



**REVA**  
UNIVERSITY  
Bengaluru, India

# **SCHOOL OF MANAGEMENT STUDIES**

**BBA (Industry Integrated)**

**HAND BOOK**

**BATCH: 2020-23**

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[www.reva.edu.in](http://www.reva.edu.in)

[www.reva.edu.in](http://www.reva.edu.in)

**Rukmini Educational**  
Charitable Trust

## Chancellor's Message

*“Education is the most powerful weapon which you can use to change the world.”*

- Nelson Mandela.

There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when ‘intellectual gratification’ has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.

It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of ‘Knowledge is Power’, we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I’m always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They practice the art of teaching with a student-centered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said ‘A University should be a place of light, of liberty and of learning’. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

**Dr. P. Shyama Raju**

The Founder and Hon'ble Chancellor, REVA University

## Vice-Chancellor's Message

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards inter-disciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.



A strong believer and practitioner of the dictum “Knowledge is Power”, REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and industries. The outcome of the

research is passed on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students. REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centers” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavor to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

**Dr. S. Y. Kulkarni**  
Vice-Chancellor, REVA University

## Director's Message

Today, as you prepare to join our campus and start the next chapter of your lives, in what can only be described as an increasingly divided and fast-shifting world, I want to offer some thoughts specific to the challenging times in which we find ourselves. Your responsibilities as Management student to lead businesses are more important today than ever. You will be graduating into a world in which trust and faith in business has declined significantly, and you have to develop the personality reflecting honesty and Ethics.

As Business Student- leaders, part of your responsibility is to rebuild this trust between business and society. My hope is that the many discussions you will have, in courses as varied as Leadership and Corporate Accountability and Finance, Ethical Management, Governance, HRM, HR, have given you tools and perspectives that will serve as a guide to you in the future. I hope you will develop, and will continue to develop, both the competence and character of true leadership. You will need both to fulfill your responsibility to rebuild trust. The way you can do so is by creating shared prosperity; in essence, by ensuring that you create value for others before you claim value for yourself.

You can exercise your responsibility to help rebuild trust not only by the big decisions you make while leading organizations, but also by the smaller interactions you have every day. Business Leaders—rightly—are scrutinized more carefully than others, so even small signs of arrogance, excessive pride, or self-interest will be magnified. Hold yourself to a higher standard.

Many of our alumni currently lead some of the most admired and most valuable companies on the planet. They have been crucial to the creation and evolution of entire industries, including management consulting, mutual funds, private equity, venture capital, and social entrepreneurship, HR, Marketing, Entrepreneurship, and the like.

If you want your lives to have that kind of impact, you must REACH, that is stretch for things in life that seem just a bit outside your grasp, just a bit audacious. When we reach, we take a risk that has the potential to fundamentally shift the trajectory of our lives and our organizations. We develop three types of behaviour in this school: 1. Modesty; 2. Honesty; and 3. Winning Attitude, focusing on knowledge, skills, and competency.

Often our biggest sense of accomplishment comes not when we reach for ourselves, but when we reach out on behalf of others. I experience this most often when I deal with our distinguished alumni who give

back to so many causes. Today you join a group of alumni who are distinguished not only as leaders, but as philanthropists and energetic civic participants—people who lead and fund countless non-profits and philanthropies. It's a privilege for me to spend time with these people, and we ask that you RESPECT the people who are most important in your lives, and everyone with whom you interact along your road to leadership. Remember that nothing can be accomplished without the help of everyone in REVA University.

The Curriculum caters to and has relevance to local, regional, national, and global development needs. A maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, environment and sustainability.

Lastly, show respect on a daily basis to everyone you interact with: your co-students. As students, you will often get more credit than you deserve; be sure to share this credit by giving respect to all who contribute to any success. Let me in that spirit take a moment to thanks your parents, guardian who have collectively helped to educate you and bring you to this wonderful moment of Management World.

As you begin this exciting journey, I wish you all the best.

**Prof. Shubha A**  
**Director**  
**School of Commerce & Management Studies**

## CONTENTS

Sl. No.	Particulars	Page No.
1	Message from the Honorable Chancellor	2
2	Message from the Vice- Chancellor	3
3	Director's Message	5
4	Rukmini Educational Charitable Trust	8
5	About REVA University	9
6	About School of Management Studies <ul style="list-style-type: none"> <li>• Vision</li> <li>• Mission</li> <li>• Program Educational Objectives (PEO)</li> <li>• Program Specific Outcomes (PSO)</li> <li>• Program Outcomes</li> </ul> Advisory Board	15
7	BBA (Industry Integrated) Program Overview Program Educational Objectives Program Outcomes	18
8	BBA ( Industry Integrated ) Scheme of Instructions Detailed Syllabus	18
9	Career Development and Placement	
10	List of Faculty Members	127

## **RUKMINI EDUCATIONAL CHARITABLE TRUST**

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust (RECT)** is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Management Studies, Legal Studies, Performing Arts and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfil its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Commerce, Management, Education, Arts and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top-notch educational institutions was born of the philanthropic instincts of Dr. P. ShyamaRaju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 14,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.



## **ABOUT REVA UNIVERSITY**

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette dated 7th February, 2013. The University is recognised by UGC under Sec 2 (f) and empowered under Sec.22 of the UGC Act, 1956 to award degrees in any branch of knowledge. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer centre, the well-planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 27 Post Graduate Degree programs, 29 Degree and PG Degree programs in various branches of studies and has 15000+ students studying in various branches of knowledge at graduate and post graduate level and 494 Scholars pursuing research leading to PhD in 18 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on

practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and

Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much-required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counsellors and Placement Officers. The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas

Instruments, Nokia University Relations, EMC2, VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitate students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between

students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director I.I.Sc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such awards instituted by REVA University is 'Life Time Achievement Award' to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the "Founders' Day Celebration" of REVA University on 6th January of every year in presence of dignitaries, faculty members and students gathering. The first "REVA Life Time Achievement Award" for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO, followed by Shri. Shekhar Gupta, renowned Journalist for the year 2016, Dr K J Yesudas, renowned play back singer for the year 2017. REVA also introduced "REVA Award of Excellence" in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

REVA organizes various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is

REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities.

During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognized by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes every day to students, faculty members, administrative staff and their family members and organizes yoga camps for villagers around.

Within short span of time, REVA University has been recognised as a fast-growing university imparting quality higher education to the youth of the country and received many awards, ranks, and accolades from various agencies, institutions at national and international level. These include: Asia's Greatest Brand and Leaders, by Asia One, National Award of Leadership Excellence, by ASSOCHAM India, Most promising University, by EPSI, Promising Upcoming Private University in the Country, by The Economic Times, Best University of India (South), by Dialogue India, Gold Brand by QS University Ranking, placed under 151-200 band by NIRF, 6TH Rank in the Super Excellence category by GHRDC, 6TH Rank in All India Law School Survey, ranked among Top 30 Best B Schools by Business World, India's Best Law Institution by Careers 360, to mention a few.

## Advisory Board

Sl. No.	Name of Members
1	<p><b>Dr. B. Mahadevan</b>            Professor,            IIM – Bangalore, Bannerghatta Road, Bangalore            Phone: +91-80-26993275            E-mail: <a href="mailto:b.mahadevan@iimb.ernet.in">b.mahadevan@iimb.ernet.in</a></p>
2	<p><b>Dr S Nayana Tara</b>            Professor            IIM- Bangalore, Bannerghatta Road, Bangalore            Phone: +91-80-26993082            E-mail: <a href="mailto:tara@iimb.ernet.in">tara@iimb.ernet.in</a></p>
3	<p><b>Dr. D N S Kumar</b>            Director (Research)            Christ University, Bangalore            (O) 40129018(M) 8880919142</p>
4	<p><b>Dr. M. S. Moodithaya</b>            Registrar, Nitte University Derlakatte, Mangalore            (M) 9845370401</p>
5	<p><b>Dr. A. H. Chachadi</b>            Retired Professor,            Karnataka University, Dharwad            (M) 9448631340            ( R ) (0836) 2742820</p>
6	<p><b>Dr. Teerooven Soobaroyen</b>            School of Management, Faculty of Business and Law            University of Southampton, Highfield, Southampton, SO17 1BJ, UK            Email: <a href="mailto:t.soobaroyen@soton.ac.uk">t.soobaroyen@soton.ac.uk</a></p>
7	<p><b>Dr Collins Ntim</b> - BSc, MSc, MRes, PhD, PGCTHE, FHEA.            Professor of Accounting &amp; Finance, Department of Accountancy University of            Huddersfield, UK            Email: <a href="mailto:c.ntim@hud.ac.uk">c.ntim@hud.ac.uk</a></p>
8	<p><b>Dr. Shanthi S K</b>            Chair Professor - Union Bank Center for Banking Excellence,            Greta Lakes University, Chennai--6303102            Email: <a href="mailto:shanthi.sk@greatlakes.edu.in">shanthi.sk@greatlakes.edu.in</a></p>
9	<p><b>Mr. Nagaraj Kulkarni</b>            Director, Compence Bangalore. Mobile: 9980540426</p>

## **ABOUT SCHOOL OF MANAGEMENT STUDIES**

The School of Management Studies offers BBA (Industry Integrated), BBA (Honours), BBA (Entrepreneurship) and MBA Programs. It also facilitates research leading to Doctoral degree. The BBA (Industry Integrated), BBA (Honours), BBA (Entrepreneurship) and MBA are designed to provide adequate scope students to enter into wide range of business spheres, entrepreneurship, and reduce the widening gap between Industries – Academia. The BBA (Industry Integrated) degree offered by this school enriches the students' knowledge horizon and enables them to work in different national and multinational organizations and face the global challenges arising there from. It not only aims at imparting knowledge and skills in different areas of management and accounting, but also provides inputs necessary for the overall development of the personality of the students. It prepares student's right from the inception to get equipped with required skills through continuous training programs that adopt various methods of learning - case studies, group discussions / analysis, simulation, games, debates, seminars, quiz and the like. The students are groomed with the right exposure to the practical events in the global market milieu.

The Master's degree in Management Studies not only provides adequate scope to enter into wide range of business spheres, and entrepreneurship but also teaching and research fields in different educational / research institutions. This program aims at imparting knowledge and skills in different areas of management, finance, accounting, marketing, human resource, banking and insurance, operations management and actuarial management. It further provides inputs necessary for the overall development of the personality of the students. It induces students' right from the beginning to get equipped with required skills through case studies, group discussions / analysis, simulation, games, debates, seminars, quiz and the like. The students are groomed with the right exposure to the practical environment through a semester long project work. The program also inculcates research culture and entrepreneurship.

The programs offered by REVA University are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs.

### **Vision**

- To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels.

### **Mission**

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general;
- To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

### **Values**

- Excellence in all our academic and research endeavors
- Dedication and service to our stakeholders
- Leadership through innovation
- Accountability and transparency
- Creating conducive academic environment with service motto



- Integrity and intellectual honesty
- Ethical and moral behaviour Freedom of thought and expression
- Adaptability to the change
- Team-work

### **Program Educational Objectives (PEO)**

**PEO 1:** Graduate after successful completion of the Program will be able to take up career in Public, Private and Corporate organizations.

**PEO 2:** Graduates after completion of the program will be able to work with diverse teams and are expected to take better decisions in complex situations.

**PEO 3:** Graduates will be able to incorporate social, ethical and moral principles in professional and personal life.

### **Program Specific Outcomes (PSO)**

<b>PSO</b>	<b>Description</b>
PSO1	Demonstrate understanding of the basic concepts and theoretical knowledge used in the different commerce and business-related areas.
PSO2	Develop ideas for start –ups through knowledge and skills developed during the course of the degree.
PSO3	Apply different tools and techniques in solving problems related to Business.

### **Program Outcomes**

The School of Management studies was established in the year 2014 and since then the School has defined Program Outcomes for the courses offered during the Board of Studies meeting. Based on the advice and suggestions of the BOS, EIGHT Program Outcomes have been formulated, keeping in view the Vision, Mission and Program Educational Objectives.

### **Description of the Program Outcomes**

<b>PO</b>	<b>Description</b>
PO1	Communicate effectively with various stake - holders
PO2	Foster Analytical and critical thinking abilities for data – based decision making
PO3	Ability to develop Value based leadership Ability
PO4	Ability to understand, analyze and communicate global, economic, legal

	and ethical aspects of business
PO5	Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
PO6	Enhance skills required for a particular domain by integrating practical and theoretical knowledge
PO7	Gain knowledge through inter- disciplinary and Multi – disciplinary courses
PO8	Apply knowledge of Theory and Practices to solve business problems

## School of Management Studies

### Course Content of UG Programs-2020-21

#### Bachelor Business Administration (INDUSTRY INTEGRATED) (BBA (II)

(Effective from Academic Year 2020-21)

#### SCHEME OF INSTRUCTION

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC	Credit Pattern			
				L	T	P	Total
<b>FIRST SEMESTER</b>							
1	B20BB1010	Communicative English	CC	2	1	0	3
2	B20BB1021	Language – II: Kannada	CC	2	1	0	3
3	B20BB1022	Language – II: Hindi	CC				
4	B20BB1023	Language – II: Additional English	CC				
5	B20BB1030	Fundamentals of Accounting	HC	3	0	1	4
6	B20BB1040	Economics for Business	SC	2	1	0	3
7	B20BB1050	Introduction to Management	SC	2	1	0	3
8	B20BB1060	Business Organization and Environment	SC	2	1	0	3
9	B20BB1070	Indian Constitution and Human Rights	FC	0	0	0	0
10	B20BB1080	Skill Development Course	RULO	0	0	0	0
<b>Total Credits</b>							<b>19</b>
<b>SECOND SEMESTER</b>							
1	B20BB2010	Business Communication	SC	2	1	0	3
2	B20BB2021	Language – II: Kannada	CC	2	1	0	3
3	B20BB2022	Language – II: Hindi	CC				
4	B20BB2023	Language – II: Additional English	CC				
5	B20BB2030	Statistics for Management	HC	3	0	1	4
6	B20BB2040	Corporate Accounting	SC	2	0	1	3
7	B20BB2050	Marketing Management	SC	2	1	0	3
8	B20BB2060	Organizational Behavior	SC	2	1	0	3
9	B20BB2070	Environment and Public Health	FC	0	0	0	0
10	B20BB2080	Skill Development Course	RULO	0	0	0	0

<b>Total Credits</b>							<b>19</b>
<b>THIRD SEMESTER</b>							
1	B20BB3011	Language – II: Kannada	CC	1	1	0	2
2	B20BB3012	Language – II: Hindi					
3	B20BB3013	Language – II: Additional English					
4	B20BB3020	Cost Accounting	SC	2	0	1	3
5	B20BB3030	Financial Management	HC	3	0	1	4
6	B20BB3040	Service Sector Management	HC	3	1	0	4
7	B20BB3050	Business Ethics and Corporate Governance	SC	2	1	0	3
8	B20BB3060	Indian Financial System	SC	2	1	0	3
9	B20BB3070	Open Elective - Career Planning and Development	OE	3	1	0	4
10	B20BB3080	Skill Development Course	RULO	0	0	0	0
<b>Total Credits</b>							<b>23</b>
<b>FOURTH SEMESTER</b>							
1	B20BB4011	Language – II: Kannada	CC	1	1	0	2
2	B20BB4012	Language – II: Hindi					
3	B20BB4013	Language – II: Additional English					
4	B20BB4020	New Venture Planning	HC	3	1	0	4
5	B20BB4030	Business Law	HC	3	1	0	4
6	B20BB4040	Production and Operation Management	HC	3	0	1	4
7	B20BB4050	International Business	SC	2	1	0	3
8	B20BB4060	Skill Development Course	RULO	0	0	0	0
<b>Specializations (Soft Core Courses (SC)); * Choose any ONE of the following specializations</b>							
<b>I. Finance</b>							
<b>II. Human Resource</b>							
<b>III. Marketing</b>							
<b>IV. International Business</b>							
<b>I. Finance Specialization</b>							
7	B20BB4111	Corporate Financial Policy	SC	2	1	0	3
	B20BB4112	International Finance	SC	2	1	0	3
<b>II. Human Resource Specialization</b>							
8	B20BB4211	Strategic Human Resource Management	SC	2	1	0	3
	B20BB4212	Compensation Management	SC	2	1	0	3
<b>III. Marketing Specialization</b>							

9	B20BB4311	Retail Management	SC	2	1	0	3
	B20BB4312	Consumer behavior	SC	2	1	0	3
<b>IV. International Business Specialization.</b>							
10	B20BB4411	International Trade and Policy Framework	SC	2	1	0	3
	B20BB4412	Foreign Exchange Management	SC	2	1	0	3
<b>Total Credits</b>							<b>23</b>
<b>FIFTH SEMESTER</b>							
1	B20BB5010	Income Tax	HC	3	0	1	4
2	B20BB5020	Management Accounting	HC	3	0	1	4
3	B20BB5030	Business Research Methodology	HC	3	0	1	4
4	B20BB5040	Skill Development Course	RULO	0	0	0	0
<b>Specializations (Soft Core Courses (SC));</b> Choose any ONE of the following specializations							
<b>I. Finance Specialization</b>							
6	B20BB5111	Financial Markets and Services	SC	2	1	0	3
	B20BB5112	Security Analysis and Portfolio Management	SC	2	1	0	3
<b>II. Human Resource Specialization</b>							
7	B20BB5211	Employee welfare & social security	SC	2	1	0	3
	B20BB5212	Organizational change & Development	SC	2	1	0	3
<b>III. Marketing Specialization</b>							
8	B20BB5311	International Marketing	SC	2	1	0	3
	B20BB5312	Advertising	SC	2	1	0	3
<b>IV. International Business Specialization</b>							
9	B20BB5411	International Business Environment	SC	2	1	0	3
	B20BB5412	Global Operations and Logistics	SC	2	1	0	3
<b>Total Credits</b>							<b>18</b>
<b>SIXTH SEMESTER</b>							
1	B20BB6010	Business Policy and Strategic Management	HC	3	1	0	4
2	B20BB6020	Entrepreneurship and Innovation Management	HC	3	1	0	4
3	B20BB6080	Major Project (Based on Specialization)	HC	0	2	8	10
4	B20BB6070	SDC		0	0	0	0
<b>OR</b>							

1	B20BB6010	Business Policy and Strategic Management	HC	3	1	0	4
2	B20BB6020	Entrepreneurship and Innovation Management	HC	3	1	0	4
3	B20BB6030	Goods and Service Tax	HC	3	1	0	4
4	B20BB6040	Project Management	SC	2	0	1	3
5	B20BB6050	Public Relations Management	SC	2	1	0	3
6	B20BB6070	SDC		0	0	0	0
		<b>Total Credits</b>					<b>18</b>
		<b>Total Credits of all Semesters</b>					<b>120</b>

### Semester-wise Summary of Credit Distribution

<b>Semesters</b>	<b>Total</b>
First Semester	<b>19</b>
Second Semester	<b>19</b>
Third Semester	<b>23</b>
Fourth Semester	<b>23</b>
Fifth Semester	<b>18</b>
Sixth Semester	<b>18</b>
<b>Total Credits</b>	<b>120</b>

## Detailed Syllabus

(Effective from Academic Year 2020-21)

### FIRST SEMESTER

<b>Course Title: Communicative English – I</b>					
<b>Course Code: B20BB1010</b>					
<b>Course Description:</b> This 3-credit course focuses on improving the spoken and written communication of the learners. The course develops personal, inter-personal and group skills among learners. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The widespread reach of this course makes it highly practical and applicable.					
<b>Course Objectives:</b>					
1. To enhance functional communication skills.					
2. To develop functional use of language in professional contexts.					
3. To utilize oral presentations in multiple contexts.					
4. To apply effective written skills in formal communication.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Identify pressing issues relating to society, environment and media.					
CO2: Develop a process-oriented approach to writing.					
CO3: Apply the grammatical skills developed during the course aptly.					
CO4: Demonstrate a good command over language usage and refined interpersonal skills.					
<b>Course Pre-requisites:</b> The student must have knowledge of intermediate English Grammar and LSRW skills.					
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Functional English</b> Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs Writing Skills: Paragraph Writing Activities: Conversations; Leaving Phone Messages Literature: Chief Seattle – The End of Leaving and Beginning of Survival	10 Hrs.	CO1	PO5	POS1
Unit-2	<b>Interpersonal Skills</b> Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs Writing Skills: Official Letters Activities: Making Apologies; Invitations &	10 Hrs.	CO2	PO5 & PO8	POS1

	Making Arrangements Literature: Ruskin Bond – Tiger in the Tunnel				
Unit -3	<b>Multitasking Skills:</b> Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives Writing Skills: Note Making Activities: Agreeing & Disagreeing with Opinions Literature: Jesse Owens - My Greatest Olympic Prize	10 Hrs.	CO3	PO5 & PO8	POS1
Unit-4	<b>Communication Skills</b> Remedial Grammar: Collocations; Prepositions Writing Skills: Precise Writing Activities: Offers, Suggestions & Requests Literature: Avijit Pathak – Onscreen Magic	09 Hrs.	CO4	PO5 & PO8	POS1

**Reference Books:**

1. Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
2. Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
3. Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
4. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004.
5. Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2005.
6. Riordan, Daniel. *Technical Communication*. New Delhi: Cengage Publications, 2011.
7. Sen et al. *Communication and Language Skills*. Cambridge University Press, 2015.

