UNIT–6** Ledger - Meaning, Format, Rules of posting, Ledger posting, balancing of ledger, Differences between journal & ledger.
- UNIT–7:** Subsidiary Books – Meaning, Reasons for maintaining of subsidiary books, Features of Subsidiary Books, Advantages, Kinds of Subsidiary books. Trial Balance,
- UNIT–8:** Final Accounts – Introduction, Trading account, Profit and Loss Account, Bad Debts, adjusting entries, Features of adjusting entries, Balance Sheet.

BLOCK – III: ACCOUNTING FOR NON-TRADING CONCERNS AND INCOMPLETE RECORDS

- UNIT–9** Non-Trading concern- Meaning-Types-Receipts & Payment accounts Income and Expenditure account and their differences. Capital and Revenue and Defend Revenue Items.
- UNIT–10** Preparation of Final Accounts of Non-Trading Concerns – Simple Problems
- UNIT–11** Incomplete Records – Meaning Characteristic features, merits & demerits. Difference between single entry system & double entry system
- UNIT–12** Problems on conversion of single entry into double entry

BLOCK–4 CONSIGNMENT, JOINT VENTURE AND ISSUE OF SHARES AND DEBENTURES

- UNIT-13** Consignment: Meaning, Parties, Invoice price, Proforma invoice-account sales, commission types. Normal and abnormal loss – valuation of consignment stock Problems on consignment transactions under:
 - (a) Both cost and invoice price method.

(b) Both in the books of consignor and consignee.

UNIT-14 Joint Venture – Meaning, Parties Differences between joint venture and partnership, Difference between joint venture and consignment, methods of accounting Problems on joint venture under joint bank account method

UNIT-15 Issue of Shares - Meaning and Definitions, Types Provisions of Company's Act relating to maintenance of accounts Issue of shares; forfeiture and reissue.

UNIT-16 Issue of Debentures – Meaning Types, Redemption of debentures, sinking fund method, and insurance policy method. Underwriting of shares, Meaning, Partial, Firm, Legal provision relating to underwriting commission.

Reference:

01. Jawahar Lal, Accounting for Management, Himalaya Publishing House, New Delhi.
02. Reddy and Appanaiah, Financial Accounting, Himalaya Publishing House, New Delhi.
03. S.P. Jain and K. L Narang, Financial Accounting – 1, Himalaya Publishing House, New Delhi.
04. S N Maheshwari, S, K Maheshwari, Financial Accounting, Himalaya Publishing House, New Delhi.
05. S. M Shukla and S. P, Gupta, Advanced Accountancy, Himalaya Publishing House, New Delhi.

COURSE NAME: BUSINESS ENVIRONMENT

COURSE CODE: BBHC-203

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To provide insights on different facets of Indian Business Environment;
2. To help students understand the contemporary perspective of Indian Rural Business Environment;
3. To enable students to apply the unique advantages offered by Indian Rural Business Environment and improve upon its shortcomings;
4. To provide insights on national income, inflation and socio-economic indicators and
5. To provide basic understanding of legal framework of Business.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify appropriate products for manufacturing and marketing;
2. Apply appropriate strategy or take appropriate actions for rural business sustainability;
3. Explain the various aspects of plans and reforms necessary to take action;
4. Identify the macroeconomic indicators and
5. Follow appropriate legal procedures for carrying out rural business.

COURSE CONTENTS

BLOCK-1 INTRODUCTION

UNIT-1 Introduction to Indian Business environment for Products Business environment and strategic management

UNIT-2 Economic and non-economic environment, Social Environment

UNIT-3 Technological environment – Cultural Environment

UNIT-4 Product-specific Challenges in Indian Environment

BLOCK- 2 POLICY ISSUES

UNIT-5 Contemporary Perspectives Public Policy

UNIT-6 Monetary and fiscal policies

UNIT-7 Corporate Social Responsibility

UNIT-8 Sustainable Development in Business

BLOCK-3 ECONOMIC REFORMS

UNIT-9 Planning and Reforms in India Five-year plans, Land reforms

UNIT-10 Economic Liberalization and Globalization

UNIT-11 Green revolution – Changing structure of Public sector

UNIT-12 Second Phase of Economic Reforms

BLOCK 4 LEGAL ENVIRONMENT

UNIT-13 Legal procedure – Companies Act 2013.

UNIT-14 Foreign Exchange Management Act.

UNIT-15 Consumerism, Consumer Protection Act.

UNIT-16 MSME Act, Competition Act

Reference

1. Business Environment : Dr Ashwatappa
2. Global economy & business environment. Cherunilam, Francis, Mumbai: Himalaya Publishing House, 2001
3. Business environment, Prasad, Vishwajeet,
4. Business environment [8174462163], Agrawal, Raj. New Delhi: Excel Books, 2000.
5. Business environment, Gupta, C.B, New Delhi: Sultan chand & sons

COURSE NAME: BANKING AND INSURANCE

COURSE CODE: BBHC 204

CREDITS: 4

COURSE OBJECTIVE

The Objectives of this course are

1. To provide basic Concepts and importance of services of Banking and Insurance sectors in India;
2. To provide an overview of Reserve bank of India and
3. To expose students to insurance system and give a profile of insurance companies in India.

COURSE OUTCOMES

After studying this course the students should be able to

1. Appreciate the changing profile banking operations;
2. Identify the role of function of RBI and
3. Differentiate between the significance of life and non life insurance.

COURSE CONTENTS

BLOCK-1 INDIAN BANKING SYSTEM

UNIT-1 Introduction to Indian banking system - Banking regulation Act 1949 – features, objectives, Evolution of banking, Definition of Banking, Role and Function of banks; structure of commercial banks in India, public sector banks, private sector banks, and cooperative banks, the changing face of commercial banks,

UNIT-2 Reserve Bank of India - Historical background and evolution of central bank in India Constitution and management of RBI, functions of RBI, Relationship between RBI and commercial banks.

UNIT-3 Banker and Customer - Definition of Customer, General Relationship between customer and banker, obligations of a banker-obligation to honour the cheques, Garnishee order, meaning, application to different accounts.

UNIT-4 Banker's Rights - Right of general lien,-exceptions to the right of general lien, Right of set-off, Right of appropriation, Right to charge interest, period of limitation.

BLOCK-2 TYPES OF BANK ACCOUNTS AND CUSTOMERS

UNIT- 5 Types of Accounts - Types of deposit accounts- Fixed deposit-rate of interest on FD accounts, -opening and operation of fixed deposit account, payment of

interest, renewal, change of name, loss of FD receipt. Savings bank, recurring deposit and current account - Meaning and features, Minimum balance, Recurring Deposit, current accounts,- opening of current and savings account-proper introduction, KYC guidelines ,closing of a bank account.

UNIT-6 Recent Trends in Banking – ATM, RTGS, NEFT, Internet Banking, Mobile Banking, Online Transfers, Online Payment Apps, Tele Banking, Online Banking, People Fund Plan.

UNIT-7 Special types of customers-I -Minor- Married woman, pardanashin woman, illiterate persons, Lunatics, trustees, executors and administrators, customer's attorney, joint accounts Partnership firm, precautions for opening account in the name of partner, borrowing power of partner- Joint stock companies-examination of documents, copy of board's resolution, borrowing powers of company-Clubs, Societies, and charitable institutions

UNIT-8 Cheque : Cheque – Meaning, feature, types-cheque, crossed cheque, general crossing, special crossing, account payees crossing, double crossing, Bankers liability, Payment of Cheques – precautions of payment, statutory protection of banker (paying), Dishonor of cheque, Wrongful dishonor & its liability collection of cheques, collecting bankers conversion, Duties & protection no collecting banker, Agent for collection, Marking of cheques.

BLOCK-3 INSURANCE

UNIT-9 Risk and Insurance - Risk Vs Uncertainty-Kinds and Classification of Risk – Methods of Handling Risk – Meaning of Risk Management – Steps in the Risk Management Process - The changing scope of Risk Management.

UNIT-10 Introduction to Insurance - Definition of Insurance, Basic Characteristics of Insurance, Fundamental Legal Principles of Insurance, Requirements of Insurance Contract, Benefits of Insurance to Society – online insurance

UNIT-11 Life Insurance - Life Insurance, Principles of Life Insurance, Types of Life Insurance, Variation of Life Insurance. LIC & Private players in Insurance Section.

UNIT-12 Health Insurance - Features and Importance of health insurance, health insurance products, clauses of in health insurance. Ayushman Bharath, Private Health Insurance providers, Atal Bihari Bima Yojana, Prime Minister Bima Yojana.

BLOCK-4 NON LIFE INSURANCE

- UNIT-13** Introduction to General Insurance - Introduction, history of general insurance business in India, scope and functions of general insurance, GIC act of 1972, GIC in India and its subsidiaries'. Private Players in non life insurance sectors.
- UNIT-14** General Insurance – Fire Insurance Meaning, types of policies, perils covered and Computation claim settlement, Vehicle Insurance.
- UNIT-15** Marine Insurance - Meaning, fundamental principles of marine insurance, types of marine insurance losses, types of marine insurance policies. Crop Insurance – Government on crop insurance.
- UNIT-16** Irda Role and Functions - Role of IRDA in controlling and monitoring insurance in India, Function of IRDA

Reference :

1. Principles of banking P N Varshney S L Gupta, T D Malhotra - Sultan Chand And Sons
2. Principles and Practice of Banking- Indian Institute of Banking and Finance – Macmillan
3. Principles of banking Moorad Choudhary- (Wiley Finance) Kindle Edition
4. Insurance Principles and Practice- Mishra M N and Mishra S B, S Chand publications
5. Fundamentals of Insurance- Hargovind Dayal, Notion Press publication
6. Fundamentals of Life Insurance-Kaninika Mishra, Prentice Hall of India
7. Banking and Insurance – Principles and Practices- Nilam C Gulati-Excell Books India
8. General Insurance- L. P. Gupta-Repro Books

COURSE NAME : QUANTITATIVE TECHNIQUES

COURSE CODE: BBHC 205

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To develop the ability to deal with numerical and quantitative issues in business;
2. To prepare students for competitive examinations;
3. To enable the use of statistical, graphical and algebraic techniques wherever relevant and
4. To provide a proper understanding of Management.

COURSE OUTCOMES

After studying this course the students should be able to

1. Describe and discuss the key terminology, concepts tools and techniques used in business

mathematic;

2. Critically evaluate the underlying assumptions of set theories;
3. Critically discuss the issues surrounding reasoning and its significance;
4. Discuss critically the uses and limitations of statistical analysis and
5. Solve a range of problems using the techniques covered.

COURSE CONTENTS

BLOCK-1 INTRODUCTION TO COMMERCIAL ARITHMETIC

- UNIT-1** simple interest – compound interest
- UNIT-2** Bankers Discount – True Discount, Bankers Gains
- UNIT-3** Ratio and proportion, percentage
- UNIT-4** Linear Equation

BLOCK-2 INTRODUCTION TO BUSINESS MATHEMATICS

- UNIT-5** Set Theory; Functions Venn Diagram
- UNIT-6** Union, intersection
- UNIT-7** Permutations and Combinations
- UNIT-8** Indices

BLOCK-3 INTRODUCTION TO STATISTICS

- UNIT-9** Meaning & Definition of Statistics – Nature and scope; functions and limitations, collection of data, classification and tabulation of data
- UNIT-10** Graphical Representation of data- Bar chart, Pie Chart, Line Chart
- UNIT-11** Measures of central tendency – Meaning & Definition, objectives, types of averages, Mean; Median and Mode, quantities, limitations of averages.
- UNIT-12** Measures of Dispersion- meaning, methods of dispersion, absolute and relative measures, quartile deviation, mean deviation and standard deviations, variance

BLOCK- IV REASONING

- Unit-13** Syllogism Statement and Arguments, Statement and Assumptions, Logical deductions Non-verbal reasoning
- Unit-14** Statement and Courses of Action, Statement and Conclusions
- Unit-15** Linear Programming, Formulation of LPP, Graphical Method
- Unit-16** Probability, Conditional Probability, Problems

References

1. An Introduction to mathematical Methods- D. Bose, Himalaya Publishing House 2009
2. Book of Basic Mathematics- G.K. Ranganath and T.V. Narasimha Rao, Himalaya Publishing House 2013
3. Business Statistics- Nazneen Khan Sargurog- Himalaya Publishing House, 2013
4. Business Statistics- Welling, Saraph and Diwanji- Mannan Prakashan, 2009

COURSE NAME: HUMAN RESOURCE MANAGEMENT

COURSE CODE: BBHC 303

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. Sensitize students to the various facts of managing people;
2. Create an understanding of the various policies and practices of human resources management and
3. Learn Appraising the employees in an organization.

COURSE OUTCOMES

After studying this course the students should be able to

1. Discuss the nature, scope and objectives of HRM;
2. Perform Job analysis, Job Description an Job specification and
3. Appreciate the process of selection.

COURSE CONTENTS

BLOCK- 1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

UNIT-1 Introduction–Definition, Nature, Scope, Objectives, Human Resource Management and Personnel Management

UNIT-2 Evolution and Development of HRM, functions of HRM, Personnel Policy, Records and Reports.

UNIT-3 HRM Process, Principles of HRM, Opportunities, Challenges and Recent Trends in HRM, Organization and Personnel department, Role of HR Manager.

UNIT-4 Globalization of HRM, Future tradition HRM & Challenges of Talent Management

BLOCK -2 HUMAN RESOURCE PLANNING AND PROCUREMENT, TRAINING

UNIT-1 Human Resource Planning– Meaning and Importance of HRA, Need, Process of HRP

UNIT-2 Job Analysis – Meaning, importance, purpose, Job Description and Job Specification.

UNIT-3 Recruitment and selection – Importance, Process of Selection, Methods, Placement and Induction, Challenges in Recruitment.

UNIT-4 Human Resource Training – Meaning, Importance, Need., Methods and Evaluation

UNIT- 3 HUMAN RESOURCE APPRAISAL AND MOTIVATION

Unit-1 Human Resource Appraisal – Meaning and Importance of HR Appraisal, Traditional and Modern Methods of Appraisal and Evaluation.

Unit-2 Human Resource Motivation – Techniques and Applications.

Unit-3 Work Life Balance and Well being.

Unit-4 Human Resource Mobility – Meaning, Importance and purpose, Promotion, Demotion, Transfer, Separation, Absenteeism, Labour turnover.

NOTE- 4 INDUSTRIAL RELATION AND ADMINISTRATION

UNIT-1 Industrial Relation theory. Approaches.

UNIT-2 Industrial Conflict Management – Grievance, Disputes and Discipline.

UNIT-3 Theories of Wages and Employee Compensation – Factors influencing wage fixation, Theories of Wage fixation, Methods and Policies of Compensation.

UNIT-4 Employee welfare, Types of Welfare Facilities and Statutory provisions.

BOOKS FOR REFERENCE

1. C.B. Memoria, Personnel Management
2. K. Aswathappa, Human Resource Management, Tata Mc-Graw Hill, New York.
3. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill, New York.
4. C.B. Gupta, Human Resource Management and Industrial, Sultan Chand and Sond, New Delhi.
5. Tripathi, Personnel Management and Industrial Relations, Sultan Chand and Sons, New Delhi.
6. P Subba Rao, Human Resource Management and Industrial Relations, Himalaya Publishing House, Mumbai.
7. V.P. Michael, Human Resource Management and Industrial Relations, Himalaya Publishing House, Mumbai.

COURSE NAME: MARKETING MANAGEMENT

Course Code: BBHC 304

Credits:

4

COURSE OBJECTIVES

The Objective of teaching this course includes

1. To provide an understanding of Marketing issues and concepts;
2. To familiarize with marketing strategy;
3. To create awareness about Communication Channels and distribution systems;
4. To provide insights on ICTs and digital Marketing and
5. To make the students acquainted with Digital Marketing.

COURSE OUTCOMES

After studying this course the students should be able to

1. Market their products;
2. Choose an appropriate distribution system;
4. Apply ICT in marketing and
5. Get insights of Digital Marketing.

COURSE CONTENTS

BLOCK-1 INTRODUCTION TO MARKETING

- UNIT-1** Overview of Marketing: Meaning and definition of Markets, Marketing Concepts, Issues in Marketing
- UNIT-2** Marketing Management, Significance,
- UNIT-3** Consumer Behaviour , theories of Consumer Behaviour, implications
- UNIT-4** Marketing Information Systems, Marketing Research

BLOCK-2 MARKETING MIX

- UNIT-5** Product related Aspects, Product Mix, Package, Branding, Product Life cycle, New product development
- UNIT-6** Pricing, types, techniques, Policies and Strategies
- UNIT-7** Distribution systems, Types, Direct Marketing,, Channel Decision, wholesaling and Retailing
- UNIT-8** Marketing promotions, advertising, Sales promotion, Public relation, personnel Selling

BLOCK-3 CONTEMPORARY ISSUES IN MARKETING

UNIT-9 Rural Marketing, Problems and Prospects

UNIT-10 Global Marketing and online marketing, Recent trends

UNIT-11 International Marketing, Benefits, Modes, International Marketing Mix

UNIT-12 Industrial Marketing, Industrial Purchase, Buygrid, Vendor Development

BLOCK 4 DIGITAL MARKETING

UNIT-13 Introduction to digital marketing Digital vs. Real Marketing, Digital Marketing Channels

UNIT-14 Creating initial digital marketing plan, Content management, CRM

UNIT-15 Web design, Optimization of Web sites, SEO Optimization, Writing the SEO content

UNIT-16 Introduction to Web analytics, Web analytics, levels, Introduction of Social Media Marketing

Reference

1. Marketing Management- Sharelekar
2. Marketing Management – Phillips Kotler
3. Marketing Management – B.S. Raman
4. Modern Marketing Management- Francis Geoffery
5. Principles and Practices of Marketing in India- C.B. Memoria

COURSE NAME : FINANCIAL MANAGEMENT

COURSE CODE: BBHC 305

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course includes are

1. To teach basic concepts of Financial Management and;
2. To make students aware of the role of Financial Management in decision-making and
3. To teach them various methods of investment analysis.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the significance of Financial management;
2. Calculate the present value, future value of the sum provided and

3. Calculate NPV and IRR and Decide the better project option.

COURSE CONTENTS

BLOCK-I OVERVIEW OF FINANCIAL MANAGEMENT

UNIT-1 INTRODUCTION TO FINANCIAL MANAGEMENT

Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department;

UNIT-2 OBJECTS OF FINANCIAL MANAGEMENT

Management – Goals of Financial Management, Financial Decisions, Role of a Financial Manager

UNIT-3 TIME VALUE OF MONEY -I

Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period

UNIT-4 TIME VALUE OF MONEY -I

Concept of Valuation - Valuation of Bonds, Debentures and Shares (Simple Problems)

BLOCK-2 INVESTMENT AND FINANCING DECISION

UNIT-5 CAPITAL BUDGETING-I

Meaning and Scope of Capital Budgeting, Features & Significance, Techniques – Traditional techniques-Payback Period, Accounting Rate of Return,

UNIT-6 CAPITAL BUDGETING-II

Discounted cash flow techniques-Net Present Value, Internal Rate of Return and Profitability Index

UNIT-7 FINANCING DECISION-I

Sources of Long Term Finance - Meaning of Capital Structure, Factors influencing Capital Structure,

UNIT-8 FINANCING DECISION-II

Optimum Capital Structure – EBIT, EPS Analysis, Leverages, Problems

BLOCK-3 DIVIDEND DECISION AND WORKING CAPITAL MANAGEMENT

UNIT-9 DIVIDEND DECISION

Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus

Shares

UNIT-10 DIVIDEND DECISION THEORIES

Walter's model, Gordon's Model, MM hypothesis and Lintner's model

UNIT-11 WORKING CAPITAL MANAGEMENT-I

Concept of Working Capital, types, Significance of Adequate Working Capital, cycle, Problems of Excess or Inadequate Working Capital,

UNIT-12 WORKING CAPITAL MANAGEMENT-II

Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

BLOCK-IV RECEIVABLES, INVENTORY AND CASH MANAGEMENT

UNIT-13 RECEIVABLES MANAGEMENT

Introduction, credit policy, optimum credit policy, credit policy variables, monitoring receivables

UNIT-14 INVENTORY MANAGEMENT-I

Introduction, nature, inventories, objectives of inventory management, need to hold inventories,

UNIT-15 INVENTORY MANAGEMENT-II

Inventory management techniques, analysis of investment in inventory, inventory control system

UNIT-16 CASH MANAGEMENT

Introduction, facets of cash management, motives for holding cash, investing of surplus cash

Reference

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. James C.Vane Horne and Wachowicz Jr, Fundamental of Financial Management, Prentice Hall India publications
4. Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe , Corporate Finance, Mc Grawhill publications
5. P.C. Tulsian and Bharat Tulsian, Financial Management, S Chand publications
6. S N Maheshwari, Financial Management, Sultan Chand publications
7. Khan and Jain, Financial Management, TMH publications

8. R.P.Rastagi, Financial Management, Taxman Publication

COURSE NAME: COMPUTER APPLICATIONS

COURSE CODE: BBSEC-306

CREDITS: 2

COURSE OBJECTIVE

The Objectives of teaching this course are

1. To describe the fundamentals of computer;
2. To provide orientation towards hardware and software and
3. To teach basic computer skills.

COURSE OUTCOME

After studying this course the students should be able to

1. To explain the fundamentals of computer;
2. To create letters in MS-word;
3. To Create workbooks in Excel, fill data and perform necessary operations and
4. To Create email, send and receive email.

COURSE CONTENTS

BLOCK-1 INTRODUCTION

UNIT-1 Computer Basics - Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture

UNIT-2 Number Systems - Introduction, Classification of Number System, Types of Number System, Conversions from One Base to Another, Conversion using Shortcut Method

UNIT-3 Hardware and Software - Introduction, Computer Memory, Secondary Memory, Computer Peripherals, Output Devices, Software requirements

UNIT-4 Windows XP- Introduction, Features, Comparison between Professional and Home edition, Windows XP installation, Activating Windows XP, Security features of Windows XP, Accessing User Accounts, Getting Help

BLOCK- 2 PRACTICAL CLASSES

- UNIT-5** MS Word- Introduction, Windows 2007 Interface, Customizing the Word Application, Document Views, Basic Formatting in MS Word 2007, Advanced Formatting, Navigating through a Word Document, Performing a Mail Merge, A Quick Look at Macros, Printing Documents, Print Preview
- UNIT-6** Excel 2007- Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets
- UNIT-7** MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations
- UNIT-8** Email, Creation of ID, Sending emails, Paying bills Online, Use of Google forms, Google Drive and google Meet

BBA IV SEMESTER

BBAEC 401/402

COURSE NAME: OPERATION MANAGEMENT

COURSE CODE: BB403

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To provide basic knowledge about production process in a factory;
2. To orient towards forecasting techniques and
3. To introduce project analysis techniques.

COURSE OUTCOMES

After studying this course the students should be able to

1. Differentiate between different types of production processes;
2. Appreciate latest developments in production technology and
3. Identify the significance of quality.

BLOCK-1 INTRODUCTION

UNIT-1 Introduction to Production Management: Introduction; History of Production and Operations Management; Definitions of Production Management; Production Process; Production::; Objectives of Production

Management; Scope of Production Management; Importance of Technology in Production

UNIT-2 Introduction to Operations Management: Definition of Operations Management, Service Management, Growing Significance, Service Operations

UNIT-3 Manufacturing and Non-Manufacturing Operations and their Classifications, Productivity Figure , Operations Planning and Control,

UNIT-4 Forecasting - Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting, Qualitative and Quantitative Techniques of Forecasting: Qualitative Techniques, Quantitative Techniques

BLOCK-2 PRODUCTION PROCESS

UNIT-5 Production and Process Design - Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Process Design—Meaning, Need, Factors and Types: Framework for Process Design,

UNIT-6 Production Planning and Control- Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning,; Main Functions of Production Planning and Control (PPC).

UNIT-7 Operations Technology - Importance of Operations Technology, Types of Operations Technology, Manufacturing Systems or Production Systems, Continuous Production System (CPS), Characteristics of Continuous Production System, Intermittent Production System;

UNIT-8 Automation - Meaning, Importance and Elements, Computer-Aided Design (CAD), Computer. Aided Manufacturing (CAM), Flexible Manufacturing System (FMS), Computer-Integrated Manufacturing System (CIMS),

BLOCK-3 PRODUCTION MANAGEMENT

- UNIT-9** Materials Management - Overview of Materials Management: Definition of Materials Management, Functions of Materials Management, Importance of Materials Management; Concept of Purchase Management.
- UNIT-10** The Objectives of Purchasing, The Functions of a Purchase Department, The Methods of Purchasing, Types of Contracts and tenders, Seasonal Purchasing, Subcontract Purchasing, Central Purchase Organization.
- UNIT-11** Project Analysis- PERT/CP, Definition of Project and Project Management, Characteristics of a Project, Life Cycle of a Project, Types of Projects, Scope of Project Management, Project Planning Process, Programme Evaluation Research Task (PERT) and Critical Path Method (CPM)
- UNIT-12** Plant Location and Layout - Definition and Objectives of Plant Location, Importance of Location, Locating Foreign Operations Facilities, Location Decision Process; Layout Planning, Advantages and Functions of Layout Planning, Principles of Layout, Layout Varies on Facility Types, Flow Patterns, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layout, Methodology of Layout Planning
- BLOCK-4 QUALITY MANAGEMENT**
- UNIT-13** Maintenance Management - Definition of Maintenance Management, Need for Maintenance, Objectives of Maintenance Management, Types of Maintenance Systems, Activities in Maintenance Management
- UNIT-14** Work Study - Definition, Objectives, Significance and Advantages, Importance and Scope, Various Models, Work Study as a Science, Work Study and Productivity, Method Study, Definition, Objectives and Procedure: Objectives of Method Study, Method Study Procedure, Threbligs, Work Measurement, Time Study
- UNIT-15** JIT and Quality- Definition of Just-In-Time (JIT), Process of JIT, Six Sigma, Zero Defect, ISO Certification, Service Quality
- UNIT-16** Quality- Costs of Quality, Characteristics of Quality, Quality of the Process, Seven Tools of Statistics, Quality Planning and Improvement Tools, Total Quality Management (TQM):

Reference

1. Modern Production and Operation management, Elwood S Buffa, New Delhi: Wiley Eastern, 1984
2. Production management , Hedge, New Delhi: Prentice-hall of india private limited, 1972
3. Production and Operations Management [8181423852], VIjay K.C, jaipur: RBd, 2010
4. Production and marketing, Desai, Vasant, Mumbai: Himalaya publishing house, 1999
5. Production management and control, Barat, Nikhil, Calcutta: Academic Publishers, 1971

COURSE NAME: COST AND MANAGEMENT ACCOUNTING

COURSE CODE: BBHC – 404

CREDITS 4

COURSE OBJECTIVES

The Objectives of this course are

1. To help the learners to develop cognizance of the importance of accounting in organization financial statements;
2. To enable learners to describe how a common man analyze the financial statements under different conditions and understand why people describe the financial statements in different manner;
3. To provide the learners to analyze specific tools and techniques of Management Accounting and their future action for discharge of timely decisions and
4. To enable learners to manufacture related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.

COURSE OUTCOMES

After studying this course the students should be able to

1. Demonstrate the applicability of the concept of management accounting to understand the managerial decisions and financial statements;
2. Apply the Financial Statement Analysis associate with Financial Data in the organization;
3. Analyze the complexities associated with management of cost of product and services in the Organization and

4. Demonstrate how the concepts of management accounting and costing could integrate while identification and resolution of problems pertaining to manufacturing sector.

COURSE CONTENTS

BLOCK-I INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING

UNIT-1 Development of cost and Management accounting – Limitations of financial accounting. Definition and meaning of cost, costing, cost accounting, and cost accountancy; Types of cost; importance and limitations of cost accounting; Definition and meaning of management accounting – nature and scope; importance and scope, difference between financial and cost and management accounting.

UNIT-2 Elements of cost; Material – Meaning, importance; classification; purchase procedure; store keeping. Records of stores (Bin card, Store Ledger); Pricing of material issues – FIFO, LIFO methods; stock levels, maximum, minimum, Re-order level and average stock level.

UNIT-3 Labour – Meaning, importance, classification, labour turnover, time recording and time booking; idle time and over time; methods of remuneration; incentive plans, Halsey and Rowan plans, Taylor and Merrick system.

UNIT-4 Overheads – Meaning, importance, classification, distribution of overheads, cost allocation and apportionment, primary distribution; summary-absorption of overheads, machine hour rate, activity based costing system.

BLOCK-II COST SHEET AND METHODS OF COSTING:

UNIT-5 Cost sheet – Meaning and format, preparation of cost sheet, estimates.

UNIT-6 Reconciliation of cost and financial profits.

UNIT-7 Process Costing – excluding inter process and joint products. Contract costing, Operating costing, transport undertakings.

UNIT-8 Contract Costing - Features of Contract costing, Objectives of contract costing, Methods of Valuing contracts, Cost Plus contract, Escalation Clause, Retentions Money.

BLOCK – III TOOLS AND TECHNIQUES OF COSTING

UNIT-9 Marginal costing – Meaning, features, assumption, concepts, computation of contribution, P/V ratio. BEP-Margin of safety. Application of marginal costing; pricing of profit planning.

UNIT-10 Budgetary controls - Meaning of Budget; Budgeting and Budgetary control; Budget Manual, Budget Committee; Key factors, classification of budgets-PB& ZB; Preparation of flexible budget, sales budget and cash budget.

UNIT-11 Standard costing and variance analysis - meaning of standard cost, steps involved in standard costing, Difference between budgetary control and standard cost variance analysis, Problems of material variance and labor variance (Simple problems).

UNIT-12 Social Accounting - Meaning and Definitions, Social Cost-benefit analysis, Method of social accounting, social income statement.

BLOCK-IV TOOLS AND TECHNIQUES OF MANAGEMENT ACCOUNTING

UNIT-13 Analysis and Interpretation of Financial Statements - Meaning, importance and types. Common size statements, Comparative Financial Statements, Inter comparison and Intra comparison-Trend Analysis.

UNIT -14 Ratio Analysis: Meaning, Importance, types of Ratios.

- (a) Profitability Ratio – Gross profit ratio; Net profit ratio, Operating ratio, Operating profit ratio, operating expense ratio; return on investment; earnings per share (AS 20); Dividend per share.
- (b) Turnover Ratio – Stock turnover ratio, Debtors turnover ratio, creditors turnover ratio, working capital turnover ratio; capital employed turnover ratio.
- (c) Solvency Ratio – Current ratio; Acid test ratio; Debt-equity ratio; Proprietary ratio; Capital Gearing Ratio. Limitations of Ratio Analysis.

UNIT-15 Fund flow analysis – meaning of fund, sources of funds; application of fund, uses of fund flow statement, format of fund flow statement; limitations of fund flow statement, Preparation of fund flow statement including statement showing changes in working capital.

UNIT-16 Cash flow analysis – Meaning of cash and cash equivalent, difference between cash flow statement and fund flow statement; types of cash flows; importance of cash flow statement, Preparation of cash flow statement as per AS3 (Direct and Indirect Method).

Reference:

01. Maheshwari S,N. (2014) Cost and Management Accounting, Sultan chand and Sons.
02. Saxena V.K, and C.D. Vashist, Cost Accounting, Sultan chand and Sons.
03. Madegowda, J Management Accounting, Himalaya Publishing House, New Delhi.

04. Pillai and Bagavathi, Management Accounting, S. Chand and Co. Ltd.,
05. Gupta, S.P. Management Accounting, Sahitya Bhavan Publications.

COURSE NAME: BUSINESS LAWS AND CYBER LAWS

COURSE CODE: BBHC 405

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To Orient students about the contract act;
2. To provide information on partnership and
3. To make them aware about Cyber Laws.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the provisions of Contract Act;
2. Explain the procedures for registration of partnership and
3. Examine the provisions of Cyber Laws.

COURSE CONTENTS

BLOCK-I PRINCIPLES OF CONTRACT –I

UNIT-1 Definition, concept, meaning, need, mercantile law – sources of Indian Mercantile Law. Indian Contract Act – 1872; Contract, Definition Agreement, essentials of a valid contract

UNIT-2 Classification of Contracts

UNIT-3 OFFER – meaning, definition, legal rules of valid offer. Acceptance, meaning, definition, legal rules of valid acceptance

UNIT-4 Contractual capacity – Definition, parties, suffering from incapacity, minors, nature of minor’s agreements, consequences, persons of unsound mind, insolvents, alien enemies.

BLOCK-II PRINCIPLES OF CONTRACT –II

UNIT-1 Consent, Free consent – Definition, coercion, undue influence, fraud; misrepresentation, mistake, consequences

UNIT-2 Lawful consideration – Definitions, need for consideration, legal rules as to consideration, “No consideration- No contract”, Exceptions to the rules

UNIT-3 Lawful object – Illegal and unlawful and immoral agreements; agreements opposed to public policy.

UNIT-4 Void and voidable agreements, wagering agreements, contingent contracts, quasi contracts

BLOCK-V INDIAN PARTNERSHIP ACT -1932 AND ESSENTIAL COMMODITIES ACT

UNIT-1 Partnership – Definitions, Types of partners, partnership deed (contents),

UNIT-2 Registration of partnership firm – Procedure, privileges from registration, consequences of non registration

UNIT-3 Dissolution of partnership firm situations and procedures.

UNIT-4 Essential Commodities Act -1956; essential commodities, powers of Central Government to control the production, supply and distribution of essential commodities, confiscation of essential commodities

BLOCK-VI OTHER LAWS APPLICABLE TO BUSINESS

UNIT-1 Environmental Protection Act -1984 (Objects, Offences and Penalties)

UNIT-2 Cyber Law (Crimes) – objects and essential features.

UNIT-3 IT Act, Digital initiatives of Government

UNIT-4 Intellectual Properties Act – objects, salient features.

Reference:

Mercantile Law	:	N.D.Kapoor
Mercantile Law	:	S.P.Iyengar
Commercial Law	:	B.S.Raman
Law	:	M.C.Kuchhal

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COURSE NAME : PERSONALITY DEVELOPMENT

COURSE CODE: BB406

CREDITS 2

COURSE OBJECTIVES

The Objectives of this course are

1. To make the students to visualize the importance of personality development;
2. To make the student to know the various parameters of personality development and
3. TO provide practical inputs on personality development.

COURSE OUTCOMES

After studying this course the students should be able to

1. Make a SWOT Analysis of themselves;
2. To Identify factors that motivate them and
3. Participate in various activities to develop their personality.

COURSE CONTENTS

BLOCK-1 INTRODUCTION

UNIT-1 INTRODUCTION TO PERSONALITY DEVELOPMENT

The concept personality- Dimensions of theories of Freud & Erickson, personality, significant of personality development. The concept of success and failure: Definition of success. Hurdles in achieving success, Overcoming hurdles, Factors responsible for success, Definition of failure, Causes of failure. SWOT analyses.

UNIT-2 ATTITUDE & MOTIVATION

Attitude - Concept – Significance, Factors affecting attitudes, Positive attitude, Advantages, Negative attitude, Disadvantages, Ways to develop positive attitude, Difference between personalities having positive and negative attitude. Concept of motivation, Significance, Internal and external motives, Importance of self-motivation, Factors leading to de-motivation

UNIT-3 SELF-ESTEEM

Term self-esteem - Symptoms - Advantage Term self-esteem, Symptoms, Advantages, Do's and Don'ts to develop positive self-esteem, Low self esteem, Symptoms, Personality having low self esteem, Positive and negative self-esteem. Interpersonal Relationships, Defining the difference between aggressive, submissive and assertive behaviours, Lateral thinking.

UNIT-4 OTHER ASPECTS OF PERSONALITY DEVELOPMENT

Body language - Problem-solving - Conflict and Stress Management, Decision, skills. Leadership and qualities of a successful leader, Character-building, Team-work, Time management, Work ethics, Good manners and etiquette.

BLOCK -2 PRACTICAL ASPECTS

(To be Practiced by the students and taught by resource person for 15 hours)

Resume building- The art of participating in Group Discussion – Public Speaking, Seminar Presentations, and Role play Acting the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions. Personal SWOT Analysis

Reference:

1. Business communication and personality development , Das, Biswajit, Delhi: Excel boks, 2007.
2. Hand book of personality development guiford press.
3. Handbook of personality development (Dan Mcadams)
4. Handbook of personality development, Daniel K Mroczek, (Daniel K Mroczek Todd D.Litt)
- 5.

V SEMESTER

COURSE NAME: IT FOR BUSINESS

COURSE CODE: BBHC 501

CREDIT: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To provide awareness about information system;
2. To induce business decision skills through MIS;
3. To provide knowledge about project development life cycle and
4. To familiarize with database management systems.

COURSE OUTCOMES

After studying this course the students should be able to

1. Understanding of Various types and trends of Information systems;
2. Decision Making using MIS and
3. Database design.