<b>ಅರಣ್ಯಾಡಿಜ ಖುಣಟಜ: ಕನ್ನಡ - ಖ</b>
<b>ಅರಣ್ಯಾಡಿಜ ಅರಜಜ: :20:1021</b>
<b>ಅರಣ್ಯಾಡಿಜ ಆಭಱಿಡಿರಿಣುರಟ:</b> ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.
<b>ಅರಣ್ಯಾಡಿಜ ಔಱಿರಿಜಱಿಣುತಭ:</b> ನಾಲ್ಕು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಮೊದಲನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ. 1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ. 2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ. 3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ 4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ

ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.

**ಅರಣ್ಯಾಡಿಜ ಔಣಣಫಿರಣಫ:**  
 ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನದ ವಿವಿಧ ಪ್ರಕಾರದ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.  
 ಅಔಔ1: ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.  
 ಅಔಔ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.  
 ಅಔಔ3: ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.  
 ಅಔಔ4: ಸಂತೋದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ

- ಅರಣ್ಯಾಡಿಜ ಕಡಿಜ-ಡಿಜಡಣ್ಣುಣಫ:**
- ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ..
  - ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.
  - ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.

**ಕಜಜಚಿರರರಫಿ:** ಆಡಿಜಫಿಣ ಟಜಣ್ಣುರಜ, ಖಅಖಿ ಚಿಟಿಜ ಆರುಣಚಿಟಿ, ಕಾರಿರಡಿಣ, ಅರಟಟಚಿಫಿರಡಿಚಿಣುತಜ ಚಿಟಿಜ ಅರರರಿಜಡಿಚಿಣುತಜ ಟಜಚಿಡಿಟಿಟಿರ, ಆಚಿಡಿಜಡಿಜಟಿಣುಚಿಣಜಜ ಖಟಿಣಡಿಣಫಿಣುರಟಿ, ಈಟುರಿರಿಜಜ ಅಟಚಿಡಿರರಟ

**ಐಖಿಕ: 2:1:0**

**ಅರಣ್ಯಾಡಿಜ ಣಫಿರಿಜ: ಅಅ**

**ಅರಟಿಣಚಿಫಿಣ ಊರಣಾಡಿ: 39**

ಗಟುಣ	ಆಜಣಚುಟಜಜ ಖಫಿಟಟಚಿಫಿಣ	ಅೂೂ	ಅಔಔ	ಕಔಔ	ಕಖಔಔ
ಗಟುಣ-1	ಜನಪದ/ಪ್ರಾಚೀನ/ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ಕೆರೆಗೆ ಹಾರ - ಜನಪದ ಕಾವ್ಯ 2. ಸಾಮಾನ್ಯಮೆ ಬಗೆಯೆ ಭವತ್ಕೇಶಪಾಶ ಪ್ರಪಂಚಂ? - ಪಂಪ 3. ಪೊಲ್ಲಮೆಯೆ ಲೇಸು ನಲ್ಲರ ಮೆಯ್ಯೊಳ್ - ಜನ್ನ	10 ಊಡಿ.	ಅಔಔ1, ಅಔಔ2, ಅಔಔ3, ಅಔಔ4	ಕಔಔ5, ಕಔಔ8	ಕಔಔಖ1
ಗಟುಣ-2	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ನಳಕೂಬರನ ಪ್ರಸಂಗ - ನಾಗಚಂದ್ರ 2. ವಚನಗಳು - ಆಯ್ದ ವಚನಗಳು 3. ಇಳೆಯಾಂಡ ಗುಡಿಮಾರನ ರಗಳೆ - ಹರಿಹರ	10 ಊಡಿ.	ಅಔಔ1, ಅಔಔ2, ಅಔಔ3, ಅಔಔ4	ಕಔಔ5, ಕಔಔ8	ಕಔಔಖ1
ಗಟುಣ-3	ಸಣ್ಣ ಕಥೆಗಳು 1. ಕೊನೆಯ ಗಿರಾಕಿ - ನಿರಂಜನ 2. ಪ್ರಜಾಪ್ರಭುತ್ವ ಮತ್ತು ಮೂರು ಮಂಗಗಳು - ಬೆಸಗರಹಳ್ಳಿ ರಾಮಣ್ಣ 3. ಬೆಂದಕಾಳೂರು - ವಿಜಯ್ ಹುಗಾರ	10 ಊಡಿ.	ಅಔಔ1, ಅಔಔ2, ಅಔಔ3, ಅಔಔ4	ಕಔಔ5, ಕಔಔ8	ಕಔಔಖ1
ಗಟುಣ-4	ನಾಟಕ 1. ಜಲಗಾರ - ಕುವೆಂಪು	09 ಊಡಿ.	ಅಔಔ1, ಅಔಔ2, ಅಔಔ3, ಅಔಔ4	ಕಔಔ5, ಕಔಔ8	ಕಔಔಖ1



**ಖಜಜಿಜಡಿಜಟಿಭಿಜ ಿಠಞ:**

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಚಾರಿತ್ರಿಕ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2008
3. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
5. ನಾರಾಯಣ ಪಿ.ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. 'ಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರೀ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
8. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
9. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
11. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶ್ರೀ ಲಕ್ಷ್ಮೀಶನ ಜೈಮಿನಿ ಭಾರತ(ಮೂಲ-ತಾತ್ಪರ್ಯ-ಸಚಿತ್ರ), ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2010
12. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶಿಶುನಾಳ ಶರೀಫರ ನೂರಾರು ತತ್ವಪದಗಳು, ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2007
13. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
14. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
15. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
16. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು - 2014
17. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
18. ಸಂ.ಜಿ.ಎಸ್.ಅಮೂರ, ಕನ್ನಡ ಸಣ್ಣ ಕಥೆಗಳು, ನಾಷನಲ್ ಬುಕ್ ಟ್ರಸ್ಟ್, ನವದೆಹಲಿ, 2000
19. ಸಂ. ಡಾ. ಬೈರಮಂಗಲ ರಾಮೇಗೌಡ, ವರ್ತಮಾನದ ಕಥೆಗಳು, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು 2011
20. ಸಂ. ಡಾ. ರಾಮಲಿಂಗಪ್ಪ ಟಿ. ಬೇಗೂರು, ವರ್ತಮಾನದ ಕಥೆಗಳು, ಕಣ್ಣು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2013

<b>Course Title:</b> Hindi					
<b>Course Code:</b> B20BB1022					
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।					
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।</li> </ol>					
<b>Course Outcomes:</b>					
अध्ययन की समाप्ति पर अध्येता –					
CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।					
CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।					
CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।					
CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।					
<b>Course Pre-requisites:</b>					
<ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है।</li> <li>• अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।</li> </ul>					
<b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b>	10Hrs.	CO1& CO2	PO5& PO8	POS1
	1 कहानी – तावान – प्रेमचंद				
	2 कहानी – उसकी रोटी – मोहन राकेश				
	3 व्यंग्य रचना – वैष्णव की फिसलन – हरीशंकर परसाई				
Unit-2	<b>इकाई - 2</b>	10Hrs.	CO1& CO2	PO5& PO8	POS1
	1 कहानी – वापसी - उषा प्रियंवदा				

	2 कहानी – तीसरी बेटी के नाम - सुधा अरोड़ा 3 निबंध – अच्छी हिन्दी – रवीन्द्रनाथ त्यागी				
<b>Unit-3</b>	<b>इकाई - 3</b> 4 कहानी – जल्लाद – पांडेय बेचन शर्मा ‘उग्र’ 5 रेखाचित्र – बुधिया कब आएगा – ज्ञानचंद मर्मज्ञ 6 एकांकी – अंधेर नगरी – भारतेन्दु हरिश्चंद्र	10Hrs.	CO3& CO4	PO5& PO8	POS1
<b>Unit-4</b>	<b>इकाई - 4</b> अनुवाद अनुच्छेद ( अंग्रेजी से हिन्दी में) संक्षेपण निबंध लेखन <b>सूचना : प्रत्येक इकाई 25 अंक केलिए निर्धारित है।</b>	09Hrs.	CO3& CO4	PO5& PO8	POS1

**Reference Books:**

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ. परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग
10. हिन्दी निबंध लेखन – प्रो. विराज  
निबंध माला – योगेशचंद जैन

**Course Code: B20BB1023**

**Course Description:** This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.

**Course Objectives:**

1. To develop linguistic prowess of the students.
2. To appraise different genres of literature.
3. To illustrate the fundamentals of creative language.
4. To enhance consistent reading habits.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Demonstrate a thorough understanding of sensitive and critical social issues.

CO2: Develop reading skills and a wide range of vocabulary.

CO3: Critically analyze a piece of prose or poetry.

CO4: Explain their opinion in a coherent and communicable manner.

**Course Pre-requisites:** The student must possess fundamentals of language skills and be aware of social issues.

**Pedagogy:** Direct method, ICT, Collaborative learning, Flipped Classroom.

**LTP:** 2:1:0

**Course type:** CC

**Contact Hours:** 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Values &amp; Ethics</b> Literature: Rabindranath Tagore - Where the Mind is Without Fear William Wordsworth – Three Years She Grew in Sun and Shower Saki – The Lumber-room William Shakespeare – Extract from Julius Caesar (Mark Antony’s Speech) Language: Vocabulary Building	10Hrs.	CO1	PO5	POS1
Unit-2	<b>Natural &amp; Supernatural</b> Literature: John Keats – La Belle Dame Sans Merci Charles Dickens – The Signal Man Hans Christian Anderson - The Fir Tree William Shakespeare – An Excerpt from The Tempest Language: Collective Nouns	10Hrs.	CO2	PO8	POS1
Unit-3	<b>Travel &amp; Adventure</b> Literature: R.L. Stevenson – Travel Elizabeth Bishop - The Question of Travel	10Hrs.	CO3	PO8	POS1

	H.G. Wells – The Magic Shop Jonathan Swift – Excerpt from Gulliver’s Travels Book – I Writing Skills: Travelogue				
Unit-4	<b>Success Stories</b> Literature: Emily Dickinson – Success is Counted Sweetest Rupert Brooke – Success Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from The Story of My Life Writing Skills: Brochure & Leaflet	09Hrs.	CO4	PO5&PO8	POS1

**Reference Books:**

1. Tagore, Rabindranath. Gitanjali. Rupa Publications, 2002.
2. Wordsworth, William. The Complete Works of William Wordsworth. Andesite Press, 2017.
3. Munro, Hector Hugh. The Complete Works of Saki. Rupa Publications, 2000.
4. Shakespeare, William. The Complete Works of William Shakespeare. Sagwan Press, 2015.
5. Chindhade, Shirish. Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, ArunKolatkar, DilipChitre, R. Parthasarathy. Atlantic Publications, 2011.
6. Dickens, Charles. The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2. Createspace Independent Publications, 2015.
7. Anderson, Hans Christian. The Fir Tree. Dreamland Publications, 2011.
8. Colvin, Sidney. The Works of R. L. Stevenson. (Edinburgh Edition). British Library, Historical Prints Edition, 2011.
9. Bishop, Elizabeth. Poems. Farrar, Straus and Giroux, 2011.
10. Swift, Jonathan. Gulliver’s Travels. Penguin, 2003.
11. Dickinson, Emily. The Complete Poems of Emily Dickinson. Createspace Independent Publications, 2016.
12. Brooke, Rupert. The Complete Poems of Rupert Brooke. Andesite Press, 2017.
13. King, Martin Luther Jr. & James M. Washington. I Have a Dream: Writings and Speeches That Changed the World. Harper Collins, 1992.
14. Keller, Helen. The Story of My Life. Fingerprint Publishing, 2016.
15. Green, David. Contemporary English Grammar Structures and Composition. New Delhi: MacMillan Publishers, 2010.
16. Thorpe, Edgar and Showick Thorpe. Basic Vocabulary. Pearson Education India, 2012.
17. Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. Longman, 2003.
18. Murphy, Raymond. Murphy’s English Grammar with CD. Cambridge University Press, 2004.

<b>Course Title: Fundamentals of Accounting</b>
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<b>Course Code: B20BB1030</b>
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**Course Description:** The course introduces the basic framework of accounting to all students majoring in Accountancy. It Exposes accounting students to underlying accounting concepts and constraints, and help them in preparation of financial records, statements and analysis of the major financial statements.

**Course Objectives:**

1. This course will enable the students to combine practice and theoretical knowledge of financial accounting.
2. The course will provide decision making skills to the students in the financial analysis context.
3. The course will have the ability to identify and analyze complex financial accounting problems and opportunities in real life situations.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Acquire conceptual knowledge of basics accounting and Identify events that need to be recorded in the accounting records.

CO2: Identify and analyze the reasons for the difference between cash book and pass book balances.

CO3: Equip with the knowledge of accounting process and preparation of final accounts of sole trader.

CO4: Develop the ability to use accounting information to solve a variety of business problems.

**Course Pre-requisites: Basic of Accounts**

**Pedagogy: Direct Method and ICT**

**LTP: 3:0:1**

**Course type: HC**

**Contact Hours:52 Hrs.**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit -1	Introduction to Accounting & Accounting Process Introduction – Meaning and Definition-Objectives of Accounting – Functions of Accounting – Users of Accounting information- Limitations of Accounting – Accounting Principles –Accounting Concepts and Conventions.  Meaning – Process of Accounting – Kinds of Accounts – Rules – Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trail Balance Problems	12 hrs.	CO1	PO1 & PO8	POS2 & POS3
Unit-2	<b>Subsidiary Books</b> Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper.	12hrs.	CO2	PO1 & PO6	POS2 & POS3
Unit-3	<b>Final Accounts of Sole Proprietorship</b>	12 hrs.	CO3	PO1	POS2

	Preparation of final accounts of sole proprietor (Trading account– Profit and Loss account -Balance sheet) with adjustments (Theory and Vertical format Problems)-			& PO8	& POS3
Unit-4	<b>Single Entry System</b> Meaning – Features – Types – Merits – Demerits – Differences between single entry and double entry systems – Preparation of Opening Statement of Affairs, Closing Statement of Affairs, Computation of Profit/Loss and Revised Statement of Affairs. Conversion of single entry to double entry system.	16 hrs.	CO4	PO1 & PO8	POS2 & POS3

**Reference Books:**

1. T.S Grewal S.C Gupta – Introduction to Accountancy-4<sup>th</sup> edition 2016- S. chand publication
2. AlvinL, Lesser, PA and Gary S, Lesser-Basic Accounting 2<sup>nd</sup> edition 2013-GSL Galactic publishing
3. S. P Jain and K. L. Narang; Financial Accounting, Kalyani Publishers.
4. Dr. Alice Mani: Fundamentals of Accounting, SBH.
5. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH

<b>Course Title: Economics for Business</b>					
<b>Course Code: B20BB1040</b>					
<b>Course Description:</b> “This course provides an introduction to the basic concepts in economics, with a focus on micro and macroeconomic environment theory. Using a small number of fundamental economic concepts, this course provides a foundation for informed decision making regarding current economic debates”					
<b>Course Objectives:</b>					
1. To familiarize the students with the concepts related to Business Economics.					
2. To assist the students to develop a sound understanding on the Behavior of consumer and the market structure.					
3. To Make the students understand the different kinds of competitions.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: To understand the Micro and Macro nature of Economics Environment					
CO2: To gain knowledge about Theory of Elasticity					
CO3: To understand the consumer behavioral approaches.					
CO4: Analyze the features of the perfect competition.					
<b>Course Pre-requisites:</b> Basics of Economics					
<b>Pedagogy:</b> Lectures, Interactive sessions and class exercises using ICT models.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39Hrs.					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>

Unit-1	<b>Introduction to economics:</b> Nature and Scope of Economics: Micro and Macro Economics – Types of Economies-Basic problems of an Indian economy. –Business Economics-Scope-Goals of Business Economics-Difference between economics and business economics	08 Hrs.	CO1	PO4	POS1
Unit-2	<b>Theories of demand and analysis:</b> Demand –Demand determinants –Law of demand-Elasticity of demand-Price Elasticity-Types-Determining Factors-Change in demand and elasticity of demand-Business applications of price elasticity-Concepts of income and cross elasticity of demand-Price elasticity of demand measurement by total outlay method.	12 Hrs.	CO2	PO2 & PO4	POS1
Unit-3	<b>Consumer behaviour:</b> Consumer Sovereignty-Limitations-Approaches to the study of consumer behavior- Cordial approach-The law of Equi-Marginal utility- Ordinal approach – Indifference curve analysis – Properties – Consumer surplus – Meaning- Analysis – Limitations.	09 Hrs.	CO3	PO2	POS1
Unit-4	<b>Market structure:</b> Perfect Competition: Features- Equilibrium of the firm and industry in the short run and long run (b) Imperfect Competition: Difference between perfect competitions and imperfect competition; Monopolistic Competition: Assumption; Short-run Equilibrium. (c) Monopoly: Features short run and long-run equilibrium of monopoly firm (d) Oligopoly: Features short run and long-run equilibrium of monopoly firm.	10 Hrs.	CO4	PO2 & PO4	POS1

**Reference Books:**

1. Pindyck, R.S., D.L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning (Latest Edition)
3. Gould, J.P. and E.P. Lazear; *Microeconomic Theory*, All India Traveler Bookseller, New Delhi.
4. Lipsey, R.G and K.A. crystal; *Economics*, Oxford University Press.