COURSE CONTENTS

BLOCK-1 INTRODUCTION

- UNIT-1** Identify MIS- Introduction to Management Information Systems, History of MIS, Impact of MIS,
- UNIT-2** Role and Importance, MIS Categories, Managers and Activities in IS,
- UNIT-3** The Decision Making Process, System Approach to Problem Solving, The Structure of Management Information System
- UNIT-4** Kinds of Information Systems -Introduction, Types of Management Systems Concepts of Management Organization
- BLOCK-2 MANAGEMENT INFORMATION SYSTEM**
- UNIT-5** Planning and Control - Introduction, Differences between planning and control information, Systems Analysis, Systems Design
- UNIT-6** MIS Planning and Development - Introduction, Planning, development
- UNIT-7** MIS and BPR - Introduction, Business Process, Re – Engineering, Improving a process in BPR, Object Oriented methodology, BPR – Current Focus
- UNIT-8** MIS Organization Structure - Introduction, MIS at Management levels, Strategic Level Planning, Operational Level Planning, Economic and Behaviour Theories.
- BLOCK-3 TRENDS IN MIS**
- UNIT-9** Enterprise Resource Planning - Introduction, Basics of ERP, Evolution of ERP, Enterprise Systems in Large Organizations, Benefits and Challenges of Enterprise Systems
- UNIT-10** E-Enterprise System - Introduction: Managing the E-enterprise, Organisation of Business in an E-enterprise, E-business, E-commerce, E-communication, E-collaboration,
- UNIT-11** Trends in MIS- Introduction, Decision Support Systems (DSS), Artificial Intelligence (AI)
- UNIT-12** MIS – Support Models and Knowledge Management: Introduction, Philosophy of Modelling, DSS: Deterministic Systems, Market Research Methods, Ratio Analysis for Financial Assessment, Management Science Models, Procedural Models, Project Planning and Control Models, Cost Accounting Systems, Operations Research Models: Mathematical Programming Techniques, Knowledge Management
- BLOCK-4 INFORMATION SYSTEM AND SECURITY**

- UNIT-13** Organization and Computer Networks - Introduction, Basics of computer systems, Basic Network Terminologies, Definitions and Application, The Intranet and the Extranet
- UNIT-14** Database Management Systems - Introduction, Types of Database Users, DBMS, Designing of DBMS
- UNIT-15** Strategic Management Information System - Introduction, Background, Performance, Product differentiation and Value Chain, How IT influences Organizations' goals, The five levels, Governance Modes in the use of IT
- UNIT-16** Security and Ethical Issues- Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

Reference:

1. Information Technology for Business- Dhiraj Sharma, Himalaya Publishing House 2012
2. Management Information Systems- Nitin C kamat, Jyotindra Zaveri, Himalaya Publishing House, 2011
3. Introduction to Information Technology- V. Rajaraman, PHI Learning Private Limited, 2014
4. Management Information Systems- C.S.V. Murthy, Himalaya Publishing House, 2014

COURSE NAME : ORGANIZATIONAL BEHAVIOUR

COURSE CODE: BBHC 502

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To create awareness about organization behavior;
2. To orient students towards the various concepts of organizational behavior and
3. To motivate the students to change.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain the fundamental concepts of Organizational behavior;

2. Describe various theories of motivation and
3. Examine the organizational climate.

COURSE CONTENTS

BLOCK-1 FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR

- UNIT-1** Evolution of organizational behavior. Individuals and Organizations. Forces affecting organizational behaviour.
- UNIT-2** Significance of OB and relations of OB with other disciplines
- UNIT-3** Changing work force and employment relations.
- UNIT-4** Impact of globalization and information technology on organizational behaviour.

BLOCK-2 GROUP DYNAMICS

- UNIT-5** Group behaviour, team development, group cohesiveness, group decision making process.
- UNIT-6** Effective teams, organizational conflicts & conflict resolution,
- UNIT-7** Interpersonal skills. Johari Window and transactional analysis.
- UNIT-8** Perception, Role of perception in group dynamics

BLOCK-3 MOTIVATION

- UNIT-9** Theories and models of motivation of Maslow, Herzberg
- UNIT-10** Other Motivation models
- UNIT-11** Leadership, theories of leadership & leadership styles.
- UNIT-12** Values, Emotions, Learning Curves

BLOCK-4 MANAGEMENT OF CHANGE

- UNIT-13** Resistance to change. Change models, change agents
- UNIT-14** **Organizational effectiveness. Organizational climate**
- UNIT-15** Organization culture , learning organizations.
- UNIT-16** World Class Organizations

References :

1. Organizational Behavior – Robbins
2. Organizational Behavior – Fred Luthans
3. Human Behavior at Work – Keith Davis

4. Organizational Theory and Design – Daft
5. The Fifth Discipline – Peter Senge
6. The Seven Habits of highly Effective People – Stephen Covey
7. Understanding Organizational Behavior – Uday Parekh
8. The Five Minds – Howard Gardner
9. All the books by Edward De Bono
10. Work in the 21st Century – Landy and Jeffrey

COURSE NAME: STRATEGIC MANAGEMENT

COURSE CODE: BBHC 503

CREDITS:

4

COURSE OBJECTIVES

The Objectives of this course are

1. To enable the students to understand the strategic issues such as Strategic Planning;
2. Create awareness about strategic Implementation and
3. To expose them to the methods of strategic Evaluation.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain the concept of strategic Management;
2. Perform SWOT Analysis and
3. Evaluate the strategic alternatives.

COURSE CONTENTS

BLOCK- 1 INTRODUCTION TO STRATEGIC MANAGEMENT AND ENVIRONMENTAL APPRAISAL

UNIT-1 Process of Strategic Management Process, Meaning and Definition – Need, Process of Strategic Management

UNIT-2 Strategic Decision Making – Business Ethics, Strategic Management.

UNIT-3 The concept of Environment – The Company and its Environment, Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces.

UNIT-4 SWOT Analysis – Competitive Advantage, Value Chain Analysis.

BLOCK-2 STRATEGIC PLANNING

- UNIT-5** Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression.
- UNIT-6** Stability Strategy – Expansion Strategy, Merger Strategy, Retrenchment Strategy, Restructure Strategy.
- UNIT-7** Levels of Strategy – Corporate Level Strategy, Business Level Strategy and Functional Level Strategy.
- UNIT-8** Competitive Analysis – Porter’s Five Forces Model.

BLOCK-3 IMPLEMENTATION OF STRATEGY

- UNIT-9** Aspects of Strategy Implementation–Project Manipulation, Procedural Implementation.
- UNIT-10** Structural Implementation – Structural Considerations, Organizational Design and Change – Organizational Systems.
- UNIT-11** Behavioral Implementation – Leadership Implementation, Corporate Culture, Corporate Policies and Use of Power.
- UNIT-12** Functional and Operational Implementation – Functional Strategies, Functional Plans and Policies. Financial, Marketing, Operational and Personnel dimensions of Functional Plan and Policies, Integration of Functional Plans and Policies.

BLOCK 4 STRATEGY EVALUATION

- UNIT-13** Strategy Evaluation and Control - Operational Control –
- UNIT-14** Overview of Management Control – Focus on Key Result Areas.
- UNIT-15** Skill Development -Present a chart showing Strategic Management Process, Select any organization and undertake SWOT analysis, Analyse the corporate, business and functional level strategies of any one Indian Company..
- UNIT-16** Skill Development - Select any sector and make competitive analysis using Porter’s five forces model, List social responsibility actions initiated by any one company in India, Select any organization and identify the Key Result Areas

Reference:

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subbarao: Business Policy and Strategic Management, HPH.
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated

Approach, Cengage

4. Learning
5. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
6. AppaRao; Strategic Management and Business Policy, Excel Books.
7. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
8. Pillai, Strategic Management,
9. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
10. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt.Ltd

COURSE NAME : INCOME TAX AND GST

COURSE CODE BBHC-504

CREDITS 4

COURSE OBJECTIVES

The Objectives of this course are

1. To educate the students with the knowledge of income tax of Individuals;
2. To comprehend student to compute the Taxable Income and Tax Liability of individuals;
3. To equip the students with the principles and provisions of Goods and Services Tax (GST) and
4. To provide an insight into practical aspects and apply the provisions of tax laws to various situations.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain provision of income tax and GST;
2. Explain provision of compute the taxable incomes of an individual and
3. Explain provision of develop the ability to compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.

COURSE CONTENTS

BLOCK-1 INTRODUCTION TO INCOME TAX

UNIT-1 Introduction to Income Tax - Brief History of Indian Income Tax, Legal Frame Work, Types of Taxes, Cannons of Taxation, Important Definitions:

Assessment, Assessment Year, Previous Year (including Exceptions), Assesse, Person, Income, Casual Income, Gross Total Income, Agricultural Income, Scheme of taxation. Meaning and classification of Capital & Revenue, Exempted Incomes U/S 10.

UNIT-2 RESIDENTIAL STATUS

Residential Status of an Individual – Determination of Residential Status, Incidence of Tax, Problems.

UNIT-3 Income from Salary – Meaning, Definition, Basis of Charge, Advance Salary, Arrears of Salary, Allowances, Perquisites, Provident Fund, Profits in Lieu of Salary, Gratuity, Commutation of Pension, Encashment of Earned leave, Compensation for voluntary retirement, Deductions from Salary U/S 16, Problems on Income from Salary.

UNIT-4 Income from House Property-Basis of Charge, Deemed Owners, Exempted Incomes from House Property, Composite Rent, Annual Value, Determination of Annual Value, Treatment of Unrealized Rent, Loss due to Vacancy, Deductions from Annual Value, Problems on Income from House Property.

BLOCK-2 COMPUTATION OF INCOMETAX

UNIT-5 PROFITS AND GAINS FROM BUSINESS AND PROFESSION

Meaning and Definition of Business, Profession – Vocation, Expenses Expressly Allowed, Allowable Losses, Expenses Expressly Disallowed, Expenses Allowed on Payment Basis, Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.

UNIT-6 CAPITAL GAINS and INCOME FROM OTHER SOURCES

Basis of Charge – Capital Assets, Transfer of Capital Assets, Computation of Capital Gains, Exemptions U/S 54, Problems on Capital Gains; Other Sources Incomes, Taxable incomes under the head Other Sources, Securities, Kinds of Securities, Rules for Grossing Up, Ex-Interest Securities, Cum-Interest Securities, Bond Washing Transactions, Problems on Income from Other Sources

UNIT- 7 DEDUCTIONS FROM GROSS TOTAL INCOME

Deductions u/s: 80 C to 80U (Deductions relating to Individual Assesse only)

UNIT-8 SET-OFF & CARRY FORWARD OF LOSSES AND ASSESSMENT OF INDIVIDUALS

Meaning – Set-off & Carry forward of losses (Theory only).

Computation of Total Income and Tax Liability of an Individual Assesse (Problems – in case of income from salary & house property computed income shall be given)

BLOCK-3 GST

UNIT-9 Introduction to Goods and Services Tax (GST) - Meaning and Definitions of GST, Objectives and Salient Features of GST, Subsuming of Taxes, Benefits of implementing GST, Structure of GST (Dual Model), GST Council, Constitutional Amendments.

UNIT-10 GST Acts - Salient Features of CGST Act, SGST Act (Karnataka State), IGST Act, Important Definitions under CGST and IGST Act, 2017, GST (Compensation to State) Act, 2017.

UNIT-11 Levy and Collection of Tax – Supply, Scope of Supply, Composite Supply and Mixed Supply, Intra-State Supply, Inter-State Supply, Levy and Collections, Composition Levy, Person Liable to pay GST, Exempt Supply, Non-Taxable Supply and Non, GST Supply, Rates of GST, E-Way Bill.

UNIT-12 Input Tax Credit – Introduction, Meaning of Input Tax Credit, Eligibility and Conditions for taking Input Tax Credit, Taking Input tax Credit in respect of inputs sent for Job Work, Reverse Charge, Distribution of Credit by Input Service Distributor (ISD). Recovery of Input Tax Credit

BLOCK-IV COMPUTATION OF GST

UNIT-13 Place, Time and Value of Supply - Time of Supply of Goods and Services, Place of Supply of Goods and Services, Value of Supply, Computation of Taxable Value and Tax Liability.

UNIT-14 GST Registration - Meaning of GST, Advantages of Registration under GST, Persons not Liable for Registration, Compulsory Registration, Procedure for

Registration, Deemed Registration, Cancellation of Registration, Revocation of Registration.

UNIT-15 Assessment and Returns - Meaning of Assessment under GST, Types of Assessment under GST, Furnishing Details of Outward Supplies and Inward Supplies, First Return, Annual Return, Final Return, Matching, Reversal and Reclaim of Input Tax Credit and Output Tax Liability.

Unit-16 GST and Technology - Overview of GSTN, The Indian GSTN Structure, Meaning and Goals of GSTN, Power and Functions of GSTN, Design and Implementation Framework of GSTN.

Books for References:

1. Vinod K Singhania – “Income Tax” - Taxmann Publications.
2. Gaur and Narang – Income Tax - Kalyani Publishers.
3. Saha R. G., et.al. - 7 Lecturers Business Taxation – Himalaya Publishing House.
4. Madhukar N Hiregange - Goods and Services Tax - Wolters Kluwer.
5. Datey V.S - All About GST - Taxman's Publishing House.
6. Saha R.G., Divyesh Shah & Usha Devi N. – GST (Indirect Taxes) – HPH.

COURSE NAME: INDIAN FINANCIAL SYSTEM

COURSE CODE: BBSC 505F

CREDITS: 3

COURSE OBJECTIVES

The Objectives of this course are

1. To provide an insight into the functioning of Indian financial system and various components of the financial system;
2. To make the students to understand the inter-relationship among different components and the impact on business enterprise.

COURSE OUTCOMES

After studying this course the students should be able to

1. Explain the significance a Financial System;
2. Appreciate function of Financial Institution and
3. Provide overview of Indian Financial Service.

COURSE CONTENTS

BLOCK-I INTRODUCTION TO INDIAN FINANCIAL SYSTEM

UNIT-1 Overview of Financial System - Financial System, Features, Constituents of Financial System, Function of financial system, financial concepts, financial assets, financial intermediaries,

UNIT-2 Financial Institutions-Characteristics of Financial Institutions, Broad Categories, Money Market Institutions and Capital Market Institutions.

UNIT-3 Functions of Financial Institutions-I-Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India,

UNIT-4 Functions of Financial Institutions-II-EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFC

BLOCK-2 FINANCIAL SERVICES

UNIT-5 Overview of Financial Services - Financial Services, Meaning, Objectives, Functions, Characteristics, Types of Financial Services

UNIT-6 Merchant Banking - Merchant Banking – Meaning, Functions and Operations,

UNIT-7 Hire Purchase and Leasing- Features, hire purchase agreement, hire purchase and credit sale and hire purchase and instalment sale, Types of lease, advantages and disadvantages of lease,

UNIT-8 Mutual Funds, Venture Capital & Credit Rating - Definition, types of funds importance, operation of funds, facilities available to investors

BLOCK-3 FINANCIAL MARKETS AND INSTRUMENTS

UNIT-9 Financial Markets-I - Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets

UNIT-10 Financial Markets –II - Money Market Instruments, Capital Market and Instruments;

UNIT-11 Listing of Shares - SEBI guidelines for Listing of Shares and Issue of Commercial Papers.

UNIT-12 Investors Protection and SEBI guidelines - Need for protection, factors affecting investor interest, guidelines for the protection of shareholders and debenture holders.

Books for Reference:

1. L.M. Bhole, Financial Institutions & Markets, McGraw Hill
2. Khan, M.Y, Indian Financial System, McGraw Hill
3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
4. Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill
5. Guruswamy, S., Financial Services and System, McGraw Hill
6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
7. Khan. M.Y, Indian Financial System, Vikas Pub. House
8. H.R Machiraju, Indian Financial System, Vikas Pub. House
9. E.Gorden & K. Nataraj, Financial Markets and Services, HPH

COURSE NAME: RETAIL AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: BBSC 505/506 M

CREDITS: 3

COURSE OBJECTIVES

The Objectives of this course are

1. Provide an overview of Indian;
2. Give insight on retail planning and
3. Make students aware of supply chain.

COURSE OUTCOMES

After studying this course the students should be able to

1. Discuss factors influencing relations;
2. Identify factors influencing site selection and
3. Explain the factors affecting supply chain management.

COURSE CONTENTS

BLOCK –I INTRODUCTION TO RETAILING

UNIT-1 Introduction meaning, Importance – Retail store in India Objectives, nature and scope of Retailing

- UNIT-2** Types of Retailing – Types of Retail formats Function of Retailing, wheel of retails. Retailing Life Cycle, Retailing wise, Strategy,
- UNIT-3** Retail Consumer buying behaviour Types – Retail segmentation – Factor influencing Retail segmentation. Retail positioning,
- UNIT-4** Retail Organization Structure. Trends in Retailing, Retail Operation

BLOCK –II RETAIL LOCATION - RETAIL PLANNING

- UNIT-5** Retail location concept, Its importance/significance. Factors affecting Retail location,
- UNIT-6** Site selection – factor influencing site location, steps/process of site selection store layout, Factors influencing store layout, store design.
- UNIT-7** Category Management Meaning And Definition, Its components and process, store administration floor space management
- UNIT-8** Managing store, inventories – planning Inventory Management, meaning / definitions objectives process. Inventory management strategy

BLOCK –III RETAIL SUPPLY MANAGEMENT

- UNIT-9** Meaning / Importance, Objectives, Process, Designing SC Networks, Scope,
- UNIT-10** Supply chain planning. Merchandising – Definition. Steps in planning. Hierarchy Vendor development evaluating merchandise performance.
- UNIT-11** Supply chain networks, Logistic/supply chain network design, integrated supply chain planning.
- UNIT-12** Types of distribution channels, Channel design, Considerations of channel design, Physical distribution management.

Reference:

1. Retail Marketing [9788174465757], Sivakumar, A., New Delhi: Excel Books, 2007
2. Retailing [0063894033], Will, R. Ted, New York: Canfield Press/San Francisco, 1977
3. Principles of Retail Management [0333792971], Varley, Rosemary New York: Palgrave Macmillan, 2004
4. Retail management [9789380222264], Jha, Madhukant, New Delhi: Gennext publications, 2010

COURSE NAME: HUMAN RESOURCE DEVELOPMENT

COURSE CODE: BBSC 506H

CREDIT: 3

COURSE OBJECTIVES

The Objective of teaching this course includes

1. To throw light on the significance of HR Development;
2. To examine the need and importance of T and D;
3. To evaluate various methods of T and D;
4. To assess the process of Career planning and Career Development and
5. To provide insights into identify a successful career path.

COURSE OUTCOMES

After studying this course the students should be able to

1. Discuss the need of training and development in an organization;
2. Apply various Training Need Analysis methods;
3. Differentiate between Training and development;
4. Evaluate various methods of training and development;
5. Identify different stages of career development and
6. Identify a suitable career path in their own profession.

COURSE CONTENTS

BLOCK-I INTRODUCTION

UNIT-1 Human Resource Development; Meaning and concept of HRD, Significance of HRD

UNIT-2 Difference between Education, Training and Development, Need for training, importance of training, Benefits of training,

UNIT-3 Training need analysis, Methods of TNA, Training objectives, Steps in designing training programme.

UNIT-4 Methods of Training On-the-job and Off-the-job Evaluation of effectiveness of training programmes.

BLOCK-II

- UNIT-5** Executive Development: Introduction, Meaning and definition, Concept of ED, Need for ED, Objectives of ED, Importance of ED,
- UNIT-6** Process of Executive Development, Principles of executive development, Methods and techniques of executive development;
- UNIT-7** On-the-job methods and Off-the-job methods.
- UNIT-8** - EDP Programmes
- MDP Programmes

BLOCK-III

- UNIT-9** Career Planning Meaning of career Planning, Career planning and succession Planning, Need for career planning, Objectives of Career planning.
- UNIT-10** Process/Steps of career planning, Advantages of career planning, Parameters of Judging career success,
- UNIT-11** Succession Planning. Career Development- Career Need assessment, career opportunities, career need-career opportunity alignment, Monitoring career moves.
- UNIT-12** Talent Management – Significance, Strategies, Talent creation

SIXTH SEMESTER

COURSE NAME – ENTREPRENEURSHIP DEVELOPMENT AND MSMES

COURSE CODE: BBHC 601

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To enable the learners to understand the basic concepts of entrepreneurship;
2. To enable the learners to analyses the function of the entrepreneur in the successful, commercial application of innovations;
3. To confirm an entrepreneurial business idea;
4. To explore the learners the opportunities available for the youths to establish their own ventures and
5. To explore the learners entrepreneurial leadership and management style.