<b>Course Code: B20BB1050</b>					
<b>Course Description:</b> This course is designed to enable learners in surveying the field of management. This course provides learners with a systematic approach to acquire a solid foundation in the principles of management and also enables learners in analyzing and solving management problems that managers face in industry in different phases of planning, organizing, leading, and controlling.					
<b>Course Objective</b>					
<ol style="list-style-type: none"> <li>1. To introduce students to management concepts, and to provide tools in analyzing and solving management problems that managers face in industry in different phases of planning, organizing, leading, and controlling.</li> <li>2. To compare major schools of thought in the evolution of management theory.</li> <li>3. To Elucidate different approaches and their applicability in present context.</li> </ol>					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Knowledgeably discuss the concepts of management and its functions and explain and apply the various management principles.					
CO2: Distinguish between the different types of plans and explain the planning process and Understand and apply the process of decision making in all activities.					
CO3: Illustrate and understanding of the principles of organizing in various activities and apply the various types of staffing practices in real world scenarios.					
CO4: Identify characteristics of effective leaders, design organizational practices that motivate employees using major theories of motivation and develop an organization's control system					
<b>Course Pre-requisites: Business Studies</b>					
<b>Pedagogy:</b> ICT, Interactive Learning / Flipped Classroom, Direct Method					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Management</b> Meaning, Nature and Concept of Management - Importance of Management, Role of Managers – Management as a profession – Management & Administration - Evolution of Management thought - Trends and Challenges of Management in Global Scenario – Functions of Management.	10 Hrs.	CO1	PO 3 & PO 4	POS1
Unit-2	<b>Planning</b> Nature – Types – Importance - Steps in Planning Process - Long range and Short-range Planning – Objectives – MBO – Premising - Decision Making – Types of Decisions - Techniques in Decision Making - Strategies & Policies – Different Approaches to Plan Strategies - Making Planning effective - Open System Approach to Planning.	10 Hrs.	CO2	PO 3 & PO 4	POS1
Unit-3	<b>Organising &amp; Staffing</b> Span of Management - Graicuna's Theory of Superior-subordinate Relationship - Factors influencing Span of Management - Wide versus Narrow Spans - Decentralization of Authority - Principles of Delegation - Types & Classification of Organizational	10 Hrs.	CO3	PO 3 & PO 4	POS1

	structures. Staffing – Concept – Recruitment - Selection - Training & Development - Performance Appraisal				
Unit-4	<b>Directing &amp; Controlling</b> <b>Directing:</b> Nature - Concept of Leadership - Leadership Styles - Theories of Leadership – Charismatic Leadership Theory - Concept of Motivation - Relevance of Communication. <b>Controlling:</b> Concept - Importance of Control - Control Process - Types of Control Mechanism – Managing the Control Process - Management by Exceptions.	9 Hrs.	CO4	PO 3 & PO 4	POS1

**Reference Books:**

1. Jones, G. R., & George, J. M. (2015). Essentials of Contemporary Management (6th international edition). Boston, MA: McGraw-Hill/Irwin.
2. Robbins, Coulter, DeCenzo (2012). Fundamentals of Management. 10th edition, Pearson.
3. Magretta, J. and Stone, N. (2012): What Management Is - How it Works and Why It's Everyone's Business: The Free Press
4. Drucker, P. F. (1974). Management: Tasks, responsibilities, practices. New York: Harper & Row.
5. Koontz, H., O'Donnell, C., & Wehrich, H. (1982). Essentials of management. New York: McGraw-Hill

<b>Course Title: Business Organization and Environment</b>
<b>Course Code: B20BB1060</b>
<b>Course Description:</b> This course is designed to enable learners in surveying the field of management. This course provides learners with a systematic approach to acquire a solid foundation in the Business organization and its environment and also enables learners in analyzing and solving management problems that managers face in industry in different phases of planning, organizing, leading, and controlling.
<b>Course Objective</b> <ol style="list-style-type: none"> <li>1. To provide knowledge of the environment in which businesses operate, the economic operational and financial framework.</li> <li>2. Outline how an entity operates in a business environment.</li> <li>3. To elucidate different approaches and their applicability in present context.</li> </ol>
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Understand the concepts and establishment of business CO2: Describe on Forms of business organization CO3: Discuss on Business and Its Environment CO4: Identify the characteristics Global Environment
<b>Course Pre-requisites: Business Studies</b>
<b>Pedagogy:</b> ICT, Interactive Learning / Flipped Classroom
<b>LTP:</b> 2:1:0
<b>Course type:</b> SC

<b>Contact Hours:39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Business</b> – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade. <b>Business Unit</b> , Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit,	10 Hrs.	CO1	PO 7	POS1
Unit-2	<b>Forms of business organization</b> – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations. <b>Business Combination</b> Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.	10 Hrs.	CO2	PO 1 & PO 2	POS1
Unit-3	<b>Business and Its Environment:</b> Meaning-Scope and Characteristics of Business Environment-Theories of International Business.	10 Hrs.	CO3	PO 4	POS1
Unit-4	<b>Global Environment:</b> Meaning – Definition and feature of globalization–Merits and demerits of globalization–Barriers of globalization–Challenges of international business strategies for going global in India – WTO – Objectives- Functions- organization structure- Trading blocs - SAARC.	9 Hrs.	CO4	PO 4	POS1

### References

1. Dr. Aswathappa: Essentials of Business Environment, HPH.
2. Francis Cherrunilam : Business Environment, HPH.
3. Muniraju S.K. Podder – Business Organisation & Environment, VBH
4. VivekMittall, – Business Environment, Excel Books, New Delhi.
5. Raj Agarwal – Business Environment, Excel Books, New Delhi.
6. K. Venkataramana, Business Environment, SHB Publishers.
7. Dr. Alice Mani: Business Organization & Environment, SBH.

<b>Course Title: Indian Constitution and Human Rights</b>
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<b>Course Code: B20BB1070</b>
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<b>Course Description:</b> This course provides the student with in-depth information about the Indian constitution, directive principles and Human rights, that every citizen of the country should know and follow. It provides a good understanding about constitutional, statutory and institutional aspects of human rights protection in India. It covers constitutional provisions dealing with human rights and special legislations regarding protection of human rights and minority rights.					
<b>Course Objectives:</b>					
1. To acquire the knowledge of evolution of the Indian constitution and to comprehend the union and state executive, legislature and judiciary function.					
2. To discuss the concepts and development human rights in India and to describe the protection of Human Right Act and evolution of human right in India.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Acquire the knowledge of preamble, fundamental rights and duties.					
CO2: Identify and recognize how state legislature and judiciary function.					
CO3: Know aware the knowledge about of Human Rights Act.					
CO4: Understand the evolution, protection and judiciary activities of Human Rights in India.					
<b>Course Pre-requisites:</b> Basic Knowledge of Constitution					
<b>Pedagogy:</b> ICT and Direct Method					
<b>LTP:</b> 0:0:0					
<b>Course type:</b> FC					
<b>Contact Hours:</b> 30					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Indian Constitutional Philosophy:</b> a) Features of the Constitution and Preamble b) Fundamental Rights and Fundamental Duties c) Directive Principles of State Policy	7Hrs.	CO1	PO7	POS1
Unit-2	<b>Union and State Executive, Legislature and Judiciary:</b> Union Parliament and State Legislature: Powers and Functions President, Prime Minister and Council of Ministers State Governor, Chief Minister and Council of Ministers The Supreme Court and High Court: Powers and Functions	8 Hrs.	CO2	PO6	POS1
Unit-3	<b>Concept and Development of Human Rights:</b> a) Meaning Scope and Development of Human Rights b) United Nations and Human Rights- UNHCR c) UDHR 1948, ICCR 1996 and ICESCR	8 Hrs.	CO3	PO7	POS1

	1966				
Unit-4	<b>Human Rights in India:</b> a) Protection of Human Rights Act, 1993(NHRC & SHRC) b) First, Second and Third Generations- Human Rights c) Judicial Activities and Human Rights	7 Hrs.	CO4	PO7	POS1

**Reference Books:**

1. M.P. Singh (ed.), V.N. Shukla, Constitutional Law of India (2000), Oxford.
2. S.C Kashyap, Human Rights and Parliament (1978) Metropolitan, New Delhi.
3. Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd. New Delhi.
4. Subash Kashyap, Indian Constitution, National Book Trust.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
<b>B20BB1080</b>	<b>Skill Development Course</b>	<b>RULO</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>

**SECOND SEMESTER**

<b>Course Title: Business Communication</b>
<b>Course Code: B20BB2010</b>
<b>Course Description:</b> This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.
<b>Course Objectives:</b> 1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction. 2. Prepare informal and formal reports 3. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and Utilize electronic presentation software. 4. Write effective and concise letters and memos.
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Apply business communication theory to solve workplace communication issues. CO2: Demonstrate the communication skills required in the workplace. CO3: Understand complex ideas in written and spoken formats. CO4: Express complex ideas accurately in written and spoken formats.
<b>Course Pre-requisites:</b> The student must possess functional knowledge of LSRW skills.
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.
<b>LTP:</b> 2:1:0
<b>Course type:</b> CC
<b>Contact Hours:</b> 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Nature of Communication Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Differences between Technical and General Communication. Different forms of Communication. Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Measures to Overcome the Barriers to Communication.	9 Hrs.	CO1	PO8	POS1
Unit-2	<b>Communication in Organizations:</b> Internal Communication; Stake Holders in Internal Communication; Channels of Internal Communication; External Communication; Stake Holders in External Communication; Channels of External Communication. Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance,	10 Hrs.	CO2	PO8	POS1

	Characteristics, Presentation Plan, Power point presentation, Visual aids.				
Unit -3	<b>Business Correspondence:</b> Letter Writing, presentation, inviting quotations, sending quotations, placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume. Writing E-mail: Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication.	10 Hrs.	CO3	PO8	POS1
Unit-4	<b>Report Writing:</b> Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report- Characteristics of writing a good report-Importance of communication in report writing; Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.	10 Hrs.	CO4	PO5 & PO8	- POS1

**Reference Books:**

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH

ಅರಣ್ಣಾಡಿಜ ಖುಣಟಜ: ಕನ್ನಡ - ಏಏ

ಅರಣ್ಣಾಡಿಜ ಅರಜಜ: :20:2021





	3. ಸರ್ವಜ್ಞನ ವಚನಗಳು - ಸರ್ವಜ್ಞ				
ಗಟುಣ-2	<b>ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ</b> 1. ಗಿಳಿಯು ಪಂಜರದೊಳಿಲ್ಲ - ಪುರಂದರದಾಸ 2. ಎಲ್ಲಾರು ಮಾಡುವುದು - ಕನಕದಾಸ 3. ಎಲ್ಲರಂತವನಲ್ಲ ನನಗಂಡ - ಶಿಶುನಾಳ ಶರೀಫ	10 ಊಡಿ.	ಅಣಿ1, ಅಣಿ2, ಅಣಿ3, ಅಣಿ4	ಕಣಿ5, ಕಣಿ8	- ಕಣಿಖ1
ಗಟುಣ-3	<b>ಲೇಖನಗಳು</b> 1. ಪ್ರೈಮೋಟಿಗೆ ಸಜ್ಜಾಗುತ್ತಿರುವ ದೇಶ - ಎ.ಪಿ.ಜೆ. ಅಬ್ದುಲ್ ಕಲಾಂ 2. ಬಾಪು ಚಿಂತನೆ - ಬಿ. ಎ. ಶ್ರೀಧರ 3. ಭಾರತ ಸಂವಿಧಾನಕ್ಕೆ 'ಭೂತ' ಚೇಷ್ಟೆ - ದೇವನೂರು ಮಹದೇವ	10 ಊಡಿ.	ಅಣಿ1, ಅಣಿ2, ಅಣಿ3, ಅಣಿ4	ಕಣಿ5, ಕಣಿ8	- ಕಣಿಖ1
ಗಟುಣ-4	<b>ಸಂಕೀರ್ಣ ಬರಹ</b> 1. ಸಹಜ ಕೃಷಿ - ಪೂರ್ಣ ಚಂದ್ರ ತೇಜಸ್ವಿ	9 ಊಡಿ.	ಅಣಿ1, ಅಣಿ2, ಅಣಿ3, ಅಣಿ4	ಕಣಿ5, ಕಣಿ8	- ಕಣಿಖ1

**ಖಜಜಿಜಡಿಜಟಿಫಿಜ ಾರಾಘ:**

1. ಮುಗಳಿ ರಂ. ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಚಾರಿತ್ರಿಕ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2008
3. ಸೀಮಾಂತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
5. ನಾರಾಯಣ ಪಿ. ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. ಸಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರೀ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
8. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
9. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
11. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶ್ರೀ ಲಕ್ಷ್ಮೀಶನ ಜೈಮಿನಿ ಭಾರತ(ಮೂಲ-ತಾತ್ಪರ್ಯ-ಸಚಿತ್ರ), ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2010
12. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶಿಶುನಾಳ ಶರೀಫರ ನೂರಾರು ತತ್ವಪದಗಳು, ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2007
13. ಸಂ. ಜಿ. ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
14. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
15. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
16. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
17. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

<b>Course Title: Hindi</b>
<b>Course Code: B20BB2022</b>

**Course Description:**

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।

**Course Objectives:**

1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।
2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।
3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।
4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।

CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।
- हिन्दी व्याकरण का अवबोधन आवश्यक है।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP: 2:1:0**

**Course type: CC**

**Contact Hours:39**

Units	Detailed Syllabus	CH	CO	PO	PSO
	<b>इकाई - 1</b>				
<b>Unit-1</b>	1 कबीरदास के दोहे – कबीरदास	10Hrs.	CO1	PO5& PO8	POS1
	2 कविता – अर्जुन की प्रतिज्ञा - मैथिलीशरण गुप्त				
	3 कविता – वीरों का कैसा हो बसंत – सुभद्रकुमारी चौहान				
	<b>इकाई – 2</b>				
<b>Unit-2</b>	1 तुलसीदास के पद –तुलसीदास	10Hrs.	CO2	PO5& PO8	POS1

	2 कविता – संध्या सुंदरी – सूर्यकांत त्रिपाठी 'निराला' 3 कविता – करमवीर – अयोध्या सिंह उपाध्याय 'हरिऔध'				
<b>Unit-3</b>	<b>इकाई - 3</b> 4 मीराबाई के पद – मीराबाई 5 कविता – मधुशाला – हरिवंशराय बच्चन 6 कविता – हम झुक नहीं सकते – अटलबिहारी बाजपाई	10Hrs.	CO3	PO5& PO8	
<b>Unit-4</b>	<b>इकाई - 4</b> अनुवाद अनुच्छेद ( हिन्दी से अंग्रेजी ) सृजनात्मक व्यक्तित्व अ कबीर, महादेवी वर्मा, प्रेमचंद आ महात्मा गांधी, डॉ बाबासाहेब आंबेडकर, अब्दुल कलाम <b>सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।</b>	09Hrs.	CO4	PO5& PO8	PO5

**Reference Books:**

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ. परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग

<b>Course Title: Additional English – II</b>						
<b>Course Code: B20BB2023</b>						
<b>Course Description:</b> This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.						
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. To assess ecological and environmental concerns through literature.</li> <li>2. To identify the unequal structures of power in society.</li> <li>3. To compare the position of men and women in society.</li> <li>4. To interpret the representation of society in popular culture.</li> </ol>						
<b>Course Outcomes:</b>						
After the completion of the course, students will be able to:						
CO1: Demonstrate a thorough understanding of sensitive and critical ecological and environmental issues.						
CO2: Analyze the rigid structure of center and margin in our society.						
CO3: To criticize the subordinate position of women in society.						
CO4: To justify the depiction of society in popular culture.						
<b>Prerequisites:</b> The student must possess fair knowledge of language and literature.						
<b>Pedagogy:</b> Direct method / ICT / Collaborative Learning / Flipped Classroom.						
<b>LTP:</b> 2:1: 0						
<b>Course type:</b> CC						
<b>Contact Hours:</b> 39						
	<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
	Unit-1	<b>Ecology &amp; Environment</b> Literature: Toru Dutt - Casuarina Tree Robert Frost – Stopping by Woods on a Snowy Evening Tomas Rivera –The Harvest C.V. Raman – Water – The Elixir of Life Language: Degrees of Comparisos	10Hrs.	CO1	PO8	POS1
	Unit-2	<b>Voices from the Margin</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix	10Hrs.	CO2	PO8	POS1
	Unit 3:	<b>Women &amp; Society</b>	10Hrs.	CO3	PO5&8	POS1

	Literature: Kamala Das – An Introduction Usha Navrathnaram – To Mother Rabindranath Tagore – The Exercise Book Jamaica Kincaid – Girl Writing Skills: Dialogue Writing				
Unit 4:	<b>Popular Culture</b> Literature: Rudyard Kipling – The Absent-minded Beggar Sir Arthur Conan Doyle – The Hound of the Baskervilles Aldous Huxley – The Beauty Industry Writing Skills: Story Writing	09Hrs.	CO4	PO5	POS1

**Reference Books:**

1. Agrawal, K.A. Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). The Poetry of Robert Frost. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. A Study Guide for Tomas Rivera's The Harvest. Gale, Study Guides, 2017.
4. Basu, Tejan Kumar. The Life and Times of C.V. Raman. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. New Poems. Archipelago, 2007.
6. Manohar, Murl. Critical Essays on Dalit Literature. Atlantic Publishers, 2013.
7. Hansda, SowvendraShekhar. The Adivasi Will Not Dance: Stories. Speaking Tiger Publishing Private Limited, 2017.
8. Jacobs, Harriet. Incidents in the Life of a Slave Girl. Createspace Independent Publication, 2014.
9. Das, Kamala. Selected Poems. Penguin Books India, 2014.
10. Tagore, Rabindranath. Selected Short Stories of Rabindranath Tagore. Maple Press, 2012.

<b>Course Title: Statistics for Management</b>
<b>Course Code: B20BB2030</b>

**Course Description:** This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business.

**Course Objectives:**

1. To develop the student's ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant
3. To have a proper understanding of Statistical applications in Economics and Management.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: To understand the key terminologies of Statistics

CO2: To familiarize the concepts of Skewness

CO3: to gain the knowledge of correlation and regression techniques

CO4: Critically evaluate statistical Index results

**Course Pre-requisites:** Basic Mathematics

**Pedagogy:** Flipped class rooms, ICT and Direct Method

**LTP:** 3:0:1

**Course type:** HC

**Contact Hours:** 52 Hrs.

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Statistics</b> Introduction – Meaning and Definition -Functions – Scope – Limitations, Classification and Tabulation of Data-Diagrams and graphs. Measures of central tendency- Arithmetic Mean (Simple and Weighted) – Median – Mode (including missing frequency problems) – Graphic location of Median and Mode through Ogive Curves	14 hrs.	CO1	PO2 & PO6	POS2 & POS3
Unit-2	<b>Measures of Dispersion and Skewness</b> Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation. Measures of Skewness -meaning- Absolute and Relative Measures of Skewness – Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness	14hrs	CO2	PO5 & PO2	POS2 & POS3
Unit-3	<b>Correlation and Regression Analysis</b> Correlation – Meaning & Definition - Uses – Types – Probable error – Karl Pearson's & Spearman's Rank Correlation (Excluding Bi-variate and Multiple correlation). Regression – Meaning and Definition, Regression Equations - Problems	12 hrs.	CO3	PO5 & PO2	POS2 & POS3

Unit-4	<b>Index Numbers</b> Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher’s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems	12 hrs.	CO4	PO5 & PO2	POS2 & POS3
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**Reference Books:**

- David M Levine, David Stephan-Business Statistics 7<sup>th</sup> Edition 2017 - Pearson Education Publications
- J.K sharma, Business statistics -4<sup>th</sup> edition 2014- Vikas publishing House
- Richard I Levin David S Rubin- Statistics for Management – 7<sup>th</sup>edition 2017- Pearson Education publications.
- R S N Pillai Bagavathi- Statistics Theory and Practice -8<sup>th</sup> Edition 2016 – S Chand Publishing

<b>Course Title: Corporate Accounting</b>					
<b>Course Code:</b> B20BB2040					
<b>Course Description:</b> This course covers the analysis of goodwill and shares used by companies in preparing their annual reports for shareholders and other end users of financial information. It enables to students develop the basic skills in Banking Company’s accounts and holding companies Statements.					
<b>Course Objectives:</b> 1. To Value the goodwill and shares under various methods 2. To Familiarize with Corporate Accounting procedure and to understand the accounting for Banking companies. 3. The Subject differentiate profit and loss prior period to acquisition and post incorporation.					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: To provide knowledge on valuation of Goodwill CO2: To familiarizes the concept of valuation of shares. CO3: To make them aware about accounts of Banking companies. CO4: To introduce and develop knowledge of holding companies accounts.					
<b>Course Pre-requisites:</b> Financial accounting					
<b>Pedagogy:</b> Direct Method and ICT					
<b>LTP:</b> 2:0:1					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39Hrs.					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>

Unit-1	<b>Valuation of Goodwill</b> Meaning – Circumstances of Valuation of Goodwill – Factors influencing the value of Goodwill – Methods of Valuation of Goodwill - Average Profit Method – Super Profit Method – Capitalization of Super Profit Method – Annuity Method – Capitalization of Profit Method.	08 hrs.	CO1	PO1 & PO2	POS2 & POS3
Unit-2	<b>Valuation of Shares</b> Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation – Asset Backing or Intrinsic Value Method – Yield Method – Earning Capacity Method – Fair Value Method - Rights Issue and Valuation of Rights Issue.	09 hrs.	CO2	PO1 & PO2	POS2 & POS3
Unit-3	<b>Accounts of Banking Companies</b> Meaning –special features of bank accounting, final accounts - balance sheet and profit and loss account –problems as per new provisions.	11 hrs.	CO3	PO1 & PO2	POS2 & POS3
Unit-4	<b>Holding Company Accounts</b> Introduction – Meaning of Holding Company – Subsidiary Company – Steps – Pre-Acquisition Profits – Post Acquisition Profits – Minority Interest – Cost of Control or Capital Reserve – Unrealized Profit – Mutual Indebtedness – Preparation of Consolidated Balance Sheet (As per AS21).	11 hrs.	CO4	PO1 & PO2	POS2 & POS3

**Reference Books:**

- Bushankumar Goyal “corporate Accounting” 7<sup>th</sup> Edition 2020 Taxmann publisher
- P.C Tulsian, Bharat Tulsian “Corporate Accountin’ 2<sup>nd</sup> Edition 2016 -S Chand Publishing
- M Hanif, M Mukherjee ‘Corporate Accounting” 3<sup>rd</sup>edition 2019Mcgraw hill publications
- Soumya Mukerjee”Corporate Accounting” 3<sup>rd</sup>editon 2019 Oxford university publication.

<b>Course Title: Marketing Management</b>
<b>Course Code: B20BB2050</b>
<b>Course Description:</b> The course explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities.
<b>Course Objectives:</b> 1. To enhance your knowledge about marketing theories, principles, strategies and concepts and how they are applied;  2. To provide you with opportunities to analyze marketing activities within the firm;  3. To allow you to apply marketing concepts and theories to realistic marketing situations.



<p><b>Course Outcomes:</b>  After the completion of the course, students will be able to:  CO1: Understand the concept and functions of Marketing.  CO2: Identify product segments.  CO3: Understand how organizations use the marketing mix to market to their target customers  CO4: To gain knowledge about recent Trends in Marketing.</p>
<p><b>Course Pre-requisites: Basic Knowledge about product, price selling concepts.</b></p>
<p><b>Pedagogy: Blended learning, Flip classes, Direct Method, online assignments</b></p>
<p><b>LTP: 2:1:0</b></p>
<p><b>Course type: SC</b></p>
<p><b>Contact Hours: 39 hrs.</b></p>

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<p><b>Introduction to Marketing</b>  Meaning, Evolution of marketing concepts, functions, marketing mix: Marketing environment- Micro and Macro environmental factors, Consumer Behavior –Consumer buying process, Factors influencing consumer buying decisions. (Case Study: Nano Failure)</p>	10 Hrs.	CO1	PO4	POS1
Unit-2	<p><b>Segmentation Targeting Positioning</b>  Market segmentation – concept, importance and bases, Target market selection: Positioning concept, importance and bases: Product differentiations.</p>	9 Hrs.	CO2	PO2	POS1
Unit-3	<p><b>Marketing Mix</b>  <b>Product:</b> Meaning and importance, Product classifications, Characteristics of services, Concept of product mix, Product life-cycle, new product development. Managing Brands and branding strategies. (Managing Brands: The Case of HUL)  <b>Pricing:</b> Importance of pricing, objectives of pricing Factors affecting price of product, pricing methods. Steps involved in pricing.  <b>Promotion:</b> Nature and importance of promotion: Promotion tools: advertising, personal selling, public relations: sale promotion and publicity. Promotion mix: Factors affecting promotion mix decisions.  <b>Place:</b> Channels of distribution Meaning and importance: Types of distribution channels: Wholesaling and retailing, Franchising: Factors affecting choice of distribution channel.  (Case Study: CHANNEL STRATEGY: TITAN WATCHES)</p>	11 Hrs.	CO3	PO2 & PO6	POS1
Unit-4	<p><b>Developments &amp; Issues in Marketing</b></p>	9	CO4		POS1

	Rural marketing, Social marketing, Global marketing, E- marketing, Green marketing, CRM, marketing ethics.	Hrs.		PO4	
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**Reference Books:**

1. Management: A South Asian Perspective, Pearson Publishing House, New Delhi.
2. Ramaswamy, V.S.: and Namakumari: Marketing Management – Planning implementation and control, Mc Millan India Ltd., New Delhi.
3. Armstrong & Kotler, Marketing: An Introduction, Pearson Publishing House, New Delhi
4. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK.

<b>Course Title: Organizational Behaviour</b>					
<b>Course Code: B20BB2060</b>					
<b>Course Description:</b> This course covers the explanations about the human behavior in the organizational context. It highlights the significance of Challenges and Opportunities of OB, perception, attribution, learning, organizational change, organizational culture, motivation and leadership.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To help students interpret and summarize the Determinants and Theories of Personality.</li> <li>2. To help students acquaint and demonstrate the concepts of Learning and Learning Theories.</li> <li>3. To illustrate and paraphrase the concept of Perception and Interpersonal Skills.</li> <li>4. To judge and exhibit the fundamentals of Group Dynamics.</li> </ol>					
<b>Course Outcomes:</b> After completion of this course the students will be able to: CO1: Apply the concept of Organization and Organization Behaviour to the Modern-day Management CO2: Demonstrate the practical applications of determinants of Personality. CO3: Interpret and establish the factors affecting Perception and Perceptual Consistency. CO4: Administer and Record the factors affecting Group Dynamics, Group Behaviour and Group Cohesiveness.					
<b>Course Pre-requisites:</b> Basics of Human Resource Management.					
<b>Pedagogy:</b> ICT and Direct Method					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction</b> Meaning - need and importance of organization – classification of organization - prospectus of formal organization - Organizational Behaviour – Nature and Scope – contribution from other discipline.	10 Hrs.	CO1	PO2 & PO7	POS1
Unit-2	<b>Personality &amp; Learning</b> Definition - Determinants of personality -	10 Hrs.	CO2	PO2 &	POS1

	Theories of personality – Erickson’s personality - Freudian theory and Trait theory - Meaning of learning – Learning process – Learning theory of Organizational Behaviour – Classical - Operant conditioning- Cognitive- Observation Theory.			PO7	
Unit-3	<b>Attitude &amp; Perception</b> Meaning – Characteristics - Components and Formation of attitudes - Change in attitude - Barriers to change- How to minimize the barriers. Perception: - Meaning and definition – Need - Factors influencing perception - perceptual consistency - Context and definition - Interpersonal perception.	10 Hrs.	CO3	PO2 & PO7	POS1
Unit-4	<b>Group Behavior and Group Dynamics</b> Meaning – Types – Groups in the organization – Group size and status – Influences –Roles and relationship and group behavior – Characteristics – Behavior problem - Group norms – Cohesiveness - feature Effects – Group thinking – Symptoms - Influence and Remedy – Group decision making techniques.	9 Hrs.	CO4	PO2 & PO7	POS1

**Reference Books:**

1. Organizational Behaviour: Text and Case, Singh, K. 3/e, 2012, New Dehli: Pearson Education.
2. Organizational Behaviour (Text, Cases and Games). Aswathappa, K. (2010). Bangalore: Himalaya Publication.
3. Behaviour in Organizations, Greenberg, J., & Baron, R. A. (2008).. Pearson Prentice Hall. Nelson, D. L., & Quik, J. C. (2008).
5. Organization Behaviour. Thomson South Western. Robbins, S. P., Judge, T. A., & Vohra, N. (2011).

<b>Course Title: Environment and Public Health</b>
<b>Course Code: B20BB2070</b>
<b>Course Description:</b> An environmental studies course advances a student's knowledge in a variety of currently relevant topics such as energy, pollution, and environmental awareness. Sessions often cover how to evaluate and address environmental problems. ... Education focusing on environmental studies can launch several types of careers.

**Course Objectives:**

- 1) Imparting basic knowledge and to develop attitude of concern, awareness about the environment and Creating awareness among students to acquire skills for identifying and solving environmental problems
- 2) To educate students on cause, effects and measures to control environmental pollution and to have interdisciplinary approach in environmental education to build a bridge between environment and technology.

**Course Outcomes:**

CO1: Understand multidisciplinary nature of environment and linkage between Environment and Health.  
 CO2: Articulate the interdisciplinary context of environmental issues and Diseases in Contemporary Society  
 CO3: Understand core concepts and methods of Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH).  
 CO4: Students will have mastered foundational knowledge enabling them to make sound life decisions as well as enter a career in an environmental profession and helps them to know the Environment Management Policies and practices

**Course Pre-requisites: Basic Knowledge of Science****Pedagogy: Direct Method & ICT****LTP: 0:0:0****Course type: FC****Contact Hours: 39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Linkages between Environment and Health</b> Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio – cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health. Climate Change and Implications on Public Health Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain	10Hrs.	CO1	PO7	POS1
Unit-2	<b>Diseases in Contemporary Society</b> Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer	10Hrs.	CO2	PO7	POS1

	Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol. Communicable diseases: Mode of transmission – epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.				
Unit-3	<b>Perspectives and Interventions in Public Health</b> Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical chemical and biological, Occupational diseases-prevention and control.	10Hrs.	CO3	PO7	POS1
Unit-4	<b>Environmental Management Policies and Practices</b> Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules. Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.	09Hrs.	CO4	PO7	POS1

#### Reference Books:

1. Desai R.G. - Environmental studies. Himalaya Pub. House.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson,B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J. Gary K. Meffe and Carl Ronald carroll Principles of Conservation Biology.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B20BB2080	Skill Development Course	RULO	0	0	0	0	4

### THIRD SEMESTER

<b>Course Title:</b> ಕನ್ನಡ - ಏಏಏ
<b>Course Code:</b> B20BB3011
<p><b>Course Description:</b> ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.</p>
<p><b>Course Objectives:</b> ನಾಲ್ಕು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಮೂರನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.</p> <ol style="list-style-type: none"> <li>1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.</li> <li>2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.</li> <li>3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ</li> <li>4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.</li> </ol>
<p><b>Course Outcomes:</b> ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>ಅಔ1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>ಅಔ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>ಅಔ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>ಅಔ4:ಸಂಶೋಧನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.</p>
<p><b>Course Pre-requisites:</b></p> <ul style="list-style-type: none"> <li>• ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ.</li> <li>• ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.</li> <li>• ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.</li> </ul>
<p><b>Pedagogy:</b> Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom</p>
<p><b>LTP: 2:1:0</b></p>
<p><b>Course type:</b> CC</p>
<p><b>Contact Hours:</b> 39</p>

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<p>ನವೋದಯ ಕಾವ್ಯ</p> <ol style="list-style-type: none"> <li>ಇಳಿದು ಬಾ ತಾಯೆ - ದ.ರಾ. ಬೇಂದ್ರೆ</li> <li>ದೇವರು ರುಜು ಮಾಡಿದನು - ಕುವೆಂಪು</li> <li>ನನ್ನ ನಲ್ಲ- ಮಧುರಚೆನ್ನ</li> </ol>	10 Hrs	CO1	PO5, PO8	POS1
Unit-2	<p>ನವ್ಯ ಕಾವ್ಯ</p> <ol style="list-style-type: none"> <li>ನೆಲ ಸಪಾಟಿಲ್ಲ - ಗೋಪಾಲ ಕೃಷ್ಣ ಅಡಿಗ</li> <li>ಇಡದಿರು ನನ್ನ ನಿನ್ನ ಸಿಂಹಾಸನದ ಮೇಲೆ - ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ</li> <li>ಅವ್ವ - ಪಿ. ಲಂಕೇಶ್</li> </ol>	10 Hrs.	CO1, CO2	PO5, PO8	POS1
Unit-3	<p>ವಾಣಿಜ್ಯ ಕನ್ನಡ ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು</p> <ol style="list-style-type: none"> <li>ಅತಿ ಸಣ್ಣ, ಸಣ್ಣ ಪ್ರಮಾಣದ ಉದ್ಯಮಗಳು ಹಾಗೂ ವಿಶೇಷ ಆರ್ಥಿಕ ವಲಯ (ಎಸ್.ಇ.ಝೆಡ್) - ಮುರುಳಿಧರ ಬಿ ಕುಲಕರ್ಣಿ</li> <li>ಮೊಬೈಲ್ ಬ್ಯಾಂಕಿಂಗ್ ಬಲು ಸುಲಭ - ಮಹೇಶ್ ಚಂದ್ರ</li> <li>ವಿಜ್ಞಾನ ಮತ್ತು ಧರ್ಮ - ಡಾ. ಜಿ. ರಾಮಕೃಷ್ಣ</li> </ol>	10 Hrs.	CO3, CO4	PO5, PO8	POS1
Unit-4	<p>ಏಕಾಂಕ: ಮಾನಿಷಾದ - ಗಿರೀಶ್ ಕಾರ್ನಾಡ್</p>	09 Hrs.	CO3, CO4	PO5, PO8	POS1

### Reference Books:

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
3. ಡಾ. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್., ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
8. ಸಂ. ಡಾ! ಸಿ. ಆರ್. ಚಂದ್ರಶೇಖರ್, ಮುಂದಾಳುತನದ ಲಕ್ಷಣಗಳನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳುವುದು ಹೇಗೆ?, ಪ್ರಕಾಶಕರು ನವಕರ್ನಾಟಕ ಪಬ್ಲಿಕೇಷನ್ಸ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್. 2010
9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004
10. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 201

**Course Title: Hindi**

**Course Code: B20BB3012**

**Course Description:**

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है

**Course Objectives:**

1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।
2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।
3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।
4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।

CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।
- हिन्दी व्याकरण का अवबोधन आवश्यक है।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP: 2:1:0**

**Course type: CC**

**Contact Hours:39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b> नाटक - आधे - अधूरे - मोहन राकेश नाटक विधा का परिचय - आधे अधूरे - प्रथम अंक	10Hrs.	CO1, CO2	PO5&8	POS1
Unit-2	<b>इकाई - 2</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - वितीय अंक	10Hrs.	CO1, CO2	PO5&8	POS1
Unit-3	<b>इकाई - 3</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - तृतीय अंक	10Hrs.	CO3, CO4	PO5&8	POS1
Unit-4	<b>इकाई - 4</b> नगदी रहित व्यवहार अ 1 चेक तथा बैंक प्रणाली द्वारा भुगतान 2 कम्प्युटर इंटरनेट प्रणाली द्वारा भुगतान आ 3 स्वैप (POS) मशीन द्वारा भुगतान	09Hrs.	CO3, CO4	PO5&8	POS1



	4	भ्रमणध्वनि द्वारा भुगतान				
इ	5	ए टी एम द्वारा भुगतान				
	6	विभिन्न बैंकों के ऐप द्वारा भुगतान				

**Reference Books:**

1. नाटक - आधे - अधूरे - मोहन राकेश
2. हिन्दी नाटक उद्भव और विकास - दशरथ ओझा
3. हिन्दी साहित्य का इतिहास नागेन्द्र .डॉ -
4. आधुनिक हिन्दी साहित्य का इतिहास बच्चन सिंह .डॉ -
5. हिन्दी साहित्य का नवीन इतिहास लाल साहब सिंह .डॉ -
6. शुद्ध हिन्दी कैसे बोले कैसे लिखे पृथ्वीनाथ पाण्डे -
7. हिन्दी नाटक और रंगमंच - डॉ. रामकुमार वर्मा
8. कंप्यूटर सूचना प्रणाली विकास - रामबंसल वाज्ञाचर्या
9. कंप्यूटर के भाषिक अनुपयोग - विजयकुमार मल्होत्रा

<b>Course Title: Additional English – III</b>
<b>Course Code: B20BB3013</b>
<b>Course Description:</b> This 2-credit course allows the learners to explore the various socio-political aspects represented in literature. The concepts discussed in the course provide learning exposure to real life scenarios. The course is designed to develop critical thinking ability among learners, through the socio-political aspects discussed in literature. Thus, the aim is to produce responsible and sensitive individuals.
<b>Course Objectives:</b>
<ol style="list-style-type: none"> <li>1. To outline the global and local concerns of gender and identity.</li> <li>2. To identify the complexities of human emotions through literature.</li> <li>3. To assess the struggles of human survival throughout history.</li> <li>4. To compare and contrast between the various dimensions of childhood.</li> </ol>
<b>Course Outcomes:</b>
After the completion of the course, students will be able to:
CO1: Evaluate the pressing gender issues within our society.
CO2: Criticize human actions through a humane and tolerant approach.
CO3: Perceive the human conflicts with an empathetic perspective.
CO4: To disprove the assumption of a privileged childhood.
<b>Pre requisites:</b> The student must possess fair knowledge of language, literature and society.
<b>Pedagogy:</b> Direct method / ICT / Collaborative Learning / Flipped Classroom.
<b>LTP:</b> 2:1:0

<b>Course type: CC</b>					
<b>Contact Hours: 39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Gender &amp; Identity</b>  Anne Sexton – Consorting with Angels Eugene Field – The Doll’s Wooing Vijay Dan Detha – Double Life Charlotte Perkins Gilman – The Yellow Wallpaper	10Hrs.	CO1	PO5	POS1
Unit-2	<b>Love &amp; Romance</b>  Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix	10Hrs.	CO2	PO5	POS1
Unit-3	<b>War &amp; Trauma</b>  Lord Alfred Tennyson – The Charge of the Light Brigade TaufiqRafat – The Medal Guy de Maupassant – Two Friends Sadaat Hasan Manto – Toba Tek Singh	10Hrs.	CO3	PO5&8	POS1
Unit-4	<b>Children’s Literature</b>  William Blake – The Chimney Sweeper D.H. Lawrence – Discord in Childhood Anna Sewell – The Black Beauty (Extract) Rudyard Kipling – The Jungle Book (Extract)	09Hrs.	CO4	PO8	POS1

**Reference Books:**

1. Sexton, Anne. The Complete Poems. Houghton Mifflin, 1999.
2. Namjoshi, Suniti. Feminist Fables. Spinifex Press, 1998.
3. Vanita, Ruth & SaleemKidwai (ed.) Same Sex Love in India. Penguin India, 2008.
4. Gilman, Charlotte Perkins. The Yellow Wallpaper. Rockland Press, 2017.
5. Gale, Cengage Learning. A Study Guide for Alfred Noyes's "The Highwayman". Gale, Study Guides, 2017. (Kindle Edition Available)
6. Shakespeare, William. Poems and Sonnets of William Shakespeare. Cosimo Classics, 2007.
7. Stockton, Frank Richard. The Lady, or the Tiger? Create space Independent Publications, 2017.
8. Wilde, Oscar. The Collected Works of Oscar Wilde. Wordsworth Editions Ltd., 1997.
9. Tennyson, Lord Alfred. The Complete Works of Alfred Tennyson. Forgotten Books, 2017.
10. Blake, William Erdman, David V. (ed.). The Complete Poetry and Prose (Newly revised ed.). Anchor Books, (1988).
11. Maupassant, Guy de. Guy de Maupassant-The Complete Short Stories. Projapati, 2015.
12. Manto, Sadaat Hasan. Manto: Selected Short Stories. RHI, 2012.
13. Ricks, Christopher. Metaphysical Poetry. Penguin, 2006.

14. Sewell, Anna. The Black Beauty. Maple Press, 2014.
15. Kipling, Rudyard. The Jungle Book. Amazing Reads, 2018.

<b>Course Title: Cost Accounting</b>					
<b>Course Code: B20BB3020</b>					
<b>Course Description:</b> This course consists of a discussion of cost accounting concepts and objectives, an in-depth study of cost accounting systems and accumulation procedures and a search into the elements of material, labor and factory overhead costs.					
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the basic concepts and processes used to determine product cost.</li> <li>2. To be able to interpret cost accounting statement</li> <li>3. To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making</li> <li>4. To be able to solve simple cases</li> </ol>					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Aimed to familiarize the concept of cost accounting & Helps to gather knowledge on preparation of cost sheet in its practical point of view					
CO2: To facilitate the idea and meaning of material control with pricing methods					
CO3: Develop the knowledge about remuneration and incentives					
CO4: To introduce the concept of overhead cost					
<b>Course Pre-requisites:</b> Financial accounting					
<b>Pedagogy:</b> Direct method and ICT					
<b>LTP: 2:0:1</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39 Hrs.</b>					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction to Cost Accounting</b> Introduction – Meaning & Definition of Cost, Costing and Cost Accounting – Objectives of Costing - Comparison between Financial Accounting and Cost Accounting – Application of Cost Accounting – Designing and Installing a Cost Accounting System – Cost Concepts - Classification of Costs – Cost Unit – Cost Center – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.	10 Hrs.	CO 1	PO2 & PO8	POS2 & POS3

Unit-2	<b>Material Cost Control</b> Meaning – Types – Direct Material – Indirect Material - Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – Setting of Stock Levels – EOQ – ABC Analysis – VED Analysis – Just In-Time – Perpetual Inventory System – Documents used in Material Accounting - Methods of Pricing Material Issues – FIFO – LIFO – Weighted Average Price Method and Simple Average Price Method	10 Hrs.	CO 2	PO2 & PO8	POS2 & POS3
Unit-3	<b>Labour Cost Control</b> Meaning – Types – Direct Labor – Indirect Labor – Timekeeping – Time booking – Idle Time – Overtime – Labor Turn Over. Methods of Labor Remuneration - Time Rate System – Piece Rate System– Incentive Systems – Halsey plan – Rowan Plan – Taylor’s differential Piece Rate System and Merrick’s Differential Piece Rate System – Problems	9 Hrs.	CO 3	PO2 & PO8	POS2 & POS3
Unit-4	<b>Overhead Cost Control</b> Meaning and Definition – Classification of Overheads – Procedure for Accounting and Control of Overheads – Allocation of Overheads – Apportionment of Overheads – Primary Overhead Distribution Summary – Secondary Overhead Distribution Summary – Repeated Distribution Method and Simultaneous Equations Method – Absorption of Factory Overheads – Methods of Absorption – Machine Hour Rate – Problems.	10 Hrs	C04	PO2 & PO8	POS2 & POS3

#### Reference Books:

- M.C Shukla T.S Grewal- Cost Accounting 2<sup>nd</sup> edition 2017- S chand&Company
- Srikant M Datar Madhav V Rajan- Cost Accounting -17<sup>th</sup> edition 2018- Pearson Publications
- P.C Tulsian Bharat Tulsian- Cost Accounting- 9<sup>th</sup> edition 2016- S chand&company
- M.L. Agarwal: Cost Accounting, Sahithya Bhawan Publications.
- M. N. Arora: Cost Accounting, HPH

<b>Course Title: Financial Management</b>
<b>Course Code: B20BB3030</b>
<b>Course Description:</b> Financial Management is an introductory finance course designed to make students understand the basic finance concepts. The course involves studies on decision-making utilizing financial resources available to the firm from the perspective of the manager

**Course Objectives:**

1. To help the students to develop cognizance of the importance of Financial Management in corporate valuation
2. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner.
3. To enable students to synthesize related information and evaluate options for most logical and operational solutions such that they would be able to predict and control Debt Equity incurrence and improve results

**Course Outcomes:**

After the completion of the course, students will be able to:

- CO1: To understand theoretical framework of financial management and role of financial managers.  
 CO2: Apply the Leverages and EBIT and EPS analysis associated with Financial Data in the Corporate.  
 CO3: Demonstrate how the concepts of Financial Management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to various sectors.  
 CO4: Estimation of Working Capital Requirements of the business and framing inventory and credit policies.