COURSE OUTCOMES

1. Have the ability to discern distinct entrepreneurial traits;
2. Know the parameters to assess opportunities and constraints for new business ideas;
3. Critically analyse the systematic process to select and screen a business idea and
4. Design strategies for successful implementation of ideas and write a business plan.

COURSE CONTENTS

BLOCK-1 INTRODUCTION

UNIT-1 Entrepreneur and Entrepreneurship – Introduction, Evolution, Characteristics of an Entrepreneur, Distinction between Entrepreneur and Manager, Functions of Entrepreneur, Types of Entrepreneur, Entrepreneur, Concept of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development

UNIT-2 Entrepreneurial Environment – Introduction, Private Enterprise and Development, Entrepreneurial Urge, Significance of Entrepreneurial Environment, Infrastructural Network, Environmental Analysis, The Green Arm of the Law, Instrumental Synergy, Artisans Development.

UNIT-3 Identification of Opportunities – Introduction, The Power of Imagination, Project Identification, Choosing an Idea, External Sources of Ideas for New Products, Choice of Product and Product Ideas, Importance of Project Identification, Criteria for Selecting a Particular Project, Product Planning and Development Process.

UNIT-4 Women Entrepreneurship – Introduction, Concept of Women Entrepreneurship, Statistical Evidence, New Age Women, Functions, Growth, Problems, Recent trends in Development of Women Entrepreneurship.

BLOCK-2 ENTREPRENEURIAL DEVELOPMENT

UNIT-5 Rural Entrepreneurship - Meaning of Rural Entrepreneurship, Need for Rural Entrepreneurship, Rural Industrialization in Retrospect, Problems of Rural Entrepreneurship, Development of Rural Entrepreneurship, NGOs and Rural Entrepreneurship.

UNIT-6 Factors Affecting Entrepreneurial Growth And Competencies - Economic Factors, Non-Economic Factor, Government Actions, Entrepreneurial

Competencies: Meaning, Major Entrepreneurial Competencies, Developing Competencies.

UNIT-7 Entrepreneurial Motivation and Mobility - Motivation, Motivation Theories, Motivating Factors, Achievement Motivation, Factors Influencing Mobility, Occupational Mobility, Locational Mobility.

UNIT-8 Entrepreneurship Development Programmes - Need for EDPs - Objectives of EDPs, Course Contents and Curriculum of EDPs, Phases of EDPs, Evaluation of EDPs.

BLOCK-3 MEDIUM AND SMALL SCALE

UNIT-9 Micro and Small Enterprises - Definition, Characteristics, Relationship between Small and Large Units, Rationale, Objectives, Scope, Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development, Problems of Small-Scale Industries.

UNIT-10 Medium Scale Enterprises - Definition, Characteristics, Relationship between Medium and Large Units, Rationale, Role of Medium Scale Enterprises in Economic Development, Problems

UNIT-11 Promotional Policies and Strategies for Medium and Small-Scale Industries- Introduction, Policy and Measures, Policy for Small-Scale Sector, Reservation of Industries, Technology, Technology Support, Energy conservation, Ancillary Development, Financial and Extension Infrastructure, Major Activities, Fiscal and Other Incentives, Small Industries Development Fund, National Equity Fund.

UNIT-12 Project Formulation - Meaning of Project Report, Significance of Project Report, Contents of Project Report, Formulation of a Project Report, Planning Commission Guidelines for Formulating a Project Report, Specimen of a Project Report, Network Analysis.

BLOCK-4 ENTREPRENEURIAL FINANCE

UNIT-13 Project Appraisal - Concept of Project Appraisal, Method of Project Appraisal.

- UNIT-14** Financing of Enterprise - Need for Financial Planning, Source of Finance, Capital Structure, Term Loans, Source of Short-term Finance, Capitalisation, Venture Capital, Export Finance.
- UNIT-15** Institutional Finance to Entrepreneurs - Commercial Banks, Industrial Development Bank of India, Industrial Finance Corporation of India, Industrial Credit and Investment Corporation of India, Industrial Reconstruction Bank of India, Life Insurance Corporation of India, Unit Trust of India, State Financial Corporations, State Industrial Development Corporations, Small Industries Development Bank of India, Export-Import Bank of India.
- UNIT-16** Institutional Support to Entrepreneurs - Need for Institutional Support, Institutional Support to Small Entrepreneurs, National Small Industries Corporation Ltd., Small Industries Development Organizations, Small Scale Industries Board, State Small Industries Development Corporations, District Industries Centre, Technical Consultancy Organizations.

Reference

- 01.** Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
- 02.** A. N Desai, Entrepreneurship Management, Ashish Publishing House.
- 03.** Chandra Prasanna, Project Preparation, Appraisal and Implementation, Tata McGraw Hill.
- 04.** Khanka, S.S, Entrepreneurial Development, S. Chand Publications.
- 05.** Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.

COURSE NAME: EVENT MANAGEMENT

COURSE CODE: BBHC 602

CREDITS: 4

COURSE OBJECTIVES

1. To provide an overview of event management;
2. To induce event management skills among students and
3. To provide insight on various parameters on event management.

COURSE OUTCOMES

1. To identify various parameters of event management;
2. To organize mini events and assist organizing mega events and
3. To organize online events making use of technology.

COURSE CONTENTS

BLOCK -I EVENT MANAGEMENT GENERAL

UNIT-1 Introduction to Event Management, Size of Events, Types of Events, Event Team

UNIT-2 Concepts and Design, Venue, Event Team/Contractors and other Stakeholders, Designing The Event

UNIT-3 Marketing And Promotion, Components of a Conference, Process of Events Marketing, The Marketing, Mix

UNIT-4 Risk Management, Financial Risk, Risk at Sporting Events, Process Risk, Incident Reporting

BLOCK–II ORGANIZING OF EVENT MANAGEMENT

UNIT- 5 Staffing, Pre-Event, Preparing, Job Description, Newcomer Information

UNIT- 6 Operation and Logistics, Policies, Procedures, Functional Areas, Leadership, Planning

UNIT-7 Safety and Security, Security, Employee Rights, Other Considerations, First Aid, Communication Method

UNIT-8 Monitoring and Control Systems, Preventive Controls and Feed Back Controls, Controlling Finances, Evaluation

BLOCK–3 EVENT PLANNING

UNIT-9 Initial Planning and Budgeting, Preliminary Cost Estimates, Purpose Of Event, Initial Planning

UNIT-10 Organization and Timing, Function Sheets, Timing is Everything, Best Time of Year

UNIT-11 Location, Site Selection, Location Requirements, Hotels and Convention Centres, Restaurants, Private Venues

UNIT-12 Transportation, Limousines, Motor Coaches, Parking

BLOCK–4 OPERATION OF EVENT MANAGEMENT

UNIT-13 Venue Requirements and Meeting Technology, Meeting, Meeting Technology Implementation, Video-Conferencing

UNIT-14 Guest Arrival, Weather Considerations, Fanfare, Special Arrival Activities, Registration

- UNIT-15** Foods And Beverage, Food And Beverage, Menu Planning, Breakfast, Coffee Breaks, Lunch, Cocktail, Dinner
- UNIT-16** Other Consideration, Entertainment, Photographer, Theme and Programs, Final Touches

Reference:

1. Event Management, Lynn Van Der Wagen, Brenda R Carlos
2. Global Meetings and Exhibitions by Carol Krugman and Rudy
3. Even Management and Even Tourism, Getz D
4. Best practices in Event Management John Willey
5. Event Planning Judy Allen

COURSE NAME: E-COMMERCE

COURSE CODE: BBHC 603

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To provide the students the basic concepts of e- Commerce and enterprise resource planning;
2. To Create awareness about significance of E-Commerce in the present scenario;
3. To give an insight about B2B Marketing and
4. To Provide an Overview about ERP.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the significance of E-Commerce;
2. Perform B2C E-Commerce activities and
3. To analyse the ERP system.

BLOCK-1 INTRODUCTION

UNIT-1 Introduction to E-commerce - Meaning and concept– E-commerce v/s Traditional Commerce E-Business & E-Commerce, types of e-business, History of E- Commerce, EDI, Importance, features & benefits of E-Commerce, Impacts,

- UNIT-2** Challenges & Limitations of E-Commerce - internet and its effects in business, strategy, structure and process, Road map of e-commerce in India, Influencing factors of successful E-Commerce.
- UNIT-3** Business models of E-Commerce - Business to Business, Business to customers, customers to customers Business to Government, Business to employee,
- UNIT-4** E-Business Requirements and Architecture - Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway
- BLOCK-2 E- PAYMENT AND SECURITY**
- UNIT-5** Electronic Payment system: Introduction – Online payment systems, prepaid and post paid payment systems, e-cash, e-cheque, Smart Card, Credit card, Debit Card, internet banking, mobile banking, Electronic purse.
- UNIT-6** Legal and ethical issues in E-Commerce, Security issues in E-Commerce, Regulatory frame work of E-commerce
- UNIT-7** Encryption: Cryptography, Encryption, Digital Signature, Virtual Private Network
- UNIT-8** Intranet and Extranet Security - Threats and Protection, Protection Methods, Data and Message Security, Firewalls
- BLOCK-3 TRENDS IN E-COMMERCE**
- UNIT- 9** E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet,
- UNIT-10** E-Business for Service Industry, Growth of services marketing through online
- UNIT-11** Mobile Commerce: Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles
- BLOCK 4: ERP**
- UNIT-13** Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

UNIT-14 ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle,, CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

UNIT-15 ERP functional modules: Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation,

UNIT-16 Phases of ERP implementation, why do many ERP implementation fail, ERP project teams- composition and organization, consultants and vendors.

References:

1. Leonard Jessup, Joseph Valacich, "Information System Today, Managing the Digital World" 3rd edition, PHI
2. Alexis Leon - Enterprise resource Planning, TMH

COURSE NAME : BUSINESS ANALYTICS

COURSE CODE: BBHC 604

CREDITS: 4

COURSE OBJECTIVE

The Objectives of this course are

1. This course is intended to expose students to the latest tools of Business Analytics and applying those tools for effective decision making;
2. Understand and articulate a business problem and convert it into a viable Analytics question;
3. Apply Data visualization for exploratory analysis and communicate effectively to diverse audience and
4. Evaluate various analytical approaches and select the most appropriate for the given problem.

COURSE OUTCOMES

After studying this course the students should be able to

1. Examine how data analysts describe, predict and make informed business decisions in various business domains like marketing, human resources, finance and operations;
2. Develop basic data literacy and an analytic mindset and
3. Make strategic decisions based on data.

COURSE CONTENTS

BLOCK-I INTRODUCTION TO BUSINESS ANALYTICS

UNIT-1 Importance and role of data driven decisions. Business Analytics – Definition, Market, Trends; Paradigm Shift from Data to Insight and from Business Intelligence to Business Analytics;

UNIT-2 Examples and Types of Business Analytics Analysis- Forecasting & Predictive Modeling; Descriptive, Prescriptive and Predictive Analytics.

UNIT-3 Data Summarization, Data visualization – Various visualization techniques, Unit IV: standardized reporting and Pivot Tables – Using Excel

BLOCK- II DATA MINING

UNIT-5 Introduction to Data Mining; Crucial processes in data mining;

UNIT-6 Data Warehousing; Significance, Methods

UNIT-7 Data Mining Techniques and Exploratory Data Analysis;

UNIT-8 Cloud storage, Cloud computing

BLOCK- 3 DECISION MAKING & OPTIMIZATION

UNIT-9 Decision making under uncertainty – Decision Trees

UNIT-10 Risk Profiles; Sensitivity Analysis;

UNIT-11 Optimizing complex decisions – Optimization of a large number of decisions while accounting for different kinds of physical and business decisions.

UNIT-12 Data Mining Tool – XL Miner.

BLOCK-4 APPLICATIONS OF BUSINESS ANALYTICS

UNIT-13 HR Analytics, Tableau

UNIT-14 Marketing Analytics, Python

UNIT-15 Google analytics, Machine Learning

UNIT-16 Use of Excel to solve business problems like marketing mix, capital budgeting and portfolio optimization.

References:

1. Aczel, D.A., Sounderpandian, J., Saravanan, P. and Joshi, R. (2012). Complete Business Statistics (7th ed.). New Delhi, India: McGraw Hill Education (India) Private Limited
2. Cooper, R.D., Schindler, S. P. and Sharma, J.K. (2015). Business Research Methods. New Delhi, India: McGraw Hill Education (India) Private Limited
3. Gujrati, Damodar N and Sangeetha (2011). Basic Econometrics (4th Ed.). New Delhi, India: McGraw Hill Education (India) Private Limited

4. Beri, C. (2016). Business Statistics. New Delhi, India: McGraw Hill Education (India) Private Limited
5. Kothari, C.R. (2009). Research Methodology: Methods and Techniques (2nd revised ed.). New Delhi, India: New Age International Publisher
6. Sharma, J.K. (2013). Operation Research: Theory and Applications (5th ed.). New Delhi, India: Macmillan Publishers India limited
7. Albright and Winston. Business Analytics: Data Analysis and Decision Making, 5th Edition. Stephen Powell and Ken Baker., —The Art of Modeling with Spreadsheet
8. Data, data everywhere, —Special report on managing information, Economist, February 27th, 2010. Liberatore and Luo, —The Analytics Movement, Interfaces, Articles in Advance, pp. 1–12, 2010.
9. Using R for Data Analysis and Graphics. Introduction, Code and Commentary,

COURSE CODE: STRATEGIC FINANCIAL MANAGEMENT

COUSE CODE: BBSC 605F

CREDITIS : 3

COURSE OBJECTIVES

The Objectives of this course are

1. To orient towards advanced financial management theories and techniques and;
2. To make students to learn theories and techniques for strategic decision making and
3. Expose students to capital structural theories.

COURSE OUTCOME

After studying this course the students should be able to

1. Examine the elements of Business valuation;
2. Explain factors affecting capital structure and
3. Examine the sources of short term finance.

COURSE CONTENT

BLOCK-1 BUSINESS VALUATION BASICS

UNIT-1 Valuation Concept of Value; Types of Values; Factors determining Value; Misconceptions about Valuation; Written Valuation Reports,

UNIT-2 Elements of Business Valuation Elements of Business Valuation; Conceptual Overview – Equity and Enterprise Value, Fundamental v/s Relative Valuation,

UNIT- 3 Basis for Valuations Valuation Approaches – DCF Valuation (Income Approach), Relative Valuation (Market Approach), Contingent Claim Valuation, Asset-based approach, Other Approaches (EVA and Performance-

based compensation plans); Choice of Approach; Fair Market Value; Adjustments for valuation purposes.

UNIT-4 Related Concepts in Business Valuation – Efficient Market Hypothesis, The impact of changing Capital Structure on the Market Value of the Company, Priorities of different stakeholders in terms of Business Valuation

Illustrations on Valuation – Valuation of a Project, Valuation of an Instrument, Valuation of Equity, Valuation of a Company

BLOCK-2 MEASURE OF LEVERAGE, EFFECTS OF LEVERAGE

UNIT-5 Basic Concept of Capital Structure, Meaning of Capital Structure, Types, Factors affecting Capital Structure Decisions,

UNIT-6 Capital Structure Theories, Traditional Theory, MM approach, NI and NOI approach

UNIT-7 Capital Structure Planning, Capital Structure Planning, EBIT-EPS Analysis – Advanced Problems.

UNIT-8 Dividend Decisions, Relevance and irrelevance theories, types of dividend policies models of dividend policy, signaling theory, clientele effects, factors influencing dividend policy, corporate dividend practices in India.

BLOCK-3 SHORT TERM FINANCIAL MANAGEMENT

UNIT-9 Introduction to short term financial management, Source of short term finance, Short-Term Borrowing and Investment

UNIT-10 Cash management, Where should surplus cash be held? Importance of Cash budgeting

UNIT-11 Short term surplus and deficit fund management, Investing Surplus Funds, Financing Short-Term Deficits; Centralized versus Decentralized Cash Management,

UNIT-12 Liquidity management, Netting, Exposure Management, Cash Pooling, Disadvantages of Centralized Cash Management; Cash Transmission

SKILL DEVELOPMENT

- List out the companies, which have declared dividends recently along with the rate of dividend
- List out different modes of dividend policy
- Do EPS & EBIT analysis of Large Scale Businesses listed in BSE or NSE

- Identify the importance of Centralized Cash Management in Banking Sector
- How Caps, Floors and Collars work in mitigating the risks in interest rates.

Reference:

1. Business Valuation Management, ICWA Final Study Material, ICWAI
2. Strategic Financial Management, CA Final (New) Course, ICAI
3. International Financial Management, P G Apte, Tata McGraw Hill
4. Mergers, Restructuring and Corporate Control, J Fred Weston & Others, Prentice Hall of India
5. Principles of Corporate Finance (Special Indian Edition), Brealey, Myers, Allen and Mohanty, Tata McGraw Hill
6. Financial Management, M Y Khan & P K Jain, Tata McGraw Hill

COURSE NAME: PROMOTION AND MEDIA MANAGEMENT

COURSE CODE: BBSC-604M / BBSC-605M

CREDITS: 3

COURSE OBJECTIVES

The Objectives of this course are

1. To Create awareness about significance promotion;
2. To provide insight on various promotional methods and

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the various methods of promotion;
2. Examine the significance of promotion and
3. Estimate and Budget

COURSE CONTENTS

BLOCK-1 INTRODUCTION

UNIT-1 Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement

UNIT-2 Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behaviour, Consumer buying decision process, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC

UNIT-3 Appeals, Message Strategies & Executional Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of

an Advertisement, Message Strategies, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness

UNIT-4 Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content

BLOCK-2 MEDIA MANAGEMENT

UNIT- 5 Media Planning and Strategies - Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness

UNIT-6 Print Media and Outdoor media - Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising

UNIT-7 Broadcast and Internet Media - Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising

UNIT-8 Public Relation and Publicity - Meaning of Public Relations, Difference between public relations and advertising , Role of Public Relations, Process of Public Relations, Advantages and Disadvantages of Public Relations, Publicity, Advantages and Disadvantages of Publicity.

BLOCK-3 SALES MANAGEMENT

UNIT- 9 Sales Management - Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executives, Qualities and Skills of Sales Executives, Sales Presentation Techniques, Emerging Trends in Sales Management

UNIT 10 Sales Promotion - Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion

UNIT-11 Personal Selling: Defining Personal Selling, Scope and Significance, Aims and Objectives of Personal Selling, AIDAS Principles, Personal Selling Process, Customer Delight

UNIT-12 Management of Sales Territories and Quotas: Defining Sales Territory, Designing Sales Territory, Steps involved, Methods used, Guidelines for designing territories, Types of territory designs, Reasons for Establishing Sales Territory, When not to establish sales territories, Aligning Sales Territory,

Reference

1. Advertising and promotion [0070581940], Chunawalla, S. A., Mumbai: Himalaya Publishing House, 2001
2. Advertising management, Thakur, Devendra, New Delhi: Deep & deep publications, 1999
3. Advertising management, Davar, Rustom S. Bombay: Progressive corporation pvt ltd., 1980
4. The media handbook [0805842683], Katz, Helen, New Jersey: Lawrence Erlbaum Associates Publishers, 2003

COURSE NAME: LABOUR LEGISLATIONS

COURSE CODE : BBSC-605H

CREDITS: 4

COURSE OBJECTIVES

The Objectives of teaching this course are

1. To provide an overview of various laws protecting labours;
2. To Provide knowledge on various provisions of the laws and
3. To provide an insight on gratuity, bonus and compensation.