**Course Pre-requisites:** Basic Knowledge of fundamentals of finance.

**Pedagogy:** Direct method and ICT

**LTP:** 3:0:1

**Course type:** HC

**Contact Hours:** 52 Hrs.

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to financial management:</b> Introduction, Meaning and Definition of Financial Management - Functions of Financial Management- Inter-relationship of Finance Functions or Decisions - Liquidity Vs. Profitability- Role of Finance Manager-Financial Instruments: Equity Shares, Preference Shares, Right Issues; Debts – Objectives of Financial Management - Criticism of Wealth Maximization- Conflict of Goals	12 Hrs.	CO 1	02	POS1
Unit-2	<b>Investment Decision</b> Capital Budgeting: Features of Capital Budgeting, Importance of Capital Budgeting; Evaluations Techniques of Projects: Traditional Techniques: Pay Back Period - Accounting Rate of Return - Time Adjusted Techniques: Net Present Value - Internal Rate of Return – Profitability Index - Risk and Uncertainty in Capital Budgeting (Simple	14 Hrs.	CO 2	02	POS2 & POS3

	Problems)				
Unit-3	<b>Financing Decision and Dividend Decisions</b> Meaning and Definition of Capital Structure - Factors Determining the Capital structure - Leverage Analysis: Operating Leverage, Financial Leverage - Cost of Capital - Significance of Cost of Capital - Computation of Cost of Capital – EPS - EBIT Analysis; Dividend Policy: Dividend decision and valuation of Firm, Determinants of Dividend Policy, Types of Dividends.	14 Hrs.	CO 3	02	POS2 & POS3
Unit-4	<b>Working Capital Decisions</b> Introduction - Working Capital Cycle, Factors Effecting Working Capital, Importance of Adequate Working Capital, Financing of Working Capital, Determining Working Capital Financing Mix, Working Capital Analysis, Estimation of Working Capital Requirements; Receivables Management: Meaning and Definition - Dimensions of Receivables Management - Costs of Maintaining Receivables.	12 Hrs.	C04	02	POS2 & POS3

**Reference Books:**

1. Financial Management: Text and Problems by M Y Khan & P K Jain, Publisher: TMH, New Delhi.
2. Financial Management Theory & Practice by Prasanna Chandra, Publisher: TMH, New Delhi.
3. Financial Management by I M Pandey, Publisher: Vikas Publishing House, New Delhi.
4. Fundamentals of Financial Management by Van Horne, Publisher: Prentice Hall of India.
5. Advanced Accounting by Gupta R.L. and Radha Swamy M., Publisher: Sultan Chand & Sons, New Delhi.
6. Financial Management by Kishore R., Publisher: Taxman's Publishing House, New Delhi.
7. Financial Management by CA.C. Rama Gopal, The New Age International Publishers, New Delhi

<b>Course Title: Service Sector Management</b>
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<b>Course Code: B20BB3040</b>
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**Course Description:** The course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. Outstanding service organizations are managed differently than their "merely good" competitors. Actions are based on totally different assumptions about the way success is achieved. Beginning with the service encounter, service managers must blend marketing, technology, people, and information to achieve a distinctive competitive advantage. The material will integrate operations, marketing, strategy, information technology and organizational issues. Lastly the service sector is the fastest-growing sector of the economy; the course is intended to help students discover entrepreneurial opportunities.

**Course Objectives:**

1. To study "breakthrough" services in order to understand the operations of successful service firms that can be benchmarks for future management practice.
2. To develop an understanding of the "state of the art" of service management thinking.
3. To develop an awareness of the opportunities that information technology can have for enhancing service firm's competitiveness.
4. To appreciate the organizational significance of managing the service encounter to achieve internal and external customer satisfaction.

**Course Outcomes:**

- After the completion of the course, students will be able to:
- CO1: Know in detail about the Service Sector and apply the 7 P's of Service Marketing.  
 CO2: Understand the consumer behaviour in Service Sector.  
 CO3: Set standard and measure service quality and productivity.  
 CO4: Know the issues and challenges of HR.

**Course Pre-requisites: Knowledge of Human Resources Management**

**Pedagogy: Direct Method and ICT**

**LTP: 2:1:0**

**Course type: SC**

**Contact Hours:39 Hrs.**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to services and service sector Management</b> Services – Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location, Service Sector Management – Meaning Significance of Service Sector, Reasons for Growth in Service Sector	9 Hrs.	CO1	PO6	POS1
Unit-2	<b>Managing Service Operations</b> Service Organization – Importance of Layout and Design of Service Organization, Servicescape, Service Culture in Organization – Meaning, Developing Service Culture in Organization, Managing the Service Profit Chain, Managing Queues, Managing Capacity and Demand, Competing on Service Quality, Achieving, Delivering Customer Service, Process Innovation, Service Outsourcing, Exploiting. The Virtual Value	10 Hrs.	CO2	PO6	POS1

	Chain, Service Process Analysis, Cultural Transferability				
Unit-3	<b>Relationship Marketing and Customer Service</b> Meaning, Need and Importance in Service Sector Organizations, Six Market Model, Role of Service Employee, Role of Customers in Service Process, Customers as Productive Resources, Delivering Customer Service, Total Customer Satisfaction, Franchising with Quality, Customer Satisfaction, Customers as Contributors to Service Quality, Customers as Competitors, Service Encounter and Moment of Truth –Meaning, Nature, Elements of Service Encounter	10 Hrs.	CO3	PO6	POS1
Unit-4	<b>Issues and Challenges of HR in Service Sector Quality Issues in Services</b> Meaning and Dimensions of Service Quality, The Service – Gap Model, Reasons and Strategies to fill the Gaps, Delivering Services through Agents and Brokers – Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers, HRM in Public Sector Organizations and Non – Profit Sector in India, Issues and Challenges of HR in Specific Services	10 Hrs.	CO4	PO6	POS1

**Reference Books:**

1. Valerie Zeithaml & Mary Jo Bitner; Services Marketing – Tata-McGraw–Hill
2. Service Management – Operations, Strategy, Information Technology, 7e, James A Fitzsimmons and Mona J Fitzsimmons, McGraw Hill Education, 2017
3. Service Management: Strategy and leadership in service business, 3<sup>rd</sup> Edition, Richard Norman, Wiley
4. Ravi Shankar; Services Marketing Text & Readings, Indian Perspective; Excel Books.
5. Leonard L berry and A Parasuraman; Marketing Services: Competing through Quality; Macmillan India Ltd.



<b>Course Title: BUSINESS ETHICS AND CORPORATE GOVERNANCE</b>					
<b>Course Code: B20BB3050</b>					
<b>Course Description:</b> The course aims to develop an understanding of the underlying concepts of Corporate Governance, and business ethics which are relevant to the contemporary business environment. It is designed to foster candidates' understanding of the ethical influences on economic, financial, managerial and environmental aspects of business. The course further aims to develop a candidate's ability to critically analyses ethical issues in business. This course reviews different regulatory processes essential to the understanding of the principles of corporate governance in India. Business ethics and corporate governance is the study of to understand Business ethics in order to implement the best practices of business ethics.					
<b>Course Objectives:</b> 1. To understand the Business Ethics and to provide best practices of business ethics. 2. To learn and Practice the Professional Ethics, Values and Moral at the Workplace. 3. To develop various Ethics in Functional Area and Practice. 4. To understand the various rules and regulation and committees with respect Corporate Governance.					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Articulate issues in business ethics, the ethical business environment and their potential effect on personal, managerial and corporate decisions. CO2: Apply the Professional Ethics, Values and Moral at the Workplace. CO3: Critically evaluate the concepts and mechanics of Ethics in Functional Area. CO4: Evaluate the roles and responsibilities of executive directors, non-executive directors, auditors and company secretaries in ensuring effective corporate governance.					
<b>Course Pre-requisites:</b> Knowledge Business Activities and their financial needs.					
<b>Pedagogy: Chalk and Talk and Blended learning</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39Hrs.</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Business Ethics:</b> Meaning of Ethics– Objectives - Types of Ethics – Characteristics –Nature of Ethics- Ethical Theories- Ethical Decision Making- Definition of Business Ethics-Arguments for and against business ethics –Scope of Business Ethics – Nature of Business Ethics-Factors influencing Business Ethics – Importance of Business Ethics - Code of Ethics- Codes of Conduct- unethical behavior and its impact on business.	10 Hrs.	1	PO3 & PO4	POS1
Unit-2	<b>Professional Ethics, Values and Moral at the Workplace:</b> introduction- Significance of Ethics at the Workplace- Importance of Professional Ethics - Relationship between Ethics, Values and Moral- Leadership Values and Workplace Ethics-Code of conduct of different Professionals- Examples of professional ethics: medical, journalistic, military,	9 Hrs.	2	PO3 & PO4	POS1

	lawyer Ethics, ethics of the social worker. Reasons of crisis of professional ethics and possibility of its Permission.				
Unit-3	<b>Ethics in Functional Area:</b> Ethical aspects in marketing: Ethics in Marketing-Reasons for unethical Practices – Ethics in regulations in pricing-Ethics in Personal Selling-Ethical social issues in Advertising- Ethical consumerism- Ethics in HRM: Privacy Issues- Ethical Implications of variation in HRM practices – Individualism vs. Collectivism in HRM practices- Sexual harassment – Ethics in Finance: Accountability and Acquisitions- Insider trading – Accounting fraud.	10 Hrs.	3	PO3 & PO4	POS1
Unit-4	<b>Corporate Governance:</b> Meaning- Definition-Importance of Corporate Governance- Objectives of Corporate Governance – Theories of Corporate Governance- Models of Corporate Governance- Indian Committees and guidelines on CG -The CII – Naresh Chandra Committee- J.J. Irani Committee – Narayana Murthy Committee — Kumara Mangalam Birla Committee- Kotak Mahindra Committee on CG.	10 Hrs.	4	PO3 & PO4	POS1

**Reference Books:**

1. Murthy CSV: Business Ethics, Himalaya Publishing House, 2010.
2. Alexander Brink, Corporate Governance and Business Ethics, Springer Science & Business Media, 12-Aug-2011.
3. A. C. Fernando, Business Ethics and Corporate Governance, Pearson Education India, 2011.
4. Jeremy Moon, Marc Orlitzky, Glen Whelan, Corporate Governance and Business Ethics. Edward Elgar, 2010
5. Anil Kumar Jyotsna Rajan Arora, Corporate Governance Business Ethics& CSR, International Book House Pvt.Ltd.

<b>Course Title: Indian Financial System</b>
<b>Course Code: B20BB3060</b>
<b>Course Description:</b> Students learn about the fundamentals of financial institutions and Markets in India. And also helps to learn about the financial system in the economy and different types of financial instruments, financial markets, major financial institutions.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Gain basic knowledge of Indian financial system.</li> <li>2. Understand the significance and functions of financial markets</li> <li>3. Understand the functioning of financial and regulatory institutions.</li> <li>4. Explore the emerging financial services.</li> </ol>

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Understand the concept of financial markets and its role in economic development.

CO2: Analysis the nature of financial markets.

CO3: Identify different financial and regulatory institutions and its functions.

CO4: Enumerate the functions of different financial services.

**Course Pre-requisites:** Knowledge Business Activities and their financial needs.

**Pedagogy:** Direct Method/ ICT

**LTP:** 2:1:0

**Course type:** SC

**Contact Hours:** 39Hrs.

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Overview of Indian Financial System</b> Introduction – Meaning -Definition- Functions-Importance-Structure – Financial Institutions, Financial Markets-Financial Instruments-Financial Services- Financial System and Economic Development.	9 Hrs.	1	PO6	POS1
Unit-2	<b>Financial Markets</b> <b>Money Market:</b> Meaning-Features-Functions-Importance-Structure of Money market- Money market Instruments- Money market mutual funds-Recent development of Money market. <b>Capital Market:</b> Concept of Security Market, Primary & Secondary Markets-Functions & Role, Functionaries of Stock Exchanges-Brokers, Sub-Brokers, Jobbers, Consultants, Institutional Investors & NRIs – Stock exchanges in India.	10 Hrs.	2	PO6	POS1
Unit-3	<b>Financial and regulatory Institutions:</b> Financial Institutions: Role, Classification and functions of-Banking financial Institutions and Non-Banking financial Institutions-Commercial Bank, IFCI, IDBI, ICICI, SFC-Investment Intuitions -UTI, GIC, LIC. Regulatory Institutions: RBI-Objective, Functions, Role of RBI in credit control. SEBI-Objectives, Functions, Role in Primary market and Secondary market.	10 Hrs.	3	PO6	POS1
Unit-4	<b>Financial Instruments and services:</b> Concepts and characteristics, features of various financial instruments. <b>Emerging financial services:</b> leasing, Hire – Purchasing, Marchant Banking, Depository, Credit rating- Mutual funds.	10 Hrs.	4	PO6	POS1

**Reference Books:**

1. Khan, M.Y., Indian Financial System, 11<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi.
2. H.R Machiraju, Indian Financial System, 5<sup>th</sup> Edition, Vikas Publications.
3. Gordon, E., and Nataraja, K., Financial Markets and Service, 11<sup>th</sup> Edition, Himalaya Publications, Mumbai
4. Gupta, S.K., and Nisha Aggarwal, Financial Services, 6<sup>th</sup> Revised Edition, Kalyani Publishers, New Delhi.
5. L.M. Bhole, Financial Institution and Markets, 6<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi.

<b>Course Title: Career Planning and Development</b>						
<b>Course Code: B20BB3070</b>						
<b>Course Description:</b> The purpose of this course is to provide transfer and career students with instruction in the career planning process directly related to the selection of major industries and ultimately the world of work. Topics include a comprehensive skills assessment, identification of work and personal values, career interests, work and learning styles, and personality types related to academic success.						
<b>Course Objectives:</b>						
1. The students will develop an operational understanding of the components involved in career development programs.						
2. The students will develop and understanding of the major career development theories and decision-making models.						
3. The students will become acquainted with the major career assessment instruments and techniques.						
4. The students will develop leadership skills and communication skills.						
<b>Course Outcomes:</b>						
After the completion of the course, students will be able to:						
CO1 Understand the concept CPD and its applications						
CO2: Define and relate the recent trends in CPD						
CO3: Understand the stages of CPD.						
CO4: Understand the Presentation and tie management skills.						
<b>Course Pre-requisites: Basic job description</b>						
<b>Pedagogy:</b> Direct Method/ ICT						
<b>LTP:</b> 3:1:0						
<b>Course type:</b> OE						
<b>Contact Hours:</b> 52Hrs.						
Units	Detailed Syllabus	CH	CO	PO	PSO	
Unit-1	<b>Introduction Career Planning</b> Career – Meaning – Definition - Why career development? -Forces that enable and lead to career development -Major stages of career development - Novation’s’ Model- Individual’s perspective to career development. -Schein’s Model – stages of career development.	13 Hrs.	1	2	POS1	
Unit-2	<b>Career Anchors and Values</b> Career Movement - Factors that affect career choices - Holland’s theory of vocational	13 Hrs.	2	2	POS1	

	personalities in Work environments.					
Unit-3	<b>Career Appraisal</b> Instruments used - MBTI etc. - Career coaching and career canterers - Career counselling - Career counselling competencies.	13 Hrs.	3	2	POS1	
Unit-4	<b>Professional Career Development</b> Planning process- steps - Modern Challenges in careers - plateau employees etc. Job Enrichment: Responsibilities of Organizations and employees in career planning. Corporate Offerings: Individual and Team Motivation - Confidence Building - public speaking skills - Leadership skills Development - Effective Communication - Time Management - Building Presentation Skills.	13 Hrs.	4	2	POS1	

### Reference Books:

1. Business Communication –From Process to product, Boxman joel & Barachaw, Dryden Press, Chicago.
2. Effective Business Communications, Murphy Herta A & Peck, Tata McGraw-Business Communication-Principles & Application.
3. P. Subba Rao, Personnel & Human Resource Management.
4. Successful Business Communication, TreeceMalra, Allyn and Bacon, Boston
5. V.S.P Rao, Human Resource Management, Excel Books

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B20BB3080	Skill Development Course	RULO	0	0	0	0	4

### FORTH SEMESTER

<b>Course Title:</b> ಕನ್ನಡ - ಏಗಿ
<b>Course Code:</b> B20BB4011
<b>Course Description:</b> ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.

**Course Outcomes:**

ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

ಅಔ1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.

ಅಔ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.

ಅಔ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

ಅಔ4:ಸಂಶೋಧನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ವಾರ್ಥತತ್ವ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.

**Course Pre-requisites:**

- ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ.
- ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.
- ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type: CC**

**Contact Hours: 39**

Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	ದಲಿತ ಬಂಡಾಯ ಕಾವ್ಯ 1. ಚೋಮನ ಮಕ್ಕಳ ಹಾಡು - ಸಿದ್ದಲಿಂಗಯ್ಯ 2. ಇಲ್ಲ ಬಿಡುಗಡೆ ನಮಗೆ- ವೀ. ಚಿಕ್ಕವೀರಯ್ಯ 3. ಮಗು ಮತ್ತು ಹಣ್ಣುಗಳು - ಹೆಚ್.ಎಸ್.. ಶಿವಪ್ರಕಾಶ್	8Hrs.	CO1, CO2	PO5, PO8	POS1
<b>Unit-2</b>	ಸ್ತ್ರೀವಾದಿ ಮತ್ತು ಸಮಕಾಲೀನ ಕಾವ್ಯ 1. ತಡೆ - ಚ ಸರ್ವಮಂಗಲ 2. ಧ್ಯಾನಸ್ತ ಬಂಗಲೆಗಳು - ವಿ ಆರ್. ಕಾರ್ಪೆಂಟರ್ 3. ಟ್ರಯಲ್ ರೂಮಿನ ಅಪ್ಸರೆಯರು- ಭುವನ ಹಿರೇಮಠ	8Hrs.	CO1, CO2	PO5, PO8	POS1
<b>Unit-3</b>	ಆಡಳಿತಾತ್ಮಕ ಕನ್ನಡ ಮತ್ತು ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು 1. ಪತ್ರಲೇಖನ ಮತ್ತು ವರದಿಗಳ ತಯಾರಿ 2. ವಿಜ್ಞಾನ ಸಂವನಕ್ಕೆ ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಸವಲತ್ತುಗಳು - ಟಿ ಜಿ ಶ್ರೀನಿಧಿ 3. ವಿಜ್ಞಾನ ಮತ್ತು ಸಮಾಜ - ಹೆಚ್ ನರಸಿಂಹಯ್ಯ	7Hrs.	CO3, CO4	PO5, PO8	POS1
<b>Unit-4</b>	ಕಾದಂಬರಿ 1. ಕಾಡು - ಶ್ರೀಕೃಷ್ಣ ಅಲನಹಳ್ಳಿ	7Hrs.	CO3, CO4	PO5, PO8	POS1

**Reference Books:**

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
3. ಡಾ. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್., ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
8. ಸಂ. ಡಾ! ಸಿ. ಆರ್. ಚಂದ್ರಶೇಖರ್, ಮುಂದಾಳುತನದ ಲಕ್ಷಣಗಳನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳುವುದು ಹೇಗೆ?, ಪ್ರಕಾಶಕರು ನವಕರ್ನಾಟಕ ಪಬ್ಲಿಕೇಷನ್ಸ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್. 2010
9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004
10. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

<b>Course Title:</b> Hindi
<b>Course Code:</b> B20BB4012
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।</li> </ol>
<b>Course Outcomes:</b> <p>अध्ययन की समाप्ति पर अध्येता –</p> <p>CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।</p> <p>CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।</p> <p>CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।</p> <p>CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।</p>
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है।</li> </ul> <p>अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।</p>
<b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP: 2:1:0**

**Course type: CC**

**Contact Hours:39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b> उपन्यास ममता कालिया - दौड़ -	08Hrs.	CO1, CO2	PO5,08	POS1
Unit-2	<b>इकाई - 2</b> उपन्यास ममता कालिया - दौड़ -	08Hrs.	CO1, CO2	PO5,08	POS1
Unit-3	<b>इकाई -3</b> उपन्यास ममता कालिया - दौड़ -	07Hrs.	CO3, CO4	PO5,08	POS1
Unit-4	<b>इकाई - 4</b> <b>अ भाषाई कम्प्युटर</b> 1 यूनिकोड की वर्तमान स्थिति 2 हिन्दी में पावर पॉइंट का महत्व 3 हिन्दी में एम एस वर्ड, एक्सल शीट निर्माण विधि <b>आ ब्लॉग लेखन</b> 1 ब्लॉग लेखन का महत्व 2 हिन्दी में ब्लॉग लेखन की प्रविधि 3 इंटरनेट पर सामाग्री सृजन एवं यू ट्यूब पर प्रकाशन	07Hrs.	CO3, CO4	PO5,08	POS1

**Reference Books:**

1. उपन्यास - ममता कालिया - दौड़-
2. हिन्दी उपन्यास का विकास – मधुरेश
3. हिन्दी टंकण सिद्धांत – शिवनारायण चतुर्वेदी
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. प्रयोजनमूलक हिन्दी – डॉ. अम्बादास देशमुख
9. कंप्यूटर के भाषिक अनुपयोग – विजयकुमार मलहोत्रा

**Course Title: Additional English – IV**

**Course Code: B20BB4013**



**Course Description:** This 2-credit course helps the learner explore various socio-cultural issues through literature. The course provides insight on matters like education and culture that are pertinent in the contemporary society. The course also offers multi-dimensional perspective in the genres of literature and contributes for language enrichment.