COURSE OUTCOMES

After studying this course the students should be able to

1. Examine the provisions of minimum wage, bonus and gratuity act;
2. Explain the trade unionism in India and
3. Examine the provision for Wage Act and Bonus Act.

COURSE CONTENTS

BLOCK-1 LABOUR LEGISLATIONS

UNIT-1 Introduction: Labor laws in India, History of Labour law, Evolution of Labour law in India, Purpose of Labour Legislations, Constitutional provisions with regard to labour laws, Labour Policy of India.

UNIT-2 Factories Act, 1948 – Introduction, object and scope, major provisions of the act.

UNIT-3 Industrial Disputes Act, 1947- Grievances Redressal Mechanism- Inside and Outside organization, strike lockout, layoff, retrenchment etc., Industrial Employment (standing orders) Act, 1946- issues pertaining to standing orders,

UNIT 4 Trade Union Act, 1926- registration of Trade Union.

BLOCK-4 WELFARE LEGISLATIONS

UNIT-5 Workmen's Compensation Act, 1923- Workmen's Compensation ,Employees

UNIT-6 State Insurance Act, 1948- Contributions, Benefits ,

UNIT-7 Provision of Medical Treatment by State Government,

UNIT-8 Employees provident fund and miscellaneous provisions Act, 1952- Exempted establishments, employee family pension scheme, employee's deposit linked insurance scheme.

BLOCK-3 COMPENSATION LEGISLATIONS

Unit-9 Payment of Wages Act, 1936,

Unit-10 The Payment of Bonus Act 1965,

Unit-11 The Payment of Gratuity Act 1972,

Unit-12 Minimum Wages Act 1948.

Reference:

1. Economics of labour and social welfare, Bhagoliwal, T. N, Agra: Sahitya Bhawan, 1986
2. Labour welfare administration in india [8173910014], Chauhan, Sewa singh, Delhi: Kanishka publishers, 1993
3. Labour economics, Datar, B.N. Bombay: Allied Publishers, 1968
4. Industrial Relations [8184350880], Giri, Ramadhar, New Delhi: Adhyayan Publishers and Distributors, 2007
5. Labour relations [0197259871], Kahn-Freund Q.C. , Otto, New York: oxford university press, 1979

Annexure - 1

Languages for Under Graduate Programmes
Students can opt any two of the following languages

1. Kannada
2. English
3. Hindi
4. Urdu
5. Telugu
6. Sanskrit

ಉ ಖಜಟಭೂಜಡಿ ಐಚಿಟಿರಣಚಿರಭ

ಕನ್ನಡ (ಭಾಷಿಕ)

ಬ್ಲಾಕ್-1

ಘಟಕ - 1

ಹುತ್ತರಿಯ ಹಾಡು - ಪಂಜೆ ಮಂಗೇಶರಾವ್

ದುಃಖಸೇತು - ಬಿ.ಎಂ.ಶ್ರೀ

ನೀ ಹೀಂಗ ನೋಡಬ್ಯಾಡ ನನ್ನ - ದ.ರಾ. ಬೇಂದ್ರೆ

ಶ್ರೀ ಸಾಮಾನ್ಯರ ದೀಕ್ಷಾಗೀತೆ - ಕುವೆಂಪು

ಘಟಕ - 2

ಕಣಿವೆಯ ಮುದುಕ - ಪುತಿನ

ತುಂಗಭದ್ರೆ - ಕೆ.ಎಸ್.ನರಸಿಂಹಸ್ವಾಮಿ

ವರ್ಧಮಾನ - ಎಂ. ಗೋಪಾಲಕೃಷ್ಣ ಅಡಿಗ ;

- ಘಟಕ - 3 ದಾಸಿಮಯ್ಯ ಮತ್ತು ಬೆಕ್ಕು - ಸು.ರಂ. ಎಕ್ಕುಂಡಿ
ಪುರುಷ ಸೂಕ್ತ - ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ
ಕಾಲ ನಿಲ್ಲುವುದಿಲ್ಲ - ಚೆನ್ನವೀರ ಕಣವಿ
ಗಂಗಾವಾಯಿ - ಚಂದ್ರಶೇಖರ ಕಂಬಾರ
ಬದಲಾದ ಇತಿಹಾಸ - ಡಾ. ರಾಮೇಗೌಡ
- ಘಟಕ - 4 ನನ್ನ ಜನಗಳು - ಡಾ. ಸಿದ್ದಲಿಂಗಯ್ಯ
ಜಾಜಿ ಮಲ್ಲಿಗೆ - ಡಾ. ಸತ್ಯಾನಂದ ಪಾತ್ರೋಟ
ರಂಗೋಲಿ ಮತ್ತು ಹುಡುಗ - ಡಾ. ನಿಸಾರ್ ಅಹಮದ್
ರಾಣಿ ತಿಮ್ಮಿಯ ಸಿಂಹಾಸನ - ವಿಜಯದಬ್ಬೆ

ಬ್ಲಾಕ್-2

- ಘಟಕ - 5 ಆಡಳಿತ ಭಾಷೆಯಾಗಿ ಕನ್ನಡ
ಘಟಕ - 6 ಪತ್ರ ವ್ಯವಹಾರ : ಸ್ವರೂಪ, ಲಕ್ಷಣ
ಘಟಕ - 7 ಅರ್ಜಿ ನಮೂನೆಗಳು, ಹುದ್ದೆಗಳ ಜಾಹೀರಾತು, ಅಭ್ಯರ್ಥನ ಪತ್ರ, ನೇಮಕಾದೇಶ
ಮತ್ತು ಹಾಜರಾತಿ ವರದಿ, ಲೇಖನ ಚಿಹ್ನೆಗಳು
ಘಟಕ - 8 ಕಂಪ್ಯೂಟರ್ ಮತ್ತು ಕನ್ನಡ ಲೋಕ

COURSE-I/II ENGLISH

BBAEC-101/102 POETRY, PROSE AND LANGUAGE COMPONENT

OBJECTIVES

- To familiarize students with artistic and moral imagination through poetry
- To instil in the students a sense of compassionate aesthetics that promotes social conscience through literature
- To have a general idea of the ways in which the forms of poetry evolved in the hands of great poets
- To define prose as a form of literature
- To provide expertise in language and communication skills through English Grammar

BLOCK- I: POETRY

William Shakespeare: Not Marble nor the Gilded Monuments

Let me not to the Marriage of True Minds

Thomas Gray: Selections from Gray's Elegy

William Wordsworth: The Daffodils. Upon Westminster Bridge

Alfred Tennyson: Ulysses

BLOCK -II: PROSE

Francis Bacon: Of Studies, **Joseph Addison:** Ladies' Head-Dress

O' Henry: Witches' Loaves, **Guy de Maupassant:** The Necklace

Nathaniel Hawthorne: Dr. Heidegger's Experiment

BLOCK- III: LANGUAGE COMPONENT

Expansion of an Idea; Antonyms and Synonyms; Comprehension; Use of Idioms

Suggested Reading:

- **Boris Ford.** Pelican Guide to English Literature. Penguin Books.1956.
- **George Samson.** A Concise Cambridge History of English Literature. Cambridge University Press.1970.
- **Hugh Walker.** The English Essays and Essayists. J.M. Dent & Sons, Limited,
- **A.J. Thomson & A.V Martinet.** A Practical English Grammar. Oxford University Press, 1986.
- **F.T .Wood.** A Remedial English Grammar for Foreign Students. Trinity Press. 2014
- **Wren and Martin.** English Grammar &Composition. Blackie. 2015.

HINDI

SL.NO	Course	Title	Present SLM Position	Unit and Block
01.	I semester	Snatak Kavya Sangrah 1) Kavita ka vikas 2) Kabirdas 3) Soordas 4) Meerabai 5) Tulsidas 6) Bihari 7) Rahim 8) Ram Naresh Tripathi 9) Ayodhya singh upadhya ‘Harioudh’ 10) Maithili Sharan gupt 11) Jayshankar Prasad 12) Makhanlal Chaturvedi 13) Balkrishna sharma ‘Naveen’ 14) Subhadrakumari chouhan 15) Harivamshrai Bachhan 16) Sachhidanand Heeranand Vatsyayan Agney 17) Naresh Mehta	I B.A/B.Com (L) Hindi	Block-I Unit: 1 to 4
02.	I semester	Hindi Vyakaran aur anuvaad 1) Varnamala	I B.A/B.Com (L) Hindi	Block-II

		2) Uchharan, Vargeekaran 3) Shabdh-bedh 4) Sangya, roopantar, Ling, Vachan, Karak 5) Sarvanam tatha uske bhed 6) Visheshan tatha uske bhed 7) Sandhi 8) Anuvaad		Unit: 5 to 8
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URDU

Poetry, Prose, Novel, & Grammar

Block 1 (Unit 1 to 4) Block 2 (Unit 5 to 8)

Part -- Poetry

Unit - 1

- a. Hamd
- b. Nath
- c. Munajath
- d. Nazmein

Unit - 2

- a. Allama Iqbal(Nazmien)
- b. Mirza Ghalib

Unit -3-Ghazliyath

- a. Meer Taqi Meer
- b. Mirza Ghalib

Unit 4-Ghazliyath

- c. Bahadur Shah Zafar
- d. Mohammed Ali Jowhar

Prose Part

Unit- 5

- a. Khaka Masood Marhoom Ki Zinda Dili Syed Aabid Hussain
- b. Khaka Yaldrum Ki Yaad Mein, Rasheed Ahmed Siddiqui

Unit -6

- a. Mazmoon
- b. Khaka

Unit- 7

- a. Tanz-O-Mizah
- b. Afasana

Unit- 8

- a. Drama Naql-e-Makani

TELUGU**Block- I : Old Poetry**

Unit - 1: Srimad Andhra Mahabharatham- Nannaya

Unit- 2: Basava puranam - palkuriki somana

Unit- 3: Srimad Andhra Mahabharatham - Thikkana

Unit- 4: Srimad Andhra Maha bhagavatham - Pothana

Block II : PROSE

Unit -1: Bharatham lo Karnudu

Unit - 2: Saaleenudu

Unit - 3: Andhrula sangikaacharalu

Unit - 4: Yakshagaanam.

SANSKRIT

Course code : SANDSC-1A Core

Credit - 04

Modern Poetry and Prose
Block I Poetry Unit I. Subhashitaani Unit II. Dileepasya Rajyaabhaaravarnam
Block II Prose Unit III. Snaatakopadeshaha Unit IV. Mahaaswethavruttanthaha
Block III Modern Poetry Unit V. Veerottejanam Unit VI. Shivadhanurbhangaha
Block IV Grammer Unit VII. Akshara Prakaranam

II Semester Languages

ಕನ್ನಡ (ಭಾಷಿಕ)

ಬ್ಲಾಕ್ -3 : ನಾಟಕ (ಸವಿಸ್ತರ ಪಠ್ಯ)

- ಘಟಕ - 1 : ಹರಿಜನ್ವಾರ : ಶ್ರೀರಂಗ : ಕರ್ತೃ ಪರಿಚಯ, ವಸ್ತು, ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಚಿತ್ರಣ ಹಾಗೂ ಭಾಷೆ ಮತ್ತು ತಂತ್ರ, ಸಾರಾಂಶ.
- ಘಟಕ - 2 : ತೆರೆಗಳು : ಪಿ. ಲಂಕೇಶ ; ಕರ್ತೃ ಪರಿಚಯ, ವಸ್ತು, ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಚಿತ್ರಣ ಹಾಗೂ ಭಾಷೆ ಮತ್ತು ತಂತ್ರ, ಸಾರಾಂಶ.
- ಘಟಕ - 3 : ಟಿಂಗರ ಬುಡ್ಡಣ್ಣ : ಚಂಪಾ : ಕರ್ತೃ ಪರಿಚಯ, ವಸ್ತು, ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಚಿತ್ರಣ ಹಾಗೂ ಭಾಷೆ ಮತ್ತು ತಂತ್ರ, ಸಾರಾಂಶ.
- ಘಟಕ - 4 : ಮನೆ : ಚಂದ್ರಕಾಂತ ಕುಸನೂರ : ಕರ್ತೃ ಪರಿಚಯ, ವಸ್ತು, ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಚಿತ್ರಣ ಹಾಗೂ ಭಾಷೆ ಮತ್ತು ತಂತ್ರ, ಸಾರಾಂಶ.

ಬ್ಲಾಕ್-4 : ಪ್ರಬಂಧ (ಅವಿಸ್ತರ ಪಠ್ಯ)

- ಘಟಕ - 1 : ಅ. ಮೈಸೂರ ರುಮಾಲು : ವಿ. ಸೀತಾರಾಮವಯ್ಯ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
ಆ. ದಿವಾನಖಾನೆಯ ಅಂದಚೆಂದ : ಎ.ಎನ್. ಮೂರ್ತಿರಾವ್ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
- ಘಟಕ - 2 : ಅ. ನಿದ್ರಾಭ್ಯಾಸ : ರಾಕು : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
ಆ. ವಿರಾಟ್‌ಪರ್ವದ ಸ್ವಾರಸ್ಯ : ಎನ್. ಪ್ರಹ್ಲಾದರಾವ್ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
- ಘಟಕ - 3 : ಅ. ನಮ್ಮ ಮನೆಯ ದೀಪ : ಹಾ.ಮಾ. ನಾಯಕ್ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
ಆ. ನನ್ನ ಟೋಪಿ : ಬಿ.ಜಿ.ಎಲ್. ಸ್ವಾಮಿ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.
- ಘಟಕ - 4 : ಅ. ರುಚಿ : ಸುನಂದಾ ಬೆಳಗಾಂವ್‌ಕರ್ ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ
ಆ. ಸುಲಭದಲ್ಲಿ ಸಜ್ಜನಲಾಗಲಾರಿ : ಭುವನೇಶ್ವರಿ ಹೆಗಡೆ : ಕರ್ತೃ ಪರಿಚಯ, ಪ್ರಬಂಧ ವಿಶ್ಲೇಷಣೆ, ಪಾತ್ರ ಪರಿಚಯ, ಭಾಷೆ, ಆಶಯ, ಸಾರಾಂಶ.

COURSE-I/II ENGLISH

BBAEC-201/202
COMPONENT

POETRY, NOVEL AND LANGUAGE

OBJECTIVES

- To familiarize the students with representative texts of the period
- To have a general idea of the ways in which the forms of poetry evolved in the hands of great poets
- To comprehend the unique quality of the novel prescribed
- To evolve different ways of testing language proficiency through English Grammar

BLOCK- I: POETRY

W.B. Yeats: The Second Coming

Robert Frost: Mending Wall, Stopping by Woods on a Snowy Evening

W.H. Auden: The Unknown Citizen

Nissim Ezekiel: Night of the Scorpion

Ravichandra P.Chittampalli: Banalities

BLOCK –II: NOVEL

Jane Austen: Pride and Prejudice

BLOCK- III: LANGUAGE COMPONENT

Forms of the Verb, Prepositions, Active and Passive Voice, Precis writing

Suggested Reading:

- **Allot, Mariam.** The Complete Poems. Longman, 1975.
- **Daiches, David.** A Critical History of English Literature. Supernova. 2011.
- **Rickett, A. Compton.** A History of English Literature. Filiquarian Legacy.2012.
- **K.R.Srinivas, Iyengar.** Indian Writing in English. Macmillan, 1979.
- **M.K.Naik.** Critical Essays on Indian Writing in English. Sahitya Akademi.1969.
- **F.T .Wood.** A Remedial English Grammar for Foreign Students. Trinity Press. 2014
- **Wren and Martin.** English Grammar &Composition. Blackie. 2015.

LANGUAGE: HINDI

03.	II semester	<p>Pratinidhi Kahaniyan</p> <ol style="list-style-type: none"> 1) Poos ki raat- Premchand 2) Shiksha aur apni bhasha- Mahatma Gandhi 3) Madhuva- Jayashankar Prasad 4) Bittho- mahadevi verma 5) Mahadan- Yashpal 6) Vasanth aagaya hai- Acharya hazariprasad dwiwedi 7) Mai nahi marna chahta hoon- Vishnu Prabhakar 8) Chief ki dawat- Bheeshm sahni 9) Tarch bechnewala- Harishankar parsai 10) Haar- Mannu Bhandari 11) Samudragupt parakramank- Ramkumar verma 	I B.A/B.Com (L) Hindi	Block-III Unit: 9 to 12
04.	II semester	<p>Hindi Gadya Bharathi</p> <ol style="list-style-type: none"> 1) Shatranj ke Khiladi- Munshi Premchand 2) Aakashdeep- Jayashankar Prasad 3) Padhai- Jainendrakumar 4) Aadmi ka bacha- Schhidanand Heeranand Vatsyayan ' agney' 5) Master sahib- Chandragupt Vidyalankar 6) Goonge- Ranghey raghav 7) Genius- Mohan Rakesh 8) Bholaram ka jeev- Harishankar parisai 9) Hindi Kahani ka udbhav aur vikas 	I B.A/B.Com (L) Hindi	Block-IV Unit: 13 to 16

Urdu

Poetry, Prose, Novel, & Grammar

Unit -9

- a. Urdu Novel Ka Irteqa
- b. Urdu Novel ke Ajzaye Tarkeebi

Unit -10

Premchand Shakhsiath Aur fun

Unit -11

Prem Chand ke Novelun Mein Nirmala ka Muqam
Novel Nirmala ka tanqeedi Jayeza .