**Course Objectives:**

1. To infer the myths from the contemporary perspective.
2. To outline the idea of family represented in literature.
3. To interpret horror and suspense as a genre of literature.
4. To assess the impact of education in building a society

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Examine the relevance of myths and mythology.

CO2: Demonstrate family values and ethics essential to live in the society.

CO3: Analyze horror and suspense as a significant genre of literature.

CO4: Evaluate the applicability of academic contribution in building a society.

**Prerequisites:** The student must possess fair knowledge of language, literature, culture and society.

**Pedagogy:** Collaborative Method, Flipped Classroom, Blended Learning ICT and Direct Method

**LTP:** 2:1:0

**Course type:** CC

**Contact Hours:** 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Myths &amp; Mythology</b> John W. May – Narcissus W.B. Yeats – The Second Coming Devdutt Pattanaik - Shikhandi and the Other Stories They Don't Tell you (Extracts)	08Hrs.	CO1	PO5&8	POS1
Unit-2	<b>Family &amp; Relationships</b> Nissim Ezekiel – Night of the Scorpion Langston Hughes – Mother to Son Kate Chopin – The Story of an Hour Henrik Ibsen – A Doll's House (Extract)	08Hrs.	CO2	PO5&8	POS1
Unit-3	<b>Horror &amp; Suspense</b> Edgar Allan Poe – The Raven Bram Stoker – A Dream of Red Hands Satyajit Ray – Adventures of Feluda (Extract)	07Hrs.	CO3	PO5&8	POS1
Unit-4	<b>Education</b> The Dalai Lama – The Paradox of Our Times	07Hrs.	CO4	PO5&8	POS1

Kamala Wijeratne – To a Student Sudha Murthy – In Sahyadri Hills, a Lesson in Humility Frigyes Karinthy – Refun					
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**Reference Books:**

1. Finneran, Richard J. The Collected Works of W.B. Yeats (Volume I: The Poems: Revised Second Edition). Simon & Schuster, 1996.
2. Pattanaik, Devdutt. Shikhandi: And Other ‘Queer’ Tales They Don’t Tell You. Penguin Books, 2014.
3. Ezekiel, Nissim. Collected Poems (With A New Introduction By John Thieme). OUP, 2005.
4. Hughes, Langston. The Collected Poems of Langston Hughes. Vintage, 1995.
5. Chopin, Kate. The Awakening and Selected Stories of Kate Chopin. Simon & Schuster, 2004.
6. Ibsen, Henrik. A Doll’s House. Maple Press, 2011.
7. Poe, Edgar Allan. The Complete Poetry of Edgar Allan Poe. Penguin USA, 2008.
8. Stoker, Bram. Dracula. Fingerprint Publishing, 2013.
9. Ray, Satyajit. The Complete Adventures of Feluda (Vol. 2). Penguin Books Ltd., 2015.
10. Lama, Dalai. Freedom In Exile: The Autobiography of the Dalai Lama of Tibet. Little, Brown Book Group, 1998.
11. Murthy, Sudha. Wise and Otherwise: A Salute to Life. Penguin India, 2006.

<b>Course Title: New Venture Creation</b>
<b>Course Code: B20BB4020</b>
<b>Course Description:</b> This soft-core course familiarizes the learners with aspects related to new venture planning and creating a new enterprise. It provides contents to the students to make them aware of the crucial aspects of industry and markets. The topics like creating formidable value proposition, identifying and mobilizing human capital for new business is discussed in this course. It familiarizes students with financial resources mobilization, allocation and managing in the process of new venture creation.
<b>Course Objectives:</b>
<ol style="list-style-type: none"> <li>1. To familiarize the learners with aspects related to new venture planning.</li> <li>2. To analyze the industry competitiveness for the new venture creation.</li> <li>3. To create a formidable value proposition, identifying and mobilizing human capital and financial resources needed for new business.</li> </ol>

**Course Outcomes:****At the completion of the course the student shall be able to:**

CO1: Identify lucrative business opportunities after analyzing the industry competitiveness adopting specific models.

CO2: Create the value proposition and branding for the new venture.

CO3: Appreciate and apply the methods and strategies for effective human resources management in the new venture.

CO4: Identify and allocate financial resources in a new venture effectively.

**Course Pre-requisites:** Basic knowledge of business organization and process of entrepreneurship.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, business games, collaborative methods. Direct Method

**LTP:** 2:1:0

**Course type:** Soft Core

**Contact Hours:** 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<p><b>Introduction to New ventures:</b> Opportunity identification, the search for new ideas, Source of innovative ideas, Techniques for generating ideas, Entrepreneurial imagination and creativity thinking. Methods to Initiate Ventures: The pathways to New Ventures for Entrepreneurs, Creating New Ventures, acquiring an established Venture: Advantages of acquiring an ongoing Venture, Examination of key issues, Franchising: How a Franchise works. Franchise Law. Evaluating the franchising opportunities. Getting Sensitized with industry and market: Defining the market and industry; concentration and geographic spread: Estimating market size; SWOT analysis- Screening and selecting appropriate option.</p>	9 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<p><b>Developing value proposition for the new venture:</b> Value proposition and branding: Identifying target customers-Defining value proposition-Differentiation through branding Sustainable entrepreneurship, Developing Mission statement. IPR- Patents, copyrights, trademarks, Legal acts governing businesses in India. Identifying Form of</p>	10 Hrs.	CO2	PO2 & PO3	POS1

	Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company, Highlights of Companies Act.				
Unit-3	<b>Managing and leading people:</b> Attracting the right people- Team building; Organizational structure, design and control; Shaping Culture- Leadership and management - Entrepreneurial leadership	10 Hrs.	CO3	PO2 & PO3	POS1
Unit-4	<b>Financial Resources and marketing strategies for new venture:</b>  Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance; Selecting the right source of finance. Preparing and using financial forecasts: Forecast sales turnover, income statement and costs - Forecast breakeven point SMART Performance metrics; Valuing the business.  Developing a Marketing Plan: Customer Analysis, sales Analysis and Competition Analysis, Market Research, Sales Forecasting, evaluation, Pricing Decision. Business Plan Preparation for New Venture: Business Plan: Concept, Pitfalls to avoid in Business Plan, Benefits of a Business Plan.	10 Hrs.	CO4	PO2 & PO3	POS1

### Reference Books:

1. Bruce R. Barringer, R. Duane Ireland. (2019). Entrepreneurship: Successfully Launching New Ventures Pearson, Latest edition.
2. Tom Rath. Strengths Finders 2.0, Gallup Hisrich, Peters, & Shepherd, 2017.
3. Irwin, Entrepreneurship, McGraw Hill, 10th Edition, Boston, MA: (ISBN 978-0-07-811284-3)
4. Spinelli, & Adams. 2016. New Venture Creation: Entrepreneurship for the 21st Century. 10th Edition, Boston, MA: Irwin McGraw-Hill.
5. Timmons, Zacharakis, & Spinelli, 2004. Business Plans that Work: A Guide for Small Business, New York, NY: McGraw-Hill.
6. David H. Holt Entrepreneurship: New Venture Creation Pearson, Latest edition

<b>Course Title: Business Law</b>
<b>Course Code: B20BB4030</b>
<b>Course Description:</b> This course introduces the legal context in which business is conducted in common law and civil law jurisdictions. Emphasis is placed on Contracts Law, followed by an introductory look at business-related topics including Corporations and other forms of business organization.

**Course Objectives:**

1. To introduce the students to various regulations affecting business and
2. To familiarize the students with such regulations.
3. To Explore on the environmental protection acts and its importance in managing business activities ethically.
4. To understand the consumer laws under the sale of goods and regulations to overcome the conflicts.

**Course Outcomes:**

By the end of the course, the student shall be able to ....

1. Understand the various laws existed and explore more on contractual laws and its framework.
2. Gain enough knowledge on contractual agreements under patents and its procedures.
3. Explore on the environmental protection acts and its importance in managing business activities ethically.
4. Understand the consumer laws under the sale of goods and regulations to overcome the conflicts.

**Course Pre-requisites:** Basics of Law

**Pedagogy:** Direct Method and ICT

**LTP:** 3:1:0

**Course type:** HC

**Contact Hours:** 52

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Business Laws</b> Introduction - Nature of Law - Meaning and Definition of Business Laws - Scope and Sources of Business Law - Fundamental Rights and Directive Principle of State Policies - Principles having economic significance - Overview of Business Laws in India.	13 Hrs.	CO1	PO6	POS1
Unit-2	<b>contract laws -Indian contract ACT, 1872:</b> Definition of Contract - essentials of a valid contract (all essentials need to be explained in great detail) - classification of contracts - breach of contract and remedies for breach of contract. <b>Indian Sale of Goods Act, 1930:</b> Definition of contract of sale - essentials of contract of sale-conditions and warranties - rights and duties of buyer - rights of an unpaid seller.	13 Hrs.	CO2	PO6	POS1
Unit-3	<b>information laws and environment protection ACT, 1986 -Right to Information Act, 2005:</b>	13 Hrs.	CO3	PO6	POS1

	Objectives of the RTI Act – Scope - Method of seeking information - Eligibility to obtain information - Authorities under the Act. <b>Environment Protection Act, 1986:</b> Objects of the Act - definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier - types of pollution - global warming - causes for ozone layer depletion – carbon trade - rules and powers of central government to protect environment in India.				
Unit-4	<b>Competition and Consumer Laws: The Competition Act, 2002:</b> Objectives of Competition Act - the features of Competition Act - components of Competition Act - CCI, CAT, offences and penalties under the Act. <b>Consumer Protection Act, 1986:</b> Definition of the term's consumer - consumer dispute, defect, deficiency, unfair trade practices and services. -Consumer Protection Act - Consumer Redressal Agencies – District Forum - State Commission - National Commission - any two landmark judgments of the Supreme Court.	13 Hrs.	CO4	PO6	POS1

**Reference Books:**

1. Principles of Mercantile Law, Avtar, S. (2011). (10<sup>th</sup> Edition), Eastern Book Company, New Delhi.
2. Elements of Mercantile Law, Kapoor, N.D (2012.), Sultan Chand & Sons, NewDelhi.
3. Business laws, Chopra, K.C., 2011, 5th Edition – HPH PUBLICATION
4. Corporate Laws, Taxmann Publications Vol II: 2019, 39
5. Law of Sale of Goods, Singh Avatar, 2019, 8 – Eastern Book Company
6. Law Relating to Intellectual Property Rights, Ahuja, V K ,: 2019, 3 – Lexis Nexis
7. Law Relating to Intellectual Property Rights, Bhandari, M K , , 2019, 5 – Central Law Publications

<b>Course Title: Production and Operation Management</b>
<b>Course Code: B20BB4040</b>
<b>Course Description:</b> This course reviews the management of operations in manufacturing, service, and government organizations. Topics include a review of the activities and responsibilities of operations management, the tools and techniques available to assist in running the operation, and the factors considered in the design of the system.

**Course Objectives:**

The objective of this course is to enable students to:

1. Obtain the adequate knowledge regarding the basic manufacturing facilities
2. Understand the service activities that have attained significance and need of managerial skills to address the problems.
3. Understand how to manage resources to achieve superior quality through statistical process control and using the methods involved in forecasting demand
4. To provide with insights on material management concepts applied in the business

**Course Outcomes:**

On successful completion of this course students shall be able to:

CO1: Conduct Facility planning by making location and layout decisions.

CO2: Plan and implement suitable materials handling principles and practices in the operations.

CO3: Analyze and develop a balanced line of production & scheduling and sequencing techniques in operation environments.

CO4: Demonstrate an understanding of production as a process of converting or transforming resources into products;

**Course Pre-requisites:**

This course requires knowledge of basic mathematics and managerial economics

**Pedagogy: Direct Method and ICT**

LTP: 3:0:1

Course type: HC

Contact Hours: 52

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Production &amp; Operations Management:</b> Definition of Production and Operations. An overview of Manufacturing processes, Historical Evolution of Production and Operations Management, Concept of Production, Production System, Classification of Production System, Objectives of Production Management, Objectives of Operations Management, Managing Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.	12 Hrs.	CO1	PO7	POS1
Unit-2	<b>Plant Management and Work Study:</b> Capacity Planning, factory location, plant layout – types of layout. Sequencing of Jobs: n-Jobs with one, two and three facilities. Maintenance Management: Repair Programme, Break down, Preventive and Corrective maintenance. Productivity and Work Study: The concept and various techniques of methods analysis and work measurement	12 Hrs.	CO2	PO7	POS1
Unit-3	<b>Quality Control, Demand Forecasting</b> Quality Control: Introduction, Quality, Fundamental Factors Affecting Quality, Need for	14 Hrs.	CO3	PO7	POS1

	Controlling Quality Inspection, Types of Quality Control, Steps in Quality Control, Objectives of Quality Control, Benefits of Quality Control, Seven old and new Tools for Quality Control, Causes of Variation in Quality, Statistical Process Control Introduction. Methods of Demand Forecasting, Theory and Problems of Demand Forecasting				
Unit-4	<b>Material Handling and Materials Management:</b> Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Selection of Material Handling Equipment's, Evaluation of Material Handling System, Guidelines for Effective Utilization of Material Handling Equipment. <b>Materials Management:</b> Introduction and Meaning, Scope or Functions of Materials Management, Material Planning and Control, Purchasing, Stores Management, Inventory Control or Management, Standardization, Simplification, Just-In-Time (JIT) Manufacturing, Six Sigma concept	14 Hrs.	CO4	PO7	POS1

**Reference Books:**

- S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
- N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill Publishing Company Ltd.
- Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
- S. Anil Kumar and N Suresh, (2015) *Production and Operations Management*, New Age International publishers.
- K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, (2013) *Production and Operations Management*, Himalaya Publishers.
- Gaither, N & Frazier, (2002) *Production & Operations Management*, Thomson Learning Publications

<b>Course Title: International Business</b>
<b>Course Code: B20BB4050</b>
<b>Course Description:</b> An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.



<b>Course Objectives:</b>					
1. The objective of this subject is to facilitate the students in understanding International Business in a multicultural world.					
2. To understand cross-border -Input-procurement, such as raw materials, finance, technology, and human resources.					
3. To understand the effective modes of Entry into International Business					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Understand most widely used international business term and concepts					
CO2: To develop an entry strategy into other market recognizing the nature of institutions and forces governing the process of globalization.					
CO3: Analyze the principle of international business and strategies adopted by firms to expand Globally					
CO4: To understand the sources and procedures of International Marketing and Export trade.					
<b>Course Pre-requisites: Business Management</b>					
<b>Pedagogy:</b> ICT and Direct Method					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39 hrs.					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to International Business:</b> Meaning and Definition– nature and characteristics of International Business-stages- International Business Environment Theories of International Trade- Advantages &Disadvantages. Approaches to international business	10 Hrs.	CO1	PO4	POS1
Unit-2	<b>Modes of Entry into International Business</b> Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects –Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.	9 Hrs.	CO2	PO4	POS1
Unit-3	<b>Globalization and MNC: Globalization:</b> Meaning - Features – Stages –Production –Investment and Technology, Globalization –Advantages and Disadvantages – Methods and Essential Conditions for Globalization. <b>MNC's and International Business:</b> Definitions – Distinction between Indian Companies – MNC – Global companies and TNC – Organizational Transformations – Merits and Demerits of MNCs in India	10 Hrs.	CO3	PO4	POS1
Unit-4	<b>International Marketing Intelligence and Exim Trade:</b> Information required – Source of	10 Hrs.	CO4	PO4	POS1

	Information – International Marketing Information System and Marketing Research. Export Trade - Procedure, Steps & Documentation– Export Financing –Documents related to Export Trade – Import Trade –Steps - Documentations and Problems - Balance of Payment – Disequilibrium and Measures for Rectification				
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**Reference Books:**

1. International Business Text and Cases-2nd Revised and enlarged, P Subba Rao 2016
2. International Business – Environment and management-12th revised and enlarged edition (2017) Anmol Publications Private Ltd. New Delhi 110002 (India)
3. International Business – Competing in the Global Marketplace-6<sup>th</sup> Edition, The Tata McGraw Hill publishing Company Ltd.-Charles W L Hill,
4. International Business Environments and Operations-11<sup>th</sup> Edition, John D Daniels-2017

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B20BB4060	Skill Development Course	RULO	0	0	0	0	4

**I-FINANCE SPECIALIZATION**

<b>Course Title: Corporate Financial Policy</b>
<b>Course Code: B20BB4111</b>
<b>Course Description:</b> The course will focus on corporate finance from the managerial point of view. The course is intended to enable the students to understand the logic underlying these concepts and theories of corporate finance. The course will emphasize on the real-life applications of the concepts. In order to achieve this goal. The course in all introduces the students to various aspects of corporate financial decision.
<b>Course Objectives:</b> 1. Familiarize the corporate financial policies. 2. To familiarize the students with Investment aspects 3. Acquaint the students with the types of corporate valuation and cost of capital 4. Impart the students with the types of business combinations with exchange ratio.
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Describe corporate financial Policies and Calculate the EPS. CO2. Understand the types of risks that come across in the business activities CO3. Illustrate the corporate valuation and cost of capital and their different approaches. CO4. Understand different types of combination and their impact.
<b>Course Pre-requisites:</b> Basic Financial Management concepts
<b>Pedagogy:</b> Case Studies, Group Discussions, ICT and Direct Method

<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours:39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Financial Policy:</b> Meaning – Scope - Interface of Corporate Financial Policy and other Managerial Functions – Decision in Corporate Financing Policy – Debt Financing – Internal Financing - Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.	9 Hrs.	CO1	PO2	POS1
Unit-2	<b>Investment Decisions and Risk Analysis:</b> Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.	10 Hrs.	CO2	PO2	POS1
Unit-3	<b>Corporate Valuation:</b> Meaning of Corporate Valuation – Methods of Corporate Valuation – Reasons for Corporate Valuation – Different approaches for Corporate Valuation <b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems	10 Hrs.	CO3	PO2	POS1
Unit-4	<b>Mergers and Acquisitions</b> Meaning - Reasons – Types of Combinations - Forms of Merger – Motives and Benefits of Merger –Financial Evaluation of a Merger - Merger Negotiations - Meaning and Significance of P/E Ratio. Problems on Exchange Ratio and Impact of Merger on EPS and Market Price.	10 Hrs.	CO4	PO2	POS1

**Reference Books:**

1. Prasanna Chandra, Financial Management, 10<sup>th</sup> Edition, Tata McGraw Hill,2019.
2. Chandra, Projects: planning, Analysis, Financing implementation and review, TMH,9/e New Delhi,2019.
3. Bodie, Kane, Marcus: Investment, Tata McGraw Hill, 11/e, New Delhi 2019.
4. I. M. Pandey, Financial Management, Vikas Publishing House, 11<sup>th</sup> edition,2016.
5. M. Y. Khan and P. K. Jain, Financial Management Text and Problems, Tata McGraw Hill Publishing Co,8/e, 2018.