Unit -12

Premchand ki Kirdar Nigari
(Novel Nirmala ke Hawale se)

Book Urdu Qawaid (Grammar) Maulvi Abdul Huq

Unit 13

Urdu Qawaid (Grammar) Maulvi Abdul Huq

- a. Urdu Qawaid ek taarroof
- b. Ism ki tareef aur iske Aqsam

Unit -14 -Sifath ki Tareef Aur iske Aqsam

Unit-15 -Zameer ki Tareef aur iski Qismein

Unit- 16-

- a. Fail ki tareef aur iski Qismein
- b. Huroof ki Tareef Aur iski qismein

TELUGU

Block - I : SHORT STORIES

Unit -1: Gaalivaana- paalagummi padma raju

Unit - 2: Jeevudi Istam - Viswanatha satyanarayana

Unit - 3: Maamidi Chettu - Racha konda viswantha sastry

Unit - 4: O puvvu pusindhi - Gudipati venkata chalam

Block II LANGUAGE COMPONENT

Unit -1: Vyakaranam

Unit - 2: Saahitya Pathrikalu

Unit - 3: Sri Krishna devarayala Sahitya seva

Unit - 4: Janapada saamethalu- Podupukathal

SANSKRIT

Course code : SANDSC-1B Core

Credit - 04

Modern Poetry and Prose
Block I Poetry Unit I. Upadesha Shathakam Unit II. Gumaanikavi Virachitam
Block II Prose Unit III. Veeravarasya Swaminishta Unit IV. Vidhya Samuddheshaha
Block III Modern Poetry Unit V. Mysooru Nagaravarnanam Unit VI. Baalasaahithyam
Block IV Grammer Unit VII. Sandhi Prakaranam

Annexure - 3

III SEMESTER

ಕನ್ನಡ (ಭಾಷಿಕ)
ಮೂರನೇ ಸೆಮಿಸ್ಟರ್

ಬ್ಲಾಕ್- 5 : ಪ್ರಾಚೀನ ಕನ್ನಡ ಕಾವ್ಯ (ಸವಿಸ್ತರ ಪಠ್ಯ)

ಘಟಕ - 1 : (ಅ) ಕೃಷ್ಣ ಸಂಧಾನ (ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯಂ) -ಪಂಪ
(ಆ) ದುರ್ಯೋಧನ ವಿಲಾಪ (ಸಾಹಸ ಭೀಮ ವಿಜಯಂ) -ರನ್ನ

ಘಟಕ - 2 : (ಅ) ಅಮೃತಮತಿ ಪ್ರಸಂಗ (ಯಶೋಧರ ಚರಿತೆ) -ಜನ್ನ
(ಆ) ಸಾಮಾಜಿಕ ವಚನಗಳು - ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ

ಘಟಕ - 3 : (ಅ) ಅಭಿಮನ್ಯು ಪ್ರಸಂಗ (ಕರ್ನಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ) -ಕುಮಾರವ್ಯಾಸ
(ಆ) ಪ್ರಭುದೇವರ ರಗಳೆ -ಹರಿಹರ

ಘಟಕ - 4 : (ಅ) ಭರತ-ಬಾಹುಬಲಿ ಪ್ರಸಂಗ (ಭರತೇಶ ವೈಭವ) -ರತ್ನಾಕರವರ್ಣಿ
(ಆ) ಧರೆಗೊಬ್ಬ ದಾನಶೂರ ಕರ್ಣನೆಂದಾದ ಪರ್ವ - (ಜನಪದ ಮಹಾಭಾರತ)

ಬ್ಲಾಕ್- 6 : ಗದ್ಯ ಸಂಪದ (ಅವಿಸ್ತರ ಪಠ್ಯ)

ಘಟಕ - 1 : (ಅ) ಕರ್ನಾಟಕ ವೈಭವ ವರ್ಣನೆ : -ಆಲೂರು ವೆಂಕಟರಾವ್
(ಆ) ಬಾಳ್ವೆ ಸ್ವೀಕಾರಕ್ಕಿದೆ, ನಿರಾಕರಣೆಗಲ್ಲ : -ಶಿವರಾಮ ಕಾರಂತ

ಘಟಕ - 2 : (ಅ) ಶ್ರೇಷ್ಠತೆಯ ವ್ಯಸನ : -ಕೆ. ವಿ. ಸುಬ್ಬಣ್ಣ
(ಆ) ವೈಚಾರಿಕ ಪ್ರಜ್ಞೆಗೆ ಅಡೆತಡೆಗಳು : -ಎಚ್. ನರಸಿಂಹಯ್ಯ

ಘಟಕ - 3 : (ಅ) ಗಿರಣಿಯ ವಿಸ್ತಾರ ನೋಡಯ್ಯಾ : -ಡಿ.ಆರ್.ನಾಗರಾಜ್
(ಆ) ರಾಷ್ಟ್ರೀಯತೆ : ಒಂದು ಮರುಚಿಂತನೆ -ಕೆ.ವಿ. ತಿರುಮಲೇಶ್

ಘಟಕ - 4 : (ಅ) ಮಹಿಳಾ ರಾಜಕೀಯ ಮೀಸಲಾತಿ : -ಡಾ. ಹೇಮಲತಾ ಮಹಿಷಿ
(ಆ) ಹಸಿವು ಮತ್ತು ಸಂತ್ಯಾಪ್ತಿ : -ಡಾ. ಬಿ.ಎ. ವಿವೇಕ ರೈ

COURSE-I/II ENGLISH

BBAEC 301/302 ENGLISH FOR COMMERCIAL PURPOSES AND DRAMA

OBJECTIVES

- To gain the knowledge of principles of commercial correspondence and business letters
- To provide expertise in language and communication skills

- To enhance the student's ability to understand the dynamics of social interaction
- To evolve different ways of testing language proficiency through English Grammar

BLOCK-I: ENGLISH FOR COMMERCIAL PURPOSES -I

Face to Face Interaction: Spoken English

Distance Communication: Written English

English for Commercial Correspondence (Form of a Business Letter, Purchase and Sales Letter

Letter of Complaints, Claims and Cancellations

BLOCK-II: DRAMA

William Shakespeare: Julius Caesar

BLOCK-III: LANGUAGE COMPONENT

Essay writing; Precis writing; Resume writing with letter of application for a job

Suggested Reading:

- **Mccomas.** Modern Business Correspondence. McGraw Hill Post.1992.
- **F.W.King &D.A.Cree.** Modern English Business Letters. Longman, 1977.
- **A.N.Kapoor.** A Guide to Business Correspondence and Communication Skills.S.Chand.Ltd 2010.
- **A.J. Thomson & A.V Martinet.** A Practical English Grammar. Oxford University Press, 1986.
- **F.T .Wood.** A Remedial English Grammar for Foreign Students. Trinity Press.2014.
- **Wren and Martin.** English Grammar &Composition. Blackie.2015.
- **Wilson Knight. G.** The Crown of Life. The Wheel of Life. Methuen& Co LTD, 1947

Urdu

Block 1 Units (1-4) Block 2 (5 to 8)

Book Hamare Pasandeeda Afsane, Ather Parveez

Unit-1

1 –Urdu Afsana Nigari ka irteqa

2-Afsane ke ajzaye tarkeebi

3-Muktasar Afsane ki Kususiyath

Unit-2

1-Afsana Amavas ki Raat, Premchand

Unit -3

1-Afsana Melaghomni, Ali Abbas Hussaini

Unit-4

1-Afsana Aazmaish, Sudarshan

Unit-5 Afsana Kanwal, Azam Karevi

Unit-6-Afsana Naya Khanon, Sadath Hassan Mantoo

Unit-7 –Afsana Kalubhangi, Krishan Chandr

Unit-8-Afsana Siya o Safed, Ghulam Abbas

SANSKRIT

Course code : SANDSC-1C Core

Credit - 04

Modern Poetry and Prose
Block I Drama Unit I. Introduction Unit II. Introduction to Pratimanaatakam
Block II Drama Unit III. Pratimanaatakam Act I & II Unit IV. Pratimanaatakam Act III & IV
Block III Non-Detailed Text Unit V. Story of Jimutavahana Part I
Block IV Commercial Sanskrit Unit VI. Letter Writing Unit VII. Commercial Letter

Annexure - 4

IV SEMESTER**COURSE I/II KANNADA****ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್**

ಬ್ಲಾಕ್ -7: ಸಣ್ಣ ಕತೆಗಳು (ಸವಿಸ್ತರ ಪಠ್ಯ)

ಘಟಕ - 5 : ಅ) ವೆಂಕಟಶಾಮಿಯ ಪ್ರಣಯ - ಮಾಸ್ತಿ

ಆ) ಧನ್ವಂತರಿಯ ಚಿಕಿತ್ಸೆ - ಕುವೆಂಪು

ಘಟಕ - 6 : ಅ) ಮನುವಿನ ರಾಣಿ - ಕೊಡಗಿನ ಗೌರಮ್ಮ

ಆ) ಶವದ ಮನೆ - ಚದುರಂಗ

ಘಟಕ - 7 : ಅ) ಗಾಂಧಿ - ಬೆಸಗರಳ್ಳಿ ರಾಮಣ್ಣ

ಆ) ರೊಟ್ಟಿ - ಪಿ. ಲಂಕೇಶ್

ಘಟಕ - 8 : ಅ) ಮಾರಿಕೊಂಡವರು - ದೇವನೂರ ಮಹಾದೇವ

ಆ) ಕೃಷ್ಣೇಗೌಡನ ಆನೆ - ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ

ಬ್ಲಾಕ್ -8: ವಿಮರ್ಶೆ (ಅವಿಸ್ತರ ಪಠ್ಯ)

ಘಟಕ - 13 : ಅ) ಕನ್ನಡದಲ್ಲಿ ಬೌದ್ಧರು ಗ್ರಂಥಗಳೂ ರಚಿಸಿದ್ದರೇ? -ಟಿ.ಎಸ್. ವೆಂಕಣ್ಣಯ್ಯ

ಆ) ಜನ್ನನ ಕಾವ್ಯಗಳಲ್ಲಿ ಪ್ರಣಯ ನಿರೂಪಣೆ : -ತೀ.ನಂ. ಶ್ರೀಕಂಠಯ್ಯ

ಘಟಕ - 14 : ಅ) ಪರಂಪರೆ ಮತ್ತು ರಾಘವಾಂಕನ ಪ್ರತಿಭೆ : -ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ

ಆ) ಪ್ರಜ್ಞೆ ಮತ್ತು ಪರಿಸರ : -ಯು.ಆರ್. ಅನಂತಮೂರ್ತಿ

ಘಟಕ - 15 : ಅ) ಸಾಹಿತ್ಯ ಮತ್ತು ಬದ್ಧತೆ : -ಬರಗೂರು ರಾಮಚಂದ್ರಪ್ಪ

ಆ) ಮಲೆಗಳಲ್ಲಿ ಮದುಮಗಳು : -ಎಚ್.ಎಂ. ಚನ್ನಯ್ಯ

ಘಟಕ - 16 : ಅ) ಕಾರಂತರ ಕಾದಂಬರಿಗಳಲ್ಲಿ ಜೀವನ ಶ್ರದ್ಧೆ ಮತ್ತು ಶೋಧನೆ : -ಜಿ.ಎಚ್. ನಾಯಕ

ಆ) ಚಿಕ್ಕೋಳು ಹಿರಿದಿಮ್ಮವ್ವ' -ಒಂದು ಮನೋವೈಜ್ಞಾನಿಕ ವಿಶ್ಲೇಷಣೆ:-ಶಿವರಾಮ ಕಾಡನಕುಪ್ಪೆ

COURSE I/II ENGLISH

BBAEC 401/402 English for Commercial Purposes and Novel

OBJECTIVES

- To acquire knowledge and comprehensive details of correspondence between a bank and its customers
- To appreciate the importance of banks as business institutions
- To provide expertise in language and communication skills
- To enhance the student's ability to understand the dynamics of social interaction
- To evolve different ways of testing language proficiency through English Grammar

BLOCK- I: ENGLISH FOR COMMERCIAL PURPOSES -II

Bank Correspondence -I

Bank Correspondence -II

Employment Letters

Business Circulars

Reports

BLOCK –II: NOVEL

R.K Narayan: The Financial Expert

BLOCK-III: LANGUAGE COMPONENT

Correction of sentences; Degree of comparison; Question Tags; Paragraph writing

Suggested Reading:

- **Mccomas.** Modern Business Correspondence. McGraw Hill Post.1992.
- **F.W.King &D.A.Cree.** Modern English Business Letters. Longman, 1977.
- **A.N.Kapoor.** A Guide to Business Correspondence and Communication Skills.S.Chand.Ltd 2010.
- **A.J. Thomson & A.V Martinet.** A Practical English Grammar. Oxford University Press, 1986.
- **F.T .Wood.** A Remedial English Grammar for Foreign Students. Trinity Press.2014.
- **Wren and Martin.** English Grammar &Composition. Blackie.2015.
- **Wilson Knight. G.** The Crown of Life. The Wheel of Life. Methuen& Co LTD, 1947.

Urdu

Business Correspondence and Precise writing

Block 1 Units (9 to 12) Block 2 (12 to 16)

Unit. 9- Afsana Kaliyan Aur Kante, Akhtar Urenvi

Unit -10- Afsana Hamari Gali, Ahmad Ali

Unit -11 Afsana Alhamdulillah, Ahmad Nadeem Qasmi

Book Karobari Khath o Kitabath, Mohammed Khaleel Ahmed Ibn
Maqdoom

Unit -12-

1-Karobari Khath o Kitabath ke chand aham nukath

2-Khawayad zaban kutooth Aur Fun-e- Khatnavesi

Unit 13

1-Kutooth Tijarath ki Tashkeel-o-Tarkeeb

2-Murasalati Shobe ka intezam

3-Daryaftname

4-Narq Name Aur Razakarana Peshkash

Unit-14

- 1-Farmayish Aur Taameele Farmayish
- 2-Shikayath o Izala shikayath
- 3-Hisab ki Chuktayee
- 4-Bisaath Tijarath ki Jankari

Unit-15

- 1-Tarufi Kutooth Aur Sifarishi Naame
- 2-Khidmath-e-Talbi
- 3-Gashti Name
- 4-Kutooth Bankari

Unit-16

- 1-Beema
- 2-Kutooth Daramad o Baramad
- 3-Mazmoon nigari
- 4-Ikhtesariya(Precise Writing)

SANSKRIT

Course code : SANDSC-1D Core

Credit – 04

Modern Poetry and Prose
Block I Drama Unit I. Pratimanaatakam Act V Unit II. Pratimanaatakam Act VI
Block II Drama Unit III. Pratimanaatakam Act VII Unit IV. Pratimanaatakam Act VIII
Block III Non-Detailed Text Unit V. Story of Jimutavahana Part II
Block IV Commercial Sanskrit Unit VI. Office and Public Letter Unit VII. Essay Writing

Annexure V

COURSE CODE: INDIAN CONSTITUTION AND HUMAN RIGHTS

COURSE CODE: AECC - 1

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To provide an oversight of Indian constitution to the students;
2. To Expose students to the fundamental duties and rights and
3. To make students aware of human rights.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the salient features of Indian constitution;
2. Speak out about fundamental rights and duties and
3. Explain the special privileges provided to backward classes.

COURSE CONTENTS

BLOCK -1 INDIAN CONSTITUTION

UNIT-1 Constitution – Meaning and Importance Historical development of the Indian Constitution Reorganisation of States and National Integration and Zonal Councils

- UNIT -2** Framing of the Indian Constitution and Preamble, Salient features of Indian Constitution, Procedures of amending the Constitution and its limitations
- UNIT-3** Fundamental Rights and Duties, Special Privileges for SC/Sts, Backward classes, Woman, Children and Religious and Linguistic Minorities
- UNIT-4** Directive principles of State Policy, values and limitations, differences between Fundamental Rights and Directive Principles of State Policy.

BLOCK -2 HUMAN RIGHTS

- UNIT-5** Human Rights – Meaning and Importance. Universal Declaration of Human Rights. Development of Human Rights and Fundamental Rights, International law and position in India.
- UNIT-6** Social and Gender discrimination. Torture and Genocide’s, two human Rights Covenants. European Charter to Human Rights-Amnesty International.
- UNIT-7** People’s Union for Civil Liberty (PUCL) and People’s Union for Democratic Rights (PUDR).
- UNIT-8** Human Rights Commission and Minorities Commission Remedies against violation of Human Rights.

Reference:

1. Theory and Practice of Modern Governments- Herman Finer, Methuen and Ltd 1954
2. Modern Constitution, K.C. Wheare, Oxford University Press 1966
3. Indian Constitution – J.C. Johari, Delhi Vishal 2001
4. Right to be Human, Chakkravarthy M, Lancer International, New Delhi 1987

COURSE NAME: ENVIRONMENTAL STUDIES

COURSE CODE AECC - 2

CREDITS: 4

COURSE OBJECTIVES

The Objectives of this course are

1. To Create awareness about Environment;
2. To Develop concern about Environment and
3. To promote the culture of thinking about sustainable development.

COURSE OUTCOMES

After studying this course the students should be able to

1. Identify the factors affecting environment;
2. Critically evaluate the issues to nurture the environment and
3. To identify solutions to promote sustainable development.

COURSE CONTENTS

BLOCK -1 ENVIRONMENT STUDIES

UNIT -1 Environmental Studies - Meaning, Scope and Importance Components, Physical, Cultural, Natural and Man made

UNIT -2 Concepts of Ecology, Structure and Functions of Ecosystem.

UNIT-3 Biotic and Abiotic Factor, Environmental Interactions

UNIT-4 Biological Resources - Plants, Animals and Micro organism

BLOCK - 2 ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

UNIT-1 Social Issues - Human population and Environment, Environment & Sustainability.

UNI -2 Environmental Pollution - Air, Water, Soil and Sound types and Control Measures, Conservation and Preservation of Environment.

UNIT-3 The Concept of Sustainable Development. The Definition of Sustainable Development as an Ambiguous Compromise, The Triple P, An Introduction to Economic Growth, Questions about Sustainable Development, Timeline for Sustainable Development.

UNIT- 4 Climate Change, Energy and Sustainable Development • Climate Change: A Threat to Sustainable Development • Adaptation to Current and Future Climate Regimes • The cause: The greenhouse effect • The consequences: crop failure • Solutions technology and lifestyle changes| Mitigating Climate Change • Political & economic instruments

Reference:

1. Textbook for Environmental Studies – Erach Bharucha, Institute of Environmental Education and Research 2004
2. Fundamental of Ecology- Odum E.P.- E.B. Saunders and Co 1971
3. Understanding Environment- Kiran B Chhokkar- 1995
4. Environmental Studies , Nandini Sapna Book House 2015

Annexure VI

Open Elective: 1st semester

DEPARTMENT : PHYSICS

Physics in Daily Life

Block-1
Unit-1: Motion: Concept of motion, concept of inertia and its types, examples, importance of seat belts in vehicles, relative motion, vector method of velocity addition, conservation laws (qualitative explanation of LCM and LCE with examples)
Unit-2: Oscillations And Waves: SHM, time periods of spring pendulum and simple pendulum, damped oscillations and resonance, waves and types, propagation of waves (mechanical and non-mechanical waves), velocity of sound wave- factors affecting velocity of sound wave
Block-2
Unit-3: Light: Qualitative explanation of theories of light, reflection, refraction, TIR and its applications, interference and diffraction (brief explanation), scattering of light, blue colour of sky, red colour of sun at dawn and dusk.
Unit-4: Heat: Heat and temperature , different measuring scales of temperature, newton's law of cooling and applications, thermodynamic processes and examples, specific heat capacity, phase transition, melting point and boiling point, latent heat of fusion and latent heat of vapourisation.
Block-3

Unit-5: Radiation: Electromagnetic spectra, uses of electromagnetic waves, sources of e.m. waves, Importance of ozone layer, hazards of UV radiation, IR thermometer, working of microwave oven

Unit-6: Radioactivity: Classification of radioactive rays, properties, types of radioactivity, radiation hazards, radiation level detection and radiation safety.

**DEPARTMENT: FOOD AND NUTRITION
CULINARY FOOD SCIENCE**

BLOCK I: Basic Culinary Science

Unit 1: Introduction to cookery, Culinary history, aims and objectives of cooking.