<b>Course Title: International Finance</b>					
<b>Course Code: B20BB4112</b>					
<b>Course Description:</b> The business these days are operational in interconnected global markets. This course provides students an overview about international financial market and its growth. The course introduces the student to the international monetary system. Also, one is introduced to the operations that happens in international business transactions.					
<b>Course Objectives:</b>					
1. To enable the students to understand the actual concept of International Financial System.					
2. To enable the students to gain knowledge regarding international Monetary system					
3. To Provide students with a basic knowledge of how international financial markets work.					
4. To Provide students with an understanding of exchange rates and why currency values fluctuate.					
<b>Course Outcomes:</b>					
CO1: To enable the students to understand the basic structure of international financial market					
CO2: To enable the students to basics of foreign exchange market					
CO3: To enable the students to understand the international monetary system					
CO4: To enable the students to analyze the risks of investing in international market					
<b>Course Pre-requisites: Knowledge of basic foreign exchange market, International financial system</b>					
<b>Pedagogy: Case Studies, Group Discussions, ICT and Direct Method</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours:39</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>International Finance:</b> Introduction - Meaning of International Finance – Components of international finance– Modes of international business- Foreign Exchange Markets. Meaning of International Financial Management - Scope and significance of International financial management in International markets, Top traded foreign currencies, Leading stock exchanges in the world, Basics of Foreign Exchange transactions, Spot, Forwards and Futures.	10 Hrs.	CO1	PO2	POS1
Unit-2	<b>International Flow of Funds and International Monetary System: - International Flow of Funds:</b> Balance of Payments (BOP), Fundamentals of BOP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits. <b>International Monetary System:</b> Evolution, Gold Standard, Bretton Woods system, the flexible	11 Hrs.	CO2	PO2	POS1

	exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU). International Financial Institutions: WB, BIS, IBRD, ADB, Regional Financial Institutions,				
Unit-3	<b>International Financial Markets and Instruments:</b> Foreign Institutional Investors – Regulations governing Foreign Institutional Investors India; International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Foreign Direct Investment (FDI) – growth FDI; Advantages and Disadvantages of FDI to Host country and home country. Trends in FDI in India International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Evolution of International financial system <sup>4</sup>	10 Hrs.	CO3	PO2	POS1
Unit-4	<b>International Risk Management:</b> Types of Risk – Political – commercial - exchange control restrictions and remittance differing tax system - sources of funds - exchange rate fluctuations - different stages and rates of inflation - risks of non-payment - Managing Risk - Internal and external technologies. International capital budgeting	08 Hrs.	CO4	PO2	POS1

**Reference Books:**

1. V A Avadhani, **International Financial Management, 2016**
2. Vyuphakesh Sharan, International Financial Management –, 6/e, PHI, 2010.
3. International Financial Management – Apte P. G, 7/e, TMH, 2017.
4. International Financial Management – Jain, Peyrard & Yadav, Macmillan 2010
5. International Financial Management- S Kevin, PHI, 2009

**II-HUMAN RESOURCE SPECIALIZATION**

<b>Course Title: Strategic Human Resource Management</b>
<b>Course Code: B20BB4211</b>
<b>Course Description:</b> Human resource student is best prepared for a career in HR when HR is taught within the business context. The competitive nature of today’s global marketplace and its increasing strategic nature of the profession demand a higher level of readiness. To become an HR professional, one must be very well prepared. A critical first step is earning a well-rounded, robust undergraduate degree, with specialization in human resource subject.

**Course Objectives:**

1. To familiarize the students with the concepts of SHRM
2. To acquaint the students with difference between HRM and SHRM
3. To familiarize the students with the various HR processes and systems.
4. To familiarize the students with the basic concepts of Labor Laws

**Course Outcomes:**

- CO1: Comprehend the different aspects of managing people in the organization.  
 CO2: Understand the various functions of a HR Manager.  
 CO3: Analyze the importance of HR functions in an organization.  
 CO4: Illustrate the various HR systems and processes

**Course Pre-requisites: Basic knowledge of HRM subject****Pedagogy: Flip classes, case studies, anecdotes, ICT and Direct Method****LTP: 2:1:0****Course type: SC****Contact Hours:39Hrs.**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction HRM and Acquisition Of Human Resource</b> Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Human Resource Planning: Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction.	9 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<b>Training and Development:</b> Concept and Importance: Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training effectiveness; Training Process Outsourcing; Management Development	10 Hrs.	CO2	PO2 & PO3	POS1
Unit-3	<b>Performance Appraisal:</b> Performance Appraisal: Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions	10 Hrs.	CO3	PO2 & PO3	POS1
Unit-4	<b>Industrial Relations:</b> Industrial Relations: Introduction to Industrial Relations, Trade Union: Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance, concepts, causes & grievance redressal machinery, discipline concept, aspect of discipline & disciplinary procedure	10 Hrs.	CO4	PO2 & PO3	POS1

**Reference Books:**

1. V S P Rao, “Human Resource Management- text & cases” (3<sup>rd</sup> Edition) EXCEL BOOKS
2. Gary Dessler. A Framework for Human Resource Management. (7<sup>th</sup> Edition) Pearson Education.
3. Strategic Human Resource Management: An Indian Perspective (2006 Edition) Sage Publications
4. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
5. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
6. Biswajeet Patttanayak, Human Resource Management, PHI Learning

<b>Course Title: Compensation Management</b>					
<b>Course Code: B20BB4212</b>					
<b>Course Description:</b> This course is designed to provide the student with knowledge of methods and practices of Compensation Management. It enables students to understand and perform job positions of different fields. It also serves to develop and strengthen overall analytical skills of students Related to various HR Functions.					
<b>Course Objectives:</b>					
1. Illustrate the concepts and implications of role of Compensation Management in Business.					
2. To make the students acquaint with the remuneration system.					
3. To learn the concepts of payments and employee benefits.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: To learn basic compensation concepts and the context of compensation practice.					
CO2: To understand the different ways to strengthen the pay-for-performance link.					
CO3: To understand the various pay structure.					
CO4: To understand the Legally required employee benefits.					
<b>Course Pre-requisites:</b> Knowledge about Management and HRM					
<b>Pedagogy:</b> Direct Method, ICT, Flipped classroom and case study discussions					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39 Hrs.					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction:</b> Compensation: Concept, factors, Base and Supplementary Compensation, Wage and Salary, Wage Components: minimum wage, Fair wage, living wage, Wage Policy in India, Wage differentials, Wage Theories: Market Theories, Human Capital Theories, Bargaining Theories – Social Theories, Economic and Behavioral theories. A relevant Case study should be discussed in class.	10 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<b>Job Evaluation:</b> Job Evaluation: nature and importance- methods, Computer aided job	9 Hrs.	CO2	PO2 &	POS1

	evaluation, Internal and external equity- Pay surveys. Compensation management in public, private and emerging sectors. A relevant Case study should be discussed in class.			PO3	
Unit-3	<b>Pay Structure:</b> Pay structure: Types, Broad Banding, Performance Linked Compensation - Types of Incentives: Bonus, Profit sharing, Gain Sharing, stock options, Benefits and allowances-types, Executive and shop floor level rewards, Compensating Expatriates and knowledge workers. A relevant Case study should be discussed in class.	10 Hrs.	CO3	PO2 & PO3	POS1
Unit-4	<b>Wage Administration:</b> Legal Framework: Legal framework of Wage Determination Welfare Legislations, Tax Planning, Downsizing, VRS, gratuity, commutation, pension plans, Machinery for wage fixation: Wage Boards – Pay Commissions –Statutory Wage Fixation. Emerging Issues: Compensation Management-Future trends. A recent case study should be discussed in class.	10 Hrs.	CO4	PO2 & PO3	POS1

#### Reference Books:

1. Bhattacharya, Compensation Management, (2014 Edition) Oxford Press
2. Michael A. Armstrong and Helen Murlis, Reward Management: A Handbook of Remuneration Strategy and Practice, (2<sup>nd</sup> Edition) London Kogan Page.
3. B D Singh, Compensation and Reward Management Excel Books. New Delhi.
4. Milkowich, Newman, Compensation, Tata McGraw Hill, New Delhi.

### III-MARKETING SPECIALIZATION

<b>Course Title: Retail Management</b>
<b>Course Code: B20BB4311</b>
<b>Course Description:</b> This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and challenges in designing retail mix strategies.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide the knowledge of basic concepts of retail management.</li> <li>2. To understand the various dimensions related to retail management &amp; retail operations.</li> <li>3. To gain knowledge about the retail marketing mix and various decision parameters related to retail mix.</li> <li>4. To understand the use of various IT tools in retail business.</li> </ol>



<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Explain the concept, importance and functions of retail business. CO2: Elaborate and analyze the concepts of retail operations. CO3: Explain the retail marketing mix and decisions related to these elements. CO4: Elaborate on the various ways IT has impacted retail					
<b>Course Pre-requisites: Basics of Marketing</b>					
<b>Pedagogy: Lecture, guest lectures, seminars, conferences, independent works, ICT and Direct Method, presentations, discussions</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours:39 hrs.</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to retailing:</b> Definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors – present Indian retail scenario - Retailing from the International perspective	9 Hrs.	CO1	PO6	POS1
Unit-2	<b>Retail operations:</b> Choice of Store location – Type of Location, Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation - Retail Operations - Store Layout: Store designing – Space planning, and visual merchandising –Meaning &Role, Tools & Technique of visual merchandising, Merchandise Management: Process, Inventory management – Category Management.	10 Hrs.	CO2	PO6	POS1
Unit-3	<b>Retail Marketing Mix:</b> Retail marketing mix – Introduction. <b>Product</b> – (Merchandise Management revisited) –Decisions related to delivery of service. <b>Pricing</b> – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. <b>Place</b> – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. <b>Promotion</b> – Setting objectives – communication effects - promotional mix.	10 Hrs.	CO3	PO6	POS1
Unit-4	<b>Impact of It in Retailing:</b> Non store retailing (E tailing), The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system - Legal aspects in retailing -	10 Hrs.	CO4	PO6	POS1

	Social issues in retailing - Ethical issues in retailing. Introduction to Retail Research and shopping mall management. Cases in Indian Context on Retail Management.				
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**Reference Books:**

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 9<sup>th</sup> edition, PHI Private Limited, New Delhi, 2013.
2. Swapna Pradhan, Retailing Management, 3/e, 2011 Tata McGraw-Hill Education
3. A.J. Lamba, "The Art of Retailing", 2/e edition, Tata Mc GrawHill, New Delhi, 2003.
4. Suja Nair: Retail Management, 2011, Himalaya Publishing House.
5. Rosemary Varley, Mohammed Rafiq, Retail Management, 2/e, 2006 Palgrave Macmillan
6. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning
8. Levy & Weitz, Retail Management, TMH 6th Edition 2009

<b>Course Title: Consumer Behavior</b>					
<b>Course Code:</b> B20BB4312					
<b>Course Description:</b> The course outlines the ideas of consumer behavior involving concepts such as perception, motivation, attitude formation and change, personality, values, learning, and cultural aspects that influence the consumer behavior decision-making process.					
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To provide knowledge of basic concepts of Consumer Behavior to apply in market.</li> <li>2. To understand the various Individual and group determinants of Consumer Behavior.</li> <li>3. To gain knowledge about the consumer decision making process and theories involved in consumer decision process.</li> <li>4. To understand the concept of Consumer satisfaction &amp; consumerism.</li> </ol>					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1 Explain the concept and importance of consumer behavior in day-to-day functions.					
CO2: Identify the factors influencing consumer buying process and its application.					
CO3: Determine the factors influencing consumer behavior					
CO4: Discuss the concept of consumerism in today's competitive world.					
<b>Course Pre-requisites: Basics of Marketing</b>					
<b>Pedagogy: Lecture with ICT tool, guest lectures, seminars, Direct Method, presentations, discussions</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39 hrs.</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to Consumer Behaviour :</b> Introduction to Consumer Behavior: Meaning,	9 Hrs.	CO1	PO6	POS1

	need to study Consumer Behavior - Applications of consumer behavior knowledge - current trends in Consumer Behavior, Internal and external factors affecting CB				
Unit-2	<b>Individual and Environmental Determinants</b> Consumer needs & motivation - personality and self-concept - consumer perception - learning & memory - nature of consumer attitudes - consumer attitude formation and change. Family influences - Influence of culture - subculture & cross-cultural influences - group dynamics and consumer reference groups - social class & consumer behavior.	10 Hrs.	CO2	PO6	POS1
Unit-3	<b>Consumer's Decision-Making Process :</b> Problem recognition - Search & Evaluation - Purchase processes - Post-purchase behavior - personal influence & opinion leadership process - Diffusion of innovations - Models of Consumer Behavior - Researching Consumer behavior - Consumer research process.	10 Hrs.	CO3	PO6	POS1
Unit-4	<b>Consumer Satisfaction &amp; Consumerism :</b> Concept of Consumer Satisfaction - Working towards enhancing consumer satisfaction - sources of consumer dissatisfaction - dealing with consumer complaint. Concept of consumerism - consumerism in India - The Indian consumer - Reasons for growth of consumerism in India. Cases in Indian Context on Consumer behaviour.	10 Hrs.	CO4	PO6	POS1

#### Reference Books:

1. Leon. G. Schiffman & LeslveLazerKanuk; Consumer behaviour; 7th Edition; PHI, New Delhi, 2010.
2. Suja. R. Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2009.
3. Batra/Kazmi; Consumer Behaviour. 2/e, Excel Books, 2008
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 5th Edition, Mcgraw Hill, Inc; New Delhi, 2008.
5. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
6. S.A.Chunawalla : Commentary on Consumer Behaviour, 2/e, HPH.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.

#### IV. Specialization – International Business

<b>Course Title: International Trade And Policy Framework</b>					
<b>Course Code: B20BB4411</b>					
<b>Course Description:</b> This course concentrate olicity incentives help exporters increase their profitability through foreign sales. Trade policy refers to the complete framework of laws, regulations, international agreements, and negotiating stances adopted by a government to achieve legally binding market access for domestic firms.					
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To acquainting the students with the theoretical foundations of international trade</li> <li>2. To enabling them to learn the pattern, structure and policy framework of India's foreign trade.</li> </ol>					
<b>Course Outcomes:</b>					
<ol style="list-style-type: none"> <li>1.To discuss about Theoretical Foundations of International Trade and direct investment.</li> <li>2.Describe Instruments of Commercial Policy and Factor Movements and International Trade in Services</li> <li>3.Analyze the Regional Economic Integration</li> <li>4.Elaborate Policy Framework and Promotional Measures</li> </ol>					
<b>Course Pre-requisites:</b> Service Sector Management					
<b>Pedagogy: ICT. Flipped classes</b>					
<b>LTP: 2:1:0 -3</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Theoretical Foundations of International Trade:</b> Reasons for international trade: Mercantilist and neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories: Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade. <b>Direct Investment:</b> FDI in the world economy, The Political Economy of FDI, Cost and Benefit of FDI to Host and Home Countries, Government Policy Instruments and FDI; Foreign debt situation.	9	1	3,4	2
Unit-2	<b>Instruments of Commercial Policy:</b> Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries. <b>Factor Movements and International Trade in Services:</b> Capital Flows-Types and theories of foreign investments, Barriers to foreign investments; Labour migration; Theory of international trade in services.	10	2	3,5	1
Unit-3	<b>Regional Economic Integration:</b> Levels of Regional Economic Integration; Free trade area, customs union, economic union, and common market; Trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN.	10	2	4,5	2
Unit-4	<b>Policy Framework and Promotional Measures:</b> India's foreign trade and investment policy; Policy making body	10	2	4,5	3

	and mechanism; Export promotion measures and infrastructure support – export and trading, houses, export promotion schemes and incentives; Institutional arrangements for export promotion; Export processing/special economic zones, 100% EOUs				
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**Reference Books:**

1. Economic Survey, Govt. of India.
2. Export-import Policy and Other Documents, Govt. of India.
3. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom Helm, London and Sydney.
4. Letiche, John M., International Economics: Policies and Theoretical Foundations, Academic Press, New York.
5. Mannur, H.G., International Economics, Vikas Publishing House, New Delhi,
6. Sodersten, BO, International Economics, McMillan, London

<b>Course Title : Foreign Exchange Management</b>					
<b>Course Code:</b> B20BB4412					
<b>Course Description:</b> This course concentrate in changing of the forex market scenario, how the foreign exchange market operates and techniques that can be used to reduce the risk. This program will help the students to gain a comprehensive knowledge regarding the foreign exchange management.					
<b>Course Objectives:</b>					
1. To understand the system of Foreign Exchange Market in India					
2. To understand the Forex risk and its Management					
<b>Course Outcomes:</b>					
CO1: Determine the foreign exchange market in India					
CO2: Understand about the Foreign exchange rates & risk involved in Forex market					
CO3: Impart the knowledge on how to manage & hedge the risk associated with foreign trade					
CO4: Enumerate the concept of Exchange rate management					
<b>Course Pre-requisites:</b> Basic Concepts of Import & export					
<b>Pedagogy:</b> ICT & FLIPPED CLASSROOM					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
UNIT-1	<b>Foreign Exchange And Markets</b> Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates.	9	1	1,2	1

<b>UNIT-2</b>	<b>Forex Market In India</b> Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.	<b>10</b>	<b>2</b>	2,3	2
<b>UNIT-3</b>	<b>Forex Risk Management</b> Meaning, Definition, Participants, Types of Exchange risks, Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.	<b>10</b>	<b>3</b>	4,5	3
<b>UNIT-4</b>	<b>Exchange Rate Management</b> Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting. Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements ( FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps.	<b>10</b>	<b>4</b>	4,6	3

#### **Reference Books**

1. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
2. Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
3. Avadhani B.K, International Finance Theory and Practice.
4. Somanatha: International Financial Management I.K. International Publishers

### **FIFTH SEMESTER**

<b>Course Title: Income Tax</b>
<b>Course Code: B20BB5010</b>
<b>Course Description:</b> This course is introductory level of income tax for Under graduate students. It is mandatory for all the students to have knowledge about this subject. It also provides platform for students to prepare for other professional certified courses. Under this course students will learn the basic concept of taxation as well as also able to learn the filing of e- return.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To develop an understanding of the provisions, concepts of Income tax</li> <li>2. To acquire the ability to interpret and analyze the provisions of Income Tax</li> <li>3. To develop an understanding of filing an e- returns and form 16</li> </ol>

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Recap the basic concepts of Income Tax, and determine the residential status of an assessee.

CO2: Compute the value of taxable allowances, perquisites and overall tax liability under salary head.

CO3: Compute the income chargeable under the head of income from house property.

CO4: Compute the total income liability of an individual.

**Course Pre-requisites: Students should be aware of the word Income Tax**

**Pedagogy: ICT, Flipped class room, Direct Method**

**LTP: 3:0:1**

**Course type: Hard core**

**Contact Hours:52 hrs**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<p><b>Brief History</b> - Legal Frame Work – Types of Taxes - Cannons of Taxation –Important Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of Previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income</p> <p><b>Residential Status:</b> Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income). <b>Exempted Incomes:</b> Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory</p>	10 Hrs.	CO1	PO7	POS2 & POS3
Unit-2	<p><b>Income from Salary:</b> Meaning &amp; Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances - House Rent Allowance - Entertainment Allowance – Transport Allowance - Children Education &amp; Hostel Allowances - Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Perquisites Taxable in all Cases - Rent free accommodation - Concessional accommodation - Personal obligations of the employee met by the employer – Perquisites Taxable in Specified Cases – Gardener – Sweeper – Gas – Electricity - Water and Motor car facility (when the motor car is owned or hired by the employer) – Provident Funds – Deductions from Salary U/S 16 – Problems on Income from Salary(excluding retirement benefits).</p>	16 Hrs.	CO2	PO7	POS2 & POS3
Unit-3	<p><b>Income from House Property:</b> Basis of Charge – Exempted Incomes from House Property – Annual Value – Determination of Annual Value – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property (Excluding Pre - Construction interest)</p>	10 Hrs.	CO3	PO7	POS2 & POS3

Unit-4	<b>Income from Business and Profession and Total Income:</b> Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor. Income from <b>Capital Gains</b> (excluding exemptions - Theory only) - <b>Income from Other Sources</b> (Theory only) - Deductions U/S <b>80 C, D &amp; G</b> . Simple problems on Computation of Total income of an Individual	16 Hrs.	CO4	PO7	POS2 & POS3
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**Reference Books:**

1. Dr. Vinod K. Singhanian: Direct Taxes – Law and Practice, Taxman publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.