Unit 2: Food ingredients and their nutritional value – cereals, legumes, fruits
and vegetables, eggs, fish and marine foods, milk and milk products, fats and oils

Unit 3: Introduction to Cookery: Aims and objectives of cooking food; Various textures; Techniques used in pre-preparation; Techniques used in preparation. Methods of heat transfer; Classification; Moist heat methods; Dry heat methods;

Unit 4: Medium of fat. Personal Hygiene; Environmental Hygiene; Food storage and causes of contamination; Food borne illnesses; Food poisoning; Garbage disposal

BLOCK II: Applications of Culinary Science

Unit 5: Origin of modern cookery; Continental cuisine: Indian cuisine; Various sections of kitchen: Levels of skills: Attitude and behavior in the kitchen: Uniform and protective clothing; Classification of equipment; Care and maintenance

Unit 6: Dining services methods, techniques & styles: Table service: Silver service/ English service; American/ Plated; Family; Russian; Butler; Gueridon Bar Counter; Assisted Service: Carvery; Buffets Self Service: Cafeteria: - Straight Line; Free-flow; Echelon; Supermarket Single point service: Take-away; Drive through; Fast food; Vending; Kiosk; Food court; Bar Specialized (in-situ): Tray; Trolley; Home delivery; Lounge; In Room; Drive in

Unit 7: Introduction to Indian Cuisine: Introduction; Growth of Indian cuisine; Introduction to various styles of Indian cookery; Development of Indian cuisine; History of Indian Cuisine: History, Ancient, Medieval and modern history of Indian cuisine

Unit 8: Indian Culture and Food: Festival food, Culture related to food, Importance of Indian herbs and spices, Influence of foreign food culture on Indian cuisine. Equipment and Fuels used in the Indian Kitchen: Classification of Indian equipments; drawings; Care and maintenance.

DEPARTMENT: BOTONY

Plant Tissue Culture and its Biotechnological Applications

Plant Tissue Culture: Historical perspective, Composition of media; Nutrient and hormone requirements (role of vitamins and hormones); Plasticity and Totipotency; Organogenesis; Embryogenesis (somatic and zygotic);

Protoplast isolation, culture and fusion; Tissue culture applications (micropropagation, androgenesis, virus elimination, secondary metabolite production, haploids, triploids and cybrids; Cryopreservation; Germplasm Conservation).

Recombinant DNA Technology: Restriction Endonucleases (History, Types I-IV, biological role and application); Restriction Mapping (Linear and Circular); Cloning Vectors: Prokaryotic (PUC 18 and pUJC19, pBR322, Ti plasmid, BAC); Lambda phage, M13 phagemid, Cosmid, Shuttle vector; Eukaryotic Vectors (YAC and briefly PAC,).

Gene Cloning (Recombinant DNA. Bacterial Transformation and selection of recombinant clones, PCR and RT-PCR mediated gene cloning); Gene Construct; construction of genomic and cDNA libraries, screening DNA libraries to obtain gene of interest by genetic selection; complementation, colony hybridization; Probes-oligonucleotide, heterologous, PCR; Methods of gene transfer- Agrobacterium-mediated, Direct gene transfer by Electroporation, Microinjection, Microprojectile bombardment: Selection of transgenics— selectable marker and reporter genes (Luciferase, GUS, GFP). DNA fingerprinting by RAPD and RFLP;

Applications of Biotechnology: Engineering plants to overcome abiotic (drought and salt stress) and biotic stress Pest resistant (Bt-cotton) and herbicide resistant plants (RoundUp Ready soybean); Transgenic crops with improved quality traits (FlavrSavr tomato, Golden rice); Improved horticultural varieties (Moondust carnations); Role of transgenics in bioremediation (Superbug)

Molecular farming (Plants as bioreactors) for edible vaccines, antibodies, polymers, biodegradable plastics (PHA), biomass utilization and industrial enzymes (- amylase, phytase, lignocelluloses degrading enzymes); Biosafety concerns.

References

1. Bhojwani, S.S., Bhatnagar, S.P. (2011). The Embryology of Angiosperms, 5th edition. New Delhi, Delhi: Vikas Publication House Pvt. Ltd.
2. Bhojwani, S.S., Razdan, M.K., (1996). Plant Tissue Culture: Theory and Practice. Amsterdam, Netherlands: Elsevier Science.
2. Glick, B.R., Pasternak, J.J. (2010). Molecular Biotechnology: Principles and Applications. Washington, U.S.: ASM Press.
4. Snustad, D.P., Simmons, M.J. (2010). Principles of Genetics, 5th edition. Chichester, England: John Wiley and Sons.

5.. Stewart, C.N. Jr. (2008). Plant Biotechnology and Genetics: Principles, Techniques and Applications. New Jearsey, U.S.: John Wiley & Sons Inc.

DEPARTMENT : MICROBIOLOGY

Microbiome and Human Health

Microbiome – definition –History of microbiome perspective, environmental genomics-microbiomes of oceans, lakhs and terrestrial ecosystems, Microbiome ecology, the fungal and viral microbiomes, Microbiome evolution. Earth Microbiome project.

Human microbiome: biodiversity and major genera of human-microbiome, humanmicrobiome system as a "holobiont" or "superorganismll, microbiome distributions in healthy individuals; composition of specific body sites' microbiome (nose, skin, oral, urogenital, etc.) - fecal transplants-designer probiotics, Symbiosis- Dysbiosis -Rebiosis,

Dynamics microbiome changes from birth to death; pregnancy and the microbiome; personnel microbiome concepts.

Microbiome and disease biology: gut-brain conversation, obesity and gut microbiome, infectious diseases and gut microbiome, non-infectious diseases and gut microbiome,

Phylogeography of epidemics, microbiome's role in diseases such as Inflammatory bowel disease (IBD), colitis, obesity, diabetes; effects of diet on microbiome; interactions with the immune system and resistance to pathogens;

Drug delivery using microbes engineered to secrete peptides, Microbes as neuromodulators, Microbes as cancer therapeutics, impacts of antibiotics on the development of resistomes.

References

1. Angela E. Douglas (2018). Fundamentals of Microbiome Science – how microbes shape
2. animal biology, Princeton University Press, New Jersey, United States.
3. Rob DeSalle and Susan L. Perkins (2015). Welcome to the microbiome. getting to know the
4. trillions of bacteria and other microbes in, on, and around you. Yale University Press.
5. Suggested Readings
6. Rodney Dietert (2016). The Human Super organism: how the microbiome is revolutionizing
7. the pursuit of a healthy life. Dutton Books.
8. Justin Sonnenburg and Erica Sonnenburg (2014). The good gut: taking control of your
9. weight, your mood, and your long-term health. Penguin Press.

10. Emeran Mayer (2016). The Mind-Gut Connection: How the Astonishing Dialogue Taking
11. Place in Our Bodies Impacts Health, Weight, and Mood. eBook, Harper Wave Books.
12. Martin J. Blaser (2014). Missing Microbes: How the Overuse of Antibiotics Is Fuelling Our
13. Modern Plagues. Harper Collins Publishers. Toronto.
14. Diana Marco (2014). Metagenomics of the Microbial Nitrogen Cycle: Theory, Methods and
15. Applications Book: 978-1-908230-48-5. ebook: 978-1-908230-60-7, Caister Academic Press.
16. Pilar Francino, M (2012). Horizontal Gene Transfer in Book: 978-1-908230-10-2. ebook:978-1-908230-72-0, Caister Academic Press.

DEPARTMENT: LIBRARY INFORMATION AND SCIENCE

PERSONALITY DEVELOPMENT AND SOFT SKILLS FOR PROFESSIONALS

BLOCK-1: Presentation and Interview Skills for Library and Information

Science Professionals

UNIT-1: Professional Skills, Communication Skills, Administrative, Managerial, Interpersonal, Human Relation Skills, Soft Skills, Legal Skills, Decision Making Skills,

UNIT-2: Analytical Skills, Team Building, Time Management Skills, Motivation Skills, Leadership Skills, Negotiation Skills, Problem Solving Skills, Information Technology Skills, Computer and Network Literacy, Stress Management, Innovative and Recreational Skills

UNIT-3: Presentation, Preparing Curricular Vitae , Online Application, Job Portals for LIS, Interview Types, Preparation (Job based), Panel and Board, Group Discussion, Personal Interview, General Awareness

UNIT-4: Extra-curricular activities, Personality Development, Positive Attitude, Body Language

BLOCK-2: Drafting Letters in LIS context and Writing Skills

UNIT-5: Types of Letter: Formal, Informal, Drafting Rules, Agenda, Minutes, Recommendations

UNIT-6: Confidential Reports of the Staff, Report Writing: Progress, Annual Reports, Budget, User Statistics, Drafting Project Proposals, Writing Research Papers

UNIT-7: Files Records: Management and Maintenance, RTI Skills and Answering Queries

UNIT-8: E-learning Tools, Courseware, Software, Content Management Student Teacher Relations, Student Performance, Feedback Mechanism, Curriculum Development, Innovative Assessment Method, Use of Teaching Tools

DEPARTMENT: PUBLIC ADMINISTRATION

INTRODUCTION TO PUBLIC ADMINISTRATION

BLOCK – 1

- UNIT – 1 Public Administration – Meaning, Definitions, Nature and Scope, Whether Public Administration is a Science or an Art.
- UNIT – 2 Significance of Public Administration. Public Administration and Private Administration, Similarities and Dissimilarities.
- UNIT – 3 Growth of Public Administration and its Relationship with other Social Sciences.
- UNIT – 4 New Public Administration – Meaning and Features Development Administration – Meaning and Features.

BLOCK – 2

- UNIT – 5 New Public Management – Perspective and Public Choice Approach.
- UNIT – 6 Comparative Public Administrations.
Concept of Good Governance and its Application.
- UNIT – 7 Public Financial Administration – Meaning, Nature, Objectives, Principles, Scope and Importance.
- UNIT – 8 Public and Private Finance – Differences and Similarities Agencies involved in Financial Administration in India.
The Principles of Maximum Social Advantage, Values and Limitations.

DEPARTMENT OF COMMERCE

ELBCO1: Fundamentals of Accountancy

Credits: 2

Objective: To make the students to acquaint with the fundamental concepts of Accountancy which assist them to develop proficiency in the field of Accounting.

Pedagogy: A Combination of Lectures, Group Discussion, Assignments.

Examination Duration: 2 and Maximum Marks: 50

(Internal Assessment Marks = 10 and Semester-end Examination =40)

Block-I: Introduction to Financial Accounting:

Unit-1: Introduction to Accounting : Meaning & Definition – Need and Scope for Accounting; Importance and objectives of accounting. Differences between book keeping and accounting. Accounting systems-cash and mercantile.

Unit-2: Accounting concepts and conventions: Introduction, Accounting concepts, Accounting Conventions, Important Accounting Terms, Transaction, Goods, Capital and Drawings, Debtors and Creditors, Expenses and Income, Assets and Liabilities, Debt and Credit, Types of Accounts, Books of Accounts, Rules for Recording of Transaction.

Unit-3: Journal: Meaning and Definitions, Features of Journal, Need for Journal, Importance, Journalizing, Points to be noted while passing Journal Entries, Illustrations.

Unit-4: Ledger: Meaning and Definitions, Features, Need and Importance, Differences between Journal & Ledger, Format of Ledger, Ledger Posting, Balancing of Ledger Accounts, Procedure for Balancing of an Account, Illustrations.

Block-II: Accounting Process:

Unit-5: Subsidiary Books: Introduction, Meaning, Features, Advantages, Usual Subsidiary Books, Journal Proper.

Unit-6 Trial Balance: Introduction, Meaning and Definitions, Features, Objectives, Advantages, Methods of Preparing Trial Balance, Format of a Trial Balance, Steps in the Preparation of a Trial Balance, Specimen of a Trial Balance.

Unit-7: Profit and Loss Account: Introduction, Meaning, Format, and Explanation to format of Profit and Loss Account, Illustrations.

Unit-8: Balance Sheet: Introduction, Meaning, Preparation of Balance Sheet, Marshalling or Grouping of Assets and Liabilities, Table Showing Treatment of Certain Ledger Balances appearing in Trail Balance, Table Showing Treatment of Some Adjustment Items given in Trial Balance. Treatment of Adjustment Item given in the Problem, Illustration.

Books for References:

1. Maheshwari S.N. – Advanced Accountancy –Vikas Publishing House Pvt. Ltd. – New Delhi – 9th Edition – Vol.II – 2007.
2. Jain S.P. and Narang K.L. - Practical Problems in Advanced Accountancy – Kalyani Publishers – Ludhiana – New Delhi.
3. Arulanandam M.A and Raman K.S. – Advanced Accounting (Financial Accounting) – HPH – 2012.
4. Arulanandam M.A and Raman K.S. – Advanced Accounting (Corporate Accounting) – HPH – 2012.
5. Mukherjee A and Hanif M – Modern accountancy – Tata McGraw Hill – New Delhi – Vol.II - 2012

DEPARTMENT OF COMPUTER SCIENCE

BCAGE-1 Android APP Development

Block – I

Unit-1 Introduction to Android: The Android Platform, Android SDK, Eclipse Installation, Android Installation, Building you First Android application,

Unit-2 Understanding Anatomy of Android Application, Android Manifest file. Android Application Design Essentials: Anatomy of an Android applications, Android terminologies,

Unit-3 Application Context, Activities, Services, Intents, Receiving and Broadcasting Intents, Android Manifest File and its common settings, Using Intent Filter, Permissions.

Unit-4 Android User Interface Design Essentials: User Interface Screen elements, Designing User Interfaces with Layouts, Drawing and Working with Animation.

Block-2

Unit-5: Testing Android applications, Publishing Android application, Using Android preferences, Managing Application resources in a hierarchy, working with different types of resources.

Unit-6: Using Common Android APIs: Using Android Data and Storage APIs, Managing data using Sqlite,

Unit-7 Sharing Data between Applications with Content Providers, Using Android Networking APIs,

Unit-8: Using Android Web APIs, Using Android Telephony APIs, Deploying Android Application to the World.

TEXT BOOKS:

1. T1. Lauren Darcey and Shane Conder, “Android Wireless Application Development”, Pearson Education, 2nd ed. (2011)

REFERENCE BOOKS:

1. R1. Reto Meier, “Professional Android
2. Application Development”, Wiley India Pvt Ltd
2. R2. Mark L Murphy, “Beginning Android”, Wiley India Pvt Ltd
3. Android Application Development All in one for Dummies by Barry Burd, Edition: I

DEPARTMENT: MATHEMATICES

Objective mathematics-1

Block-I	Number Theory and Progressions
Unit-1	Number System, Types of Numbers, series (AP ,GP and HP)

Unit-2	Algebraic operations BODMAS
Unit-3	Divisibility, LCM and HCF
Unit-4	Fraction, Simplification.

Reference Books:

1. R.S. Aggarwal, “Quantitative Aptitude for Competitive Examinations”, Revised Edition, S. Chand and Co. Ltd, New Delhi, 2018.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude : Numerical Ability (Fully Solved) Objective Questions, Kiran Prakashan, PratoGita prakasan, Kic X, Kiran Prakasan publishers.
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw hill publications.

Block-II	Number Theory and Progressions	Page No
Unit-1	Time and Distance	
Unit-2	Problems based on Trains	
Unit-3	Time, work and wages, Pipes and Cistern	
Unit-4	Problems on Clock, Problems on Calendar.	

Reference Books:

1. R.S. Aggarwal, “Quantitative Aptitude for Competitive Examinations”, Revised Edition, S. Chand and Co. Ltd, New Delhi, 2018.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.

3. Quantitative Aptitude : Numerical Ability (Fully Solved) Objective Questions,
Kiran Prakashan,
Pratogitaprakasan, Kic X, Kiran Prakasan publishers.
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc
Graw hill
Publications

DEPARTMENT : MANAGEMENT

COURSE NAME : OFFICE MANAGEMENT

COURSE CODE: BMG-01

CREDITS: 2

Course Objectives

The Objectives of this course are

1. To provide basic orientation about maintenance of front office
2. To develop skills require to manage a front office

Course Outcomes

After studying this course the students should be able to

1. Manage a front office of 4-5 people
2. Utilize the skills of managing a front office

Course Contents

BLOCK-I INTRODUCTION TO OFFICE MANAGEMENT

- Unit-1 Office Management, meaning and definition, nature, scope of office, Requisites of a good office, Office building, size, layout, safety and security measures, Management skills – Planning, organizing, staffing, motivating and controlling
- Unit-2 Reception - Importance, shape and size, control, Arrangement and adjustment of Furniture, allotment of seats, chambers, cabins rooms etc. Handling of correspondence and market registers, filling forms and stationery, File management, Record maintenance

- Unit-3 Office Machines, manuals, charts and reports, Kind of office machines, Objectives and advantages of various machines, Objectives and advantages of various machines, stores management
- Unit-4 Personnel Management, Supervision, Control and coordination, companies – Personnel Management, Supervision, Control and coordination, Personnel Management, Supervision, Control and coordination, Personnel Management, Supervision, Control and coordination, Managing difficult people, Office Politics Online Office Management

BLOCK-II SKILLS FOR OFFICE MANAGEMENT

- Unit-5 Secretary - Definition, need and importance, appointment and dismissal, work, duties, rights and liabilities, memorandum of association and secretary, articles of association and secretary, prospectus and secretary. Banking skills
- Unit-6 Company- Definition, nature and kinds, Company formation and incorporation, promoter, capital subscription, company and association, memorandum and articles, prospectus and statements, meetings and Company Act.
- Unit-7 MS OFFICE- Word for letter correspondence, Excel for salary management, power point for business presentation, Email, Information systems and software, project management, tally
- Unit-8 Communication, verbal and non-verbal communication, telephone and email etiquette, body language,

Reference

1. Office Management , Dr. R.K. Chopra, Priyank Gauri, Himalaya Publications
2. Office Management , M. Thatheya, Charulatha Publications
3. Office Management , RSN Pillai, Bhagavathi. S. Chand Publications
4. Administrative Office Management, patte Gibson
- 5.

DEPARTMENT : INFORMATION TECHNOLOGY

BITGE-1 Fundamentals of IT

Block 1: Fundamentals of Computer

Unit 1 : Introduction to Computers : Introduction, Definition, Characteristics, Block Diagram of a Computer, Generations of Computers, Classification of Computers, Applications of Computers

Unit 2 : Input/Output Devices : Significance of I/O devices, Input Devices , Output devices

Unit 3 : Computer Memory : Memory and storage concept in Computer, Types of Primary Memory, Need and benefits of Secondary storage devices, Classification of secondary storage devices

Unit 4 : Software : Introduction, Classification of Software, Programming languages, Types of programming languages, Need for language translators, Types of language translators.

Block 2: Essentials of Information Technology

Unit 5: Operating System: History and Evolution of Operating System, Types of Operating System, Overview of Dos, Linux and Windows Operating Systems

Unit 6: Computer Networks and Internet: Basics of Data Communication, Computer Networks, Types of Networks, Topologies, Evolution of Internet, WWW, Browsers, Search Engines

Unit 7: Computer and Network Security: Need for Security, Threats and Vulnerabilities, Virus, Types of Virus, Preventive measures, Antivirus, Firewalls

Unit 8: Emerging Computing Environments: Existing computing scenario, Peer to peer computing, Grid computing, Cloud Computing

Annexure VII

Open Elective: 2nd semester

DEPARTMENT :PHYSICS

Energy Resources

Block-1
Unit-1: Introduction to Non-renewable energy sources: Energy concept-sources in general, its significance & necessity. Classification of energy sources: Primary and Secondary energy, Commercial and Non-commercial energy, Renewable and Non-renewable energy, Conventional and Non-conventional energy, Based on Origin- Examples and limitations. Importance of Non-commercial energy resources.
Unit-2: Conventional energy sources: Fossil fuels & Nuclear energy- production &

extraction, usage rate and limitations. Impact on environment and their issues & challenges. Overview of Indian & world energy scenario with latest statistics- consumption & necessity. Need of eco-friendly & green energy & their related technology.