<b>Course Title: Management Accounting</b>					
<b>Course Code: B20BB5020</b>					
<b>Course Description:</b> Management Accounting is an essential tool that enhances a manager's ability to make effective economic decisions.					
<b>Course Objectives:</b>					
1. To develop the knowledge of business finance and management decision.					
2. To teach a sense of responsibility and a capacity for accounting for management.					
3. To learn Ratio Analysis and different Ratios.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Describe and apply the basic techniques of financial statement analysis.					
CO2: By depicting all inflows and outflows of fund, the statement shows their net impact on working capital of the firm.					
CO3: The uses of the statement of Cash flow and the cash flow classifications appearing on the Statement of Cash Flows.					
CO4: it will learn to analyze the importance of ratios in judging any company.					
<b>Course Pre-requisites: Financial accounting and Cost accounting</b>					
<b>Pedagogy:</b> ICT and Direct Method					
<b>LTP:</b> 3:0:1					
<b>Course type:</b> HC					
<b>Contact Hours:</b> 52 Hrs.					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>



Unit-1	<b>Introduction to Management Accounting</b> Meaning – Definition- objectives- Nature and scope- Role of Management Accountant Relationship between Financial Accounting and Management Accounting - Relationship between cost Accounting and Management Accounting. <b>Analysis Of Financial Statements:</b> - Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis (Problems on financial analysis)	12 hrs.	CO1	PO2 & PO8	POS2 & POS3
Unit-2	<b>Fund Flow Statement:</b> Meaning and concept of Fund – Meaning and Definition of Fund Flow statement- Uses and Limitations of Fund flow Statement- Procedure of Fund Flow statement-Statement of Changes in Working Capital-Statement of Funds from operation – statement of Sources and Application of Funds (Problems on working capital & funds flow statement with adjustment)	14 hrs.	CO2	PO2 & PO8	POS2 & POS3
Unit-3	<b>Cash Flow Statement:</b> Meaning and Definition of Cash Flow Statement-Differences between cash flow Statement and Fund Flow Statement – Uses of Cash flow statement – Limitations of Cash Flow statement – Provisions of AS-3 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents – Cash flow from operating Activities – Cash flow from Investing Activities and Cash flow from Financing Activities – Preparation of Cash Flow Statement According To AS-3 (Problem on indirect Method Only)	14 hrs.	CO3	PO2 & PO8	POS2 & POS3
Unit-4	<b>Ratio Analysis:</b> Meaning and Definition of Ratio, Classification of Ratios, Uses and Limitations – (Problems on Ratio Analysis- Preparation of Financial statements with the help of Accounting Ratios)	12 hrs.	CO4	PO2 & PO8	POS2 & POS3

**Reference Books:**

1. M Y Khan, P K Jain- Management Accounting-7<sup>th</sup> Edition 2017-McGraw Hill Education
2. R.C Sekhar, A.V Rajgopalan- Management Accounting- 6<sup>th</sup> Edition 2012- Oxford university publication
3. R.S.N Pillai Bagavathi – Management Accounting- 2<sup>nd</sup> Edition 2010- S chand & company
4. Khan M, Jain -Management Accounting-4<sup>th</sup> edition 2010- TMH

<b>Course Title: Business Research Methodology</b>																													
<b>Course Code:</b> B20BB5030																													
<b>Course Description:</b> All Business Management students require the ability to deal with quantitative material/data, including the collection, collation and analysis of such data. This course introduces students to the business research methods in business mainly centered on statistical aspects. It also provides them with experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing. This course reinforces the experience gained in their Computing for Business course and is aimed at providing the basic understanding of the research methodology.																													
<b>Course Objectives:</b>																													
1. Gain knowledge and understanding of the basic framework of research process. 2. Comprehend research instruments and methodologies to apply to a specific research project 3. Apply essential skills in analyzing both quantitative and qualitative data. 4. Evaluate the importance of report writing and presentation in business research.																													
<b>Course Outcomes:</b>																													
After the completion of the course, students will be able to: CO1: Identify and apply different research approaches and methodologies CO2: Develop data collection instrument according to the underlying theoretical framework CO3: Interpret and present the results of an independently conducted statistical analysis. CO4: Understand the process of report writing and presentation in business research.																													
<b>Course Pre-requisites:</b> Basic knowledge about Research.																													
<b>Pedagogy:</b> ICT and Direct Method																													
<b>LTP:</b> 3:0:1																													
<b>Course type:</b> HC																													
<b>Contact Hours:</b> 52 hrs.																													
<table border="1"> <thead> <tr> <th>Units</th> <th>Detailed Syllabus</th> <th>CH</th> <th>CO</th> <th>PO</th> <th>PSO</th> </tr> </thead> <tbody> <tr> <td>Unit-1</td> <td><b>Introduction to Research:</b> Meaning - Purpose and scope of Research - Steps in Research - identifying the research problem - concepts, Constructs and theoretical framework - Types and Methods of research. Review of Literature: Need - sources to collect review - how to write review of literature, survey using Internet.</td> <td>12 Hrs.</td> <td>CO1</td> <td>PO5</td> <td>POS1</td> </tr> <tr> <td>Unit-2</td> <td><b>Data Collection:</b> Data Meaning - types of Data - Sources of Data - primary Data – Secondary data - Data collection instruments - Questionnaire-Interview Schedule Preparation model - Pilot study. Processing of Data: Editing Data, Coding, Classification of Data - Tabulation of Data.</td> <td>14 Hrs.</td> <td>CO2</td> <td>PO5</td> <td>POS1</td> </tr> <tr> <td>Unit-3</td> <td><b>Sampling Techniques:</b> Census vs Sampling Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or</td> <td>14 Hrs.</td> <td>CO3</td> <td>PO5</td> <td>POS1</td> </tr> </tbody> </table>						Units	Detailed Syllabus	CH	CO	PO	PSO	Unit-1	<b>Introduction to Research:</b> Meaning - Purpose and scope of Research - Steps in Research - identifying the research problem - concepts, Constructs and theoretical framework - Types and Methods of research. Review of Literature: Need - sources to collect review - how to write review of literature, survey using Internet.	12 Hrs.	CO1	PO5	POS1	Unit-2	<b>Data Collection:</b> Data Meaning - types of Data - Sources of Data - primary Data – Secondary data - Data collection instruments - Questionnaire-Interview Schedule Preparation model - Pilot study. Processing of Data: Editing Data, Coding, Classification of Data - Tabulation of Data.	14 Hrs.	CO2	PO5	POS1	Unit-3	<b>Sampling Techniques:</b> Census vs Sampling Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or	14 Hrs.	CO3	PO5	POS1
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Unit-3	<b>Sampling Techniques:</b> Census vs Sampling Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or	14 Hrs.	CO3	PO5	POS1																								

	Methods (Probability and Non-Probability) - Sample design - Sampling frame - Criteria for selecting Sampling Techniques, sampling procedure, sample size and determination of sample size				
Unit-4	<b>Statistical Methods and Report Writing:</b> Hypothesis Testing - Concept - Need - Characteristics of Hypothesis - Types of Hypothesis- procedure for Hypothesis –hypothesis testing for means and proportions, Chi Square Test – ANOVA (theory and one-way table)- Report Writing - Introduction - types - Format - Principles of Writing report - Documentation: Footnotes and Endnotes – Bibliography. References	12 Hrs.	CO4	PO5	POS1

### Reference Books:

1. Business Research Methods, S. L. Gupta, Hitesh Gupta, Tata McGraw Hill Education, 2020.
2. Research Methods for Business: A Skill Building Approach- Uma Sekaran, Roger Bougie,8/e, John Wiley & Sons, Limited, 2020.
3. Business Research Methods, Donald R. Cooper, Pamela S. Schindler, J.K. Sharma, 12/e (SIE), McGraw Hill Education,2019.
4. Research Methodology: Concepts and Cases-Deepak Chawla &Neena Sodhi, Vikas Publishing house Pvt Ltd; 2011.
5. Business Research Methods-Emma Bell, Alan Bryman, Bill Harley, Oxford University Press,2019.
6. C R Kothari, Gaurav Garg; Research Methodology, New Age International. 2019.

## I. FINANCE SPECIALIZATION

<b>Course Title: Financial Markets and Services</b>
<b>Course Code: B20BB5111</b>
<b>Course Description:</b> The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.
<b>Course Objectives:</b>
1. To identify the functions of financial markets and institutions and examine their impact on Indian Economy.
2. To learn about different sources of funds available in India.
3. To learn about the mechanism of different investment service available in market.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Learn the mechanism of financial markets and their applications.

CO2: Elaborate the banking and non-banking services available to corporates.

CO3: Learn about the functioning of Mutual funds and SEBI

CO4: Explore the techniques of credit rating and modern financial services.

**Course Pre-requisites:** Basic knowledge of financial management concepts

**Pedagogy:** ICT and Direct Method

**LTP:** 2:1:0

**Course type:** SC

**Contact Hours:** 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Financial Markets:</b> Primary Market - Meaning – Features – Players of Primary Market – Instruments in Primary Market (Names) – Procedure for issuing Equity and Debentures – SEBI guidelines towards the issue of Equity Shares and Debentures – Merits and Demerits of Primary Markets Secondary Market-Meaning – Structure – Functions – Trading and Settlement System of Stock Exchange Transactions – Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market – OTCEI and NSE – Origin – Function – Merits Demerits.	12 Hrs.	CO1	PO2 & PO6	POS1
Unit-2	<b>Banking and Non – Banking Financial Intermediaries:</b> Banking financial institutions-commercial banks, functions, role in development of economy, Developmental financial institutions, and their role in economy development. Non-Banking Financial intermediaries. Investment and Finance Companies – Merchant Banks – Hire Purchase Finance – Lease Finance – Housing Finance – Venture Capital Funds and Factoring.	12 Hrs.	CO2	PO2 & PO6	POS1
Unit-3	<b>SEBI and Mutual Funds:</b> Objectives of SEBI - Organization – Functions and Functioning of SEBI – Powers of SEBI – Role of SEBI in marketing of Securities and Protection of Investor Interest. Concept of Mutual Funds – Growth of Mutual Funds in India – Mutual Fund Schemes – Money Market Mutual Funds – Private Sector Mutual Funds – Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.	09 Hrs.	CO3	PO2 & PO6	POS1
Unit-4	<b>Credit Rating and Recent Trends In Financial Services:</b> Credit rating: Meaning, advantages, need; methodology of credit rating process;	06 Hrs.	CO4	PO2 & PO6	POS1

	Personalized Banking – ATM – Tele-banking & E-banking – Credit and Debit Card – Customization of Investment Portfolio – Financial Planning: Introduction, Need, Advantages, essential elements of financial planning				
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**Reference Books:**

1. Financial Markets and Institutions: Fedrick S. Mishkin, Tata Mc Graw Hill, 8<sup>th</sup> Edition, 2017
2. Vasant Desai: Financial Markets & Financial Services, Himalaya Publishing House, 2010
3. E Gardon& K Natarajan: Financial Markets & Services, 2016, HpH
4. Bharathi V Pathak, Indian Financial System, 2011, Pearson Education Delhi
5. M Y Khan, Indian Financial System, 2010, McGraw Hill

<b>Course Title: Security Analysis and Portfolio Management</b>					
<b>Course Code: B20BB5112</b>					
<b>Course Description:</b> The objective of this course is to introduce the intuition and concepts of Investment analysis and portfolio management. Allocation of resources and selection of resources being the two crucial decisions to be taken by the investors, the course helps the students to perform both the tasks successfully. Risk-return trade off being the decision-making tool, the course enables the students to identify the risks involved and forecasting the returns too. The course in all enables the students to successfully construct a diversified portfolio and make good and attractive returns over a time period.					
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. Understand the basics of investment management</li> <li>2. Understand the functions of stock market</li> <li>3. Understand the difference between the operations of primary and secondary market</li> <li>4. Calculate risk and return</li> <li>5. To construct a diversified portfolio</li> </ol>					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Classifying the securities and identifying the investment avenues.					
CO2: To Perform the fundamental and technical analysis independently.					
CO3: Identify the different types of risk and to calculate the returns.					
CO4: To identify the stocks that are performing well and investing in stocks					
<b>Course Pre-requisites: Knowledge Indian Financial system, Primary and secondary markets</b>					
<b>Pedagogy: ICT and Direct Method Group Discussions,</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to Investment Management:</b> Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good	10 Hrs.	CO1	2,5	POS1

	investment, Investment Process. Financial Instruments: Classification of Securities — Benefits of Investments and Diversification – Investment Strategies – Types of Companies and Stocks –Investment Avenues – types of investors, speculation v/s investments, Primary market, secondary market, BSE, NSE, Indices, Trading and Settlement Procedure				
Unit-2	<b>Security Analysis:</b> Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis, Technical Analysis – Dow Theory – Advanced Declined Theory – Chartism Assumptions of Technical Analysis. Technical analysis tools	9 Hrs.	CO2	2	POS1
Unit-3	<b>Risk and Return- Equity, Bonds and Preference Share:</b> Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns individual security, Portfolio Risk and Return (Theory & Problems). Valuation of bonds and preference share: valuation of bonds, YTM, valuation of preference share, equity valuation-dividend valuation model, CAPM approach for valuation of cost of equity	10 Hrs.	CO3	2	POS2 & POS3
Unit-4	<b>Modern Portfolio Theory and Measures:</b> Introduction – Mean –Variance Model – Markowitz Model – Sharpe single index model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model. Sharpe’s measure - Jensen’s measure, -Treynor’s measure.	10 Hrs.	CO4	2	POS2 & POS3

### Reference Books:

1. Security analysis and portfolio management- Avadhani, 12/e, Himalaya Publishing House ,2015
2. Investment Management- C.K Bhalla, S. Chand ltd 13th edition
3. Security analysis and portfolio management, Punithavathy Pandian, Vikas Publishing House; Second edition (2012)
4. Security analysis and portfolio management, S Kevin, 2/e, PHI, 2015
5. Investment analysis and portfolio management- Prasanna Chandra, tat Mc Graw- Hill, 5/e, 2017
6. Security Analysis & Portfolio Management – Fisher and Jordan, 6/e, Pearson, 2011
7. Investments – ZviBodie, Kane, Marcus &Mohanty, 11/e, TMH,2019.

## II . HUMAN RESOURCE SPECIALIZATION

<b>Course Title: Employee Welfare And Social Security</b>					
<b>Course Code: B20BB5211</b>					
<b>Course Description:</b> To gain knowledge about employee welfare and social security which is an indispensable part of organization. Specially in the Indian scenario, the Labor welfare and security is paramount in industrial relations solutions. There are modules with conceptual, descriptive, analytical and legal aspects.					
<b>Course Objectives:</b>					
1. To sensitize the students with the employee relations scenario in India.					
2. To make student understand fundamental concepts of employee welfare and management.					
3. To make student knowledgeable of historical development, theoretical aspects and practice applications of employee welfare process.					
4. To acquaint the students with basic Acts pertaining to social security and labor welfare as applicable in India.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: To know the relevance and importance of employee welfare and social security					
CO2: To understand the different kinds of legal frameworks which are available for ensuring employee welfare.					
CO3: To understand the Various concepts available for ensuring employee welfare in the organization.					
CO4: To understand the evolution of the concept of social security, Employee Welfare & Social Security.					
<b>Course Pre-requisites: Knowledge about HRM and basic labor laws</b>					
<b>Pedagogy:</b> Direct Method, ICT, Flipped classroom and case study discussions.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39 hrs.					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1:	<b>Evolution of labour welfare:</b> Classification of welfare work, agencies for welfare work. Welfare activities of govt. of India: welfare work by trade unions Labour welfare work by voluntary social organizations. <b>Labour administration:</b> agencies for administrating labour welfare laws in India. Case Studies should be discussed in class.	9 Hrs.	CO1	PO2 & PO6	POS1
Unit-2	<b>Factories Act 1948:</b> Scope, importance, features and implications as applicable in India Minimum Wages Act 1948: Scope, importance, features and implications as applicable in India Payment of Bonus Act 1965: Scope, importance, features and	10 Hrs.	CO2	PO2 & PO6	POS1

	implications as applicable in India Workman's Compensation Act 1923: Scope, importance, features and implications as applicable in India Maternity Benefit Act 1961: Scope, importance, features and implications as applicable in India				
Unit-3	<b>Employment State Insurance Act 1948:</b> Scope, importance, features and implications as applicable in India <b>Provident Fund &amp; Miscellaneous Provision Act 1951:</b> Scope, importance, features and implications as applicable in India <b>Gratuity Act 1972:</b> Scope, importance, features and implications as applicable in India I.L.O and social Security.	10 Hrs.	CO3	PO2 & PO6	POS1
Unit-4	<b>Employee security and Welfare:</b> The concept of scope of social security. Social assistance and social insurance, Evolution of Social Security. The concept of Labour welfare: definition, Scope and Objectives, welfare work and social work. Payment of wages Act 1936: Scope, importance, features and implications as applicable in India	10 Hrs.	CO4	PO2 & PO6	POS1

**Reference Books:**

1. M. Sharma 'Social, Security Labour Welfare' (12<sup>th</sup> Edition) Himalayas Publishing House
2. C B Mamoria, "Dynamics of Industrial Relations" (16<sup>th</sup> Edition) Himalaya Publishing House
3. Memoria, CB and Memoria S, Industrial labour, social security and Industrial Peace in India, Himalaya, New Delhi.
4. Sinha G.P., Industrial Relations and Labour legislation in India, New Delhi.
5. Goswami V.G., Labour & Industrial Law, Central Law Agency, Allahabad.

<b>Course Title: Organization Change &amp; Development</b>
<b>Course Code: B20BB5212</b>
<b>Course Description:</b> This course helps in understanding the basic theories and methods associated with organizational change and development in contemporary organizations. In this course, participants will be exposed to a number of organizational issues including, the need for change, why organizations change or fail to change, and how change helps organizations become more competitive and profitable. we explore and discuss the need and nature of planning for change, managing change, and measuring change in the context of many different situations, companies and industries.



**Course Objectives:**

1. To sensitize the students with the concepts of Organizational Change and Organizational Development
2. To acquaint the students with the basics of various OD Interventions
3. To familiarize the students to develop an understanding of the practices used by organizations to change and manage its development.
4. To understand the OD implementation and assessment process.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Understand the basic concepts and the need for organization change

CO2: Analyze the importance of team work

CO3: Understand the importance of organizational interventions

CO4: Bring about the change process in the teams as team lead

**Course Pre-requisites: Basic knowledge of HR subject**

**Pedagogy: Flip classes, case studies, anecdotes, ICT and Direct Method**

**LTP: 2:1:0**

**Course type: SC**

**Contact Hours:39 hours**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Organizational development:</b> Organizational development: Definition, history of OD, values, assumptions and beliefs in OD; Foundations of OD: Models and Theories, Managing Change, empowerment, teams and team work, parallel learning structures.	9 Hrs.	CO1	PO2	POS1
Unit-2	<b>Organizational Interventions:</b> OD Interventions: Team Interventions, Intergroup Interventions, third-party peace-making intervention, Theory and Practice on change: Types & nature of change.	10 Hrs.	CO2	PO2	POS1
Unit-3	<b>Managing Organizational Development:</b> Managing OD Process: Action Research as a process and approach; Emotional Intelligence and employee productivity. Operational Components of OD: Resistance to change.	10 Hrs.	CO3	PO2	POS1
Unit-4	<b>Implementation and Assessment of OD:</b> Implementation conditions for failure and success in OD efforts: Assessment of OD and change in organizational performance: training experiences, T-groups and career planning, coaching and mentoring, Indian Experiences of OD in Public and Private Enterprises	10 Hrs.	CO4	PO2	POS1

**Reference Books:**

1. Cummings & Worley, "Organization Development & Change", EIGHTH EDITION, Thomson –South-Western
2. Cummings, Thomas G. & Christopher G. Worley (C & W). **Organization Development and Change**. 9th ed., West Publishing Co.: Minneapolis/St. Paul, 2008.
3. Wendell L. French, Robert A. Zawacki, Cecil H. Bell, "Organization Development and Transformation: Managing Effective Change" (2004 Edition) Mc-graw Hill
4. Kavita Singh, "Organization Change and Development", (1<sup>st</sup> Edition), Excel
5. Organization Development, Daniel Robey& Steven Actman, Macmillan.
6. Organization Development and Change, Cummins&Worley, Thomson, Cengage.
7. Organization Development Interventions& Strategies, S. Ramnarayan, T.V Rao &Kuldeepsingh

**III- MARKETING SPECIALIZATION**

<b>Course Title: International Marketing</b>
<b>Course Code: B20BB5311</b>
<b>Course Description:</b> This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. It will help students to learn the scope and challenge of International marketing, the dynamic environment of International trade, the culture, political, legal, and business systems of global markets.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the International marketing conditions</li> <li>2. To study the benefits of International marketing</li> <li>3. To understand the International marketing environment</li> <li>4. Analyze the International market entry strategies</li> </ol>
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Apply the porter's diamond model CO2: Analyze the factors affecting International market conditions CO3: Understand the International market entry strategies CO4: Understand the International marketing mix
<b>Course Pre-requisites:</b> Understanding on concepts of Trade theories, International Marketing Environment, Market entry strategies and International Marketing