Block-2

Unit-3: Introduction to Renewable energy sources: Need of renewable energy, non-conventional energy sources. An overview of developments in Offshore Wind Energy, Tidal Energy, Wave energy systems, Ocean Thermal Energy Conversion, solar energy, biomass, biochemical conversion, biogas generation, geothermal energy tidal energy, Hydroelectricity.

Unit-4: Solar energy: Solar Energy-Key features, its importance, Merits & demerits of solar energy, Applications of solar energy. Solar water heater, flat plate collector, solar distillation, solar cooker, solar green houses, solar cell -brief discussion of each. Need and characteristics of photovoltaic (PV) systems, PV models and equivalent circuits, and sun tracking systems.

Block-3

Unit-5: Wind and Tidal Energy harvesting: Fundamentals of Wind energy, Wind Turbines and different electrical machines in wind turbines, Power electronic interfaces, and grid interconnection topologies. Ocean Energy Potential against Wind and Solar, Wave Characteristics and Statistics, Wave Energy Devices. Tide characteristics and Statistics, Tide Energy Technologies, Ocean Thermal Energy.

Unit-6: Geothermal and hydro energy: Geothermal Resources, Geothermal Technologies. Hydropower resources, hydropower technologies, environmental impact of hydro power sources. Carbon captured technologies, cell, batteries, power consumption

DEPARTMENT OF FOOD AND NUTRITION

FOOD AND SOCIETY

BLOCK I: Role of Food in Society

Unit 1: Introduction to food and food ways

Unit 2: Food biographies and sociality

Unit 3: Food, culture & society in India.

Unit 4: Social stratification, food production, and culinary practices

BLOCK II: Applications of Food in Nutrition and Society

Unit 5: Food and Health

Unit 6: Nutritional guidelines for health and fitness

Unit 7: Nutritional Problem of Community

Unit 8: Mapping food waste

DEPARTMENT OF BOTANY

Plant-Microbe Interactions

Overview of plant microbes interactions,

Introduction, beneficial microbes, Rhizobium bacterium and nitrogen fixation, mycorrhizal fungi.

Plant pathogens, Agrobacterium tumefaciens and crown gall disease,

Mechanisms of plant disease mechanism, some bacterial plant diseases,

Plant viruses and mechanism of plant against viruses attacks.

Fungal pathogen- mechanism of plant disease,

Oomycete pathogens, Fungal mediated plant.

General concept of plant immunity,

PAMP-triggered immunity (PTI) and effectors-triggered immunity (ETI).

Transcription activator like effector and their role in virulence and disease resistance.

References

1. Lautenberg, B. (2015). Principles of Plant-Microbes Interactions: Microbes for sustainable Agriculture, Springer.
2. Stacey, G. and Keen, N. T. (1997). Plant-Microbes Interactions, Vol 4, . Springer.
3. Ramasamy, K, (2015). Plant Microbes Interactions, New India Publishing Agency.
4. Martin, F. and Kamoun, S. (2014). Effectors in Plant-Microbes Interactions 1st Edition, Wiley Blackwell

DEPARTMENT: MICROBIOLOGY

Food Microbiology

- i. Intrinsic and extrinsic factors that affect growth and survival of microbes in foods, natural flora and source of contamination of foods in general.
- ii. Principles, Spoilage of vegetables, fruits, meat, eggs, milk and butter, bread, canned Foods.

- iii. Principles of food preservation: temperature, canning, drying, irradiation, microwave processing and aseptic packaging, chemical methods of food preservation: salt, sugar, organic acids, SO₂, citrates, benzoates, nitrite and nitrates etc.
- i. Dairy starter cultures, fermented dairy products: yogurt, acidophilus milk, kumiss, kefir, dahi and cheese, other fermented foods: dosa, sauerkraut, soy sauce and tampeh,
- ii. Probiotics: Health benefits, types of microorganisms used, probiotic foods available in market. Utilization and disposal of dairy by-product – whey.
- i. Food borne diseases (causative agents, foods involved, symptoms and preventive measures)- Food intoxications: Staphylococcus aureus, Clostridium botulinum and mycotoxins;
- ii. Food infections: Bacillus cereus, Vibrio parahaemolyticus, Escherichia coli, Salmonellosis, Shigellosis, Yersinia enterocolitica, Listeria monocytogenes and Campylobacter jejuni
- i. Food sanitation and control; HACCP, Indices of food sanitary quality and sanitizers.
- ii. Cultural and rapid detection methods of food borne pathogens in foods and introduction to predictive microbiology.
- iii. Genetically modified foods, Nutraceuticals, Biosensors in food, Applications of microbial enzymes in dairy industry [Protease, Lipases].

References:

1. Stanbury, PF., Principles of Fermentation Technology. Whittaker, A and Hall, S.J 2nd Edition. Pergamon Press (1995).
2. Banwart, GJ. Basic Food Microbiology. CBS Publishers and Distributors, Delhi. (1989).
3. Hobbs BC and Roberts D. Food poisoning and Food Hygiene. Edward Arnold (A division of Hodder and Stoughton) London.
4. Joshi. Biotechnology: Food Fermentation Microbiology, Biochemistry and Technology. Volume 2.
5. John Garbult. Essentials of Food Microbiology. Arnold International.
6. John C. Ayres. J. Orwin Mundt. William E. Sandinee. Microbiology of Foods. W.H. Freeman and Co.
7. D. J. Bagyaraj and G. Rangaswami. AGRICULTURAL MICROBIOLOGY. Prentice Hall of India Pvt Ltd. 2005
8. N S Subba Rao. Soil Microbiology. Oxford and IBH publishing Company 2009
9. Photis Papademas. Dairy Microbiology: A Practical Approach. CRC Press
10. Rao M.K.. Food and Dairy Microbiology. Manglam Publishers
11. William Frazier. Food Microbiology. McGraw Hill Education
12. Jay, James M., Loessner, Martin J., Golden, David A. Modern Food Microbiology. Springer

DEPARTMENT OF LIBRARY SCIENCE

Electronic Sources And E-Publishing

Block-1: Electronic Sources

UNIT-1: Electronic Information: Concept, structure, features, Information industry. Role of librarian in information industry.

UNIT-2: Electronic information products: e-books, e-journals, e-zines, e-reference sources, ETDs.

UNIT-3: Electronic sources: Internet Information resources, Databases (Bibliographic, Numeric and Full text). E-books, Open Access Resources. List servers, Subject gateways. Mini Project: Study of the features and functionality of any one source (E.g. Dictionary. com, Encyclopedia Britannica, Wikipedia, ACM digital Library, IEEE / IEE Electronic Library Online (IEL), Emerald, EBSCO, PsycINFO, Elsevier Science, PubMed Central, J-Gate , J-Store, Web of Science, SCOPUS, SciFinder Scholar, PLOS, DOAJ, RePEc, etc.)

UNIT-4: Plagiarism: Social, legal issues and usability issues. Plagiarism detection software, online plagiarism checkers

BLOCK-2: ELECTRONIC PUBLISHING

UNIT-5: Electronic Publishing: Concept, categories – commercial, open access, self e-publishing, scholarly communication

UNIT-6: E-Publishing Process: peer reviewing, editing, proofreading, designing, typesetting, and printing.

UNIT-7: E-publishing software: features and use. Study of select e-publishing software: MS Publisher and OJS.

UNIT-8: IPR and Copyright issues in e-publishing

DEPARTMENT : PUBLIC ADMINISTRATION

LOCAL GOVERNMENTS OF INDIA

BLOCK – 1

UNIT - 1 Local Government – Meaning, Nature, Importance, Values and Limitations. Distinction between Central and Local Government.

UNIT – 2 Evolution of Local Governments in India. Balawantroy Mehta, Ashok Mehta, G.V.K. Rao and L.M. Singhvi Committees.

UNIT – 3 Panchayatraj Institutions and 73rd Constitutional Amendment Act of 1992.

UNIT – 4 Grama Panchayat – Composition, Organisation, Powers and Functions.

BLOCK – 2

UNIT - 5 Taluk Panchayats and Zilla Panchayats – Composition, Organisation, Powers and Functions.

UNIT – 6 Urban Local Governments in India and 74th Constitutional Amendment Act of 1992.

UNIT – 7 Municipal Corporation – Composition, Organisation, Powers and Functions,

UNIT – 8 Municipal Council - Composition, Organisation, and Functions,

DEPARTMENT OF COMMERCE

ELBCO2: Fundamentals of Marketing

- **Objective:** To facilitate understanding of the conceptual framework of Marketing and its applications in decision making under various environmental situations.
- **Pedagogy:** A Combination of Lectures, Group Discussion, Assignments.
- **Credits:** 2 ; Examination Duration: 2 and Maximum Marks: 50 (Internal Assessment Marks = 10 and Semester-end Examination =40)

Course Inputs

Block I

- **Unit -1: Introduction:** Definitions of Marketing - Various Concepts of Marketing - Marketing as a Concept -Components of Marketing Concept - Implementation of Marketing Concept - Marketing as a Process - Marketing as a Managerial Function- Benefits of Marketing Concept
- **Unit -2: Marketing Environment:** Introduction - Definitions of Environment - Approach to Environment Analysis -Meaning of Marketing Environment - Types of Marketing Environment - Controllable and Uncontrollable Environment- Benefits of Market Scanning.
- **Unit -3: Marketing Mix:** Introduction - Definitions of Marketing Mix - Concept of Marketing Mix -Components of Marketing Mix - Classification of Products -Product Concept Dimension - Product Mix -Price -Promotion - Place Sub-components of four P's - Market Segmentation - Bases of Market Segmentation - Benefits of Market segments - Market Segmentation Strategies.

- **Unit-4: Consumer Behaviour:** Introduction - Definition of Consumer Behaviour
Scope of Consumer Behaviour - Buying Motives - Need to Study Consumer Behaviour - Factors Influencing Consumer Behaviour.

Block II

- **Unit -5: Product Mix:** Introduction - Meaning of Product- Product is something more than a Physical Commodity - Total Product Personality - Managing the Product - Product Policy – Branding Decision - Decision on Packaging.
- **Unit -6: New Product Development:** Introduction - Need for New Product - Classification of New Product - Stages in New Product Development - Definitions of Product Life Cycle - Stages of Product Life Cycle - Factors affecting Product Life Cycle.
- **Unit -7: Branding and Packaging:** Introduction - Meaning and Definitions of Brand - Features or Characteristics of Brand - Merits or Utility of Branding - Classification of Brands. Meaning and Definition of Packaging - Objectives of Packaging - Policies and Strategies of Packaging - Branding Vs Packaging - Labelling
- **Unit -8: Promotion Mix:** Introduction - Meaning and Scope of Promotion- Components of Promotion- Marketing Communications- Promotional Tool & Consumer Response- Determining the Promotional Mix.

Books for Reference

01. S.A. Sherlekar and R Krishnamoorthy., Marketing Management Concepts and Cases, Himalaya Publishing House, Mumbai.
02. V. S. Ramaswamy and S Namakumari, Marketing Management, Macmillan Publishers.
03. David Jobber, John Fahy, Foundations of Marketing, TMH.
04. William D Perreault, E Jerome Mc Carthy, Basic Marketing - A Global Managerial Approach, McGraw-Hill Publishers.
05. Anitha, “Marketing Management,” Current Publications, Agra.

DEPARTMENT OF COMPUTER SCIENCE

BCADSE-4 Cyber Security

Block-1

Unit-1: Overview of cyber security, Internet governance- challenges and constraints,

Unit-2: cyber threats, cyber warfare, cybercrime, cyberterrorism, cyber Espionage.

Unit-3: Need for a Comprehensive cyber security policy, need for a Nodal Authority, Need for an International Convention on Cyberspace.

Unit-4: Cyber security vulnerabilities- Overview, vulnerabilities in software, system administration, complex Network Architectures, Open access to Organizational Data, weak Authentication,

Block-2

Unit-5: Unprotected Broadband Communications, Poor cyber security awareness. Cyber security safeguards Overview, Access control, Audit, Authentication, Biometrics, Cryptography, Deception,

Unit-6: Denial of service Filters, ethical Hacking, Firewalls, Intrusion detection systems, Response, scanning Security policy, Threat Management.

Unit-7: security web application introduction, basic security for HTTP application and services, basic security for SOAP services, identity management and web services, Authorization patterns, Security Considerations, Challenges.

Unit-8: Intrusion Physical Theft, abuse of privileges, unauthorized Access by Outsider, Malware infection, Intrusion detection and Prevention Techniques, anti-Malware software, Network based intrusion detection systems, Network based intrusion prevention systems, Host based Intrusion prevention systems, Security information management, Network session Analysis, system Integrity Validation

Text Books:

1. John R Vacca, "Computer and Information Security Handbook", 3rd Edition Elsevier,2013, ISBN:
2. William Stallings, "Cryptography and Network Security", Pearson.

Reference Books:

1. George K Kostopoulos, "Cyber space and cyber Security", second Edition, CRC Group, Taylor and Francis,
2. Behrouz A Frouzan "Cryptography and Network Security", Tata McGraw Hill

DEPARTMENT: MATHEMATICES

Objective Mathematices-2

Block-I	Sets and Relations
Unit-1	Set theory

Unit-2	simple applications of Venn Diagram
Unit-3	Relations
Unit-4	Functions

Reference Books:

1. Basic Mathematics, Allel R.G.A, Macmillan, New Delhi.
2. Mathematics for Economics, Dowling, E.T. , Schaum's Series, McGraw Hill,

Block-II	Indices and Logarithms
Unit-1	Surds,indices,.
Unit-2	Logarithms
Unit-3	Permutations and combinations
Unit-4	Examples on commercial mathematics

Reference Books:

1. Basic Mathematics, Allel R.G.A, Macmillan, New Delhi.
2. Mathematics for Economics, Dowling, E.T. Schaum's Series, McGraw Hill

DEPARTMENT: MANAGEMENT

COURSE NAME : MANAGEMENT SKILLS

COURSE CODE: BMG-02

CREDITS: 2

Course Objectives

1. To orient students towards various functions of Management.
2. To develop basic management skills

Course Outcomes

1. Assist various functions of Management in an organization.
2. Utilize the basic management skills

Course Contents

BLOCK-I INTRODUCTION TO MANAGEMENT

UNIT-9 Management-meaning, nature and scope-characteristics of management Functions of Management – Levels of Management.

UNIT-10 Contributions of select management thinkers F.W.Taylor – Henry Fayol – Elton Mayo.

UNIT-11 Planning – meaning, nature and importance of planning; forms of planning; types of plans; steps in planning; limitations of planning

UNIT-12 Decision making – meaning – types of decisions, steps in rational decision making common difficulties in decision making

BLOCK-II STAFFING AND DIRECTING

UNIT-13 Organization – meaning – process of organizing – principles of organizing, steps in organizing; types of organizing; organization structure Staffing-meaning; process; delegation of authority and responsibility

UNIT-14 Direction-Meaning, features of direction, principles of direction, requirements of effective direction, supervision-concept of supervision, functions of supervisor-qualities of a good supervisor.

UNIT-15 Leadership-meaning-significance; styles of leadership-qualities of a good leader, motivation-meaning and importance – a brief study of Maslow's and Mc.Gregor

UNIT-16 Controlling- Nature, Definition; Need for control, Steps in control process, types of controls, Essentials of effective control system;

Reference:

7. Business Organization and Management – Y.K.Bhushan.
8. Modern Business Organization and Management – S.A.Sherlekar
9. Principles and Practice of Management – T.N.Chhabra.
10. Organization and Management – C.R.Babu
11. Principles of Management - P.C.Tripathi, P.N.Reddy.
12. Principles of Management - L.M.Prasad.

DEPARTMENT: INFORMATION TECHNOLOGY

BITGE-2 Basic Programming Skills using C

Block 1: Introduction to Problem Solving

Unit 1- Problem Solving concepts using C: Introduction to C language, C language standards features of C, Program Concept, Characteristics of Programming, Structure of C program, Introduction to C compilers, Creating and compiling C Programs, IDE features of Turbo C compiler, Command line options to compile C program in TC

Unit 2- Fundamentals of C: Keywords, Identifiers, Variables, constants, Scope and life of variables - local and global variable. Data types and sizes, C tokens, keywords and identifiers, Constants, Variables, Data types, Declaration of variables, Assigning values to variables, Defining symbolic constants

Unit 3- Input/Output statements: Basic input/output library functions: Single character input/output i.e. getch(), getchar(), putchar(). Formatted input/output i.e. printf() and scanf(), Library functions - concepts mathematical and character functions

Unit 4—Operators and Expressions: Introduction to Operators, Arithmetic operators, Relational operators, Logical operators, Assignment operators, Increment and decrement operators, Conditional operators, Bitwise operators, Special operators, Arithmetic expressions, Evaluation of expressions. Precedence of arithmetic operators, some computational problems, Type conversions in expressions, Operator precedence and Associativity, Mathematical functions.

Block 2: Control Flow statement, Functions and Arrays

Unit 5 –Control Statements: Introduction to control flow, Statements and Block, If-Else, Else-If, Nesting of If -Else Statement, Else If Ladder, The ?: Operator Switch Statement, Compound Statement, Loop Controls – For, While, Do-While Loops, Break Continue, Exit, Goto Statement and Labels

Unit 6- Storage Classes: Scope of variable, Global and Local variables, Automatic, external, register and static variables

Unit 7- Functions in C: Introduction to functions, The Need of a Function, User Defined and Library Function, Prototype of a Function, Calling of a function, Function Argument, Passing arguments to function, Return Values, Nesting of Function, main(), Command Line Argument, Recursion. Storage Class specifier – Auto, Extern, Static, Register

Unit 8- Arrays and its types: Basis of Arrays, One-dimensional arrays, Two-dimensional arrays, initializing two-dimensional arrays, Multidimensional arrays, Array as function arguments

References

1. Balagurusamy E. programming in ANSI C. Tata McGraw-Hill Education; 2002..
2. Rajaraman V, ADABALA N. Fundamentals of computers. PHI Learning Pvt. Ltd.; 2014 Dec 15.
3. Wang PS. Standard C++: with Object-Oriented Programming. Brooks/Cole Publishing Co.; 2001 Jan 1.
4. Ritchie DM, Kernighan BW, Lesk ME. The C programming language. Englewood Cliffs: Prentice Hall; 1988.

Annexure VIII

QUESTION PAPER PATTERN

BBHC-103

I Semester B.B.A Degree Examination, January 2022
(CBCS)
Course – 3 : BUSINESS ORGANIZATION AND MANAGEMENT
(Compulsory)

Time: 3 Hours

Max. Marks : 80

SECTION– A

1. Select correct option for the following. **Each** question sub-question carries 1 mark **(5×1= 5)**

- a.
- b.
- c.
- d.
- e.

SECTION – B

Answer **any four questions**. **Each** question carries **5 marks**. **(5×4=20)**

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION – C

Answer **any four questions**. **Each** question carries **10 marks**. **(4×10=40)**

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

Section – D

14) Case (Compulsory) : **(1×15=15)**

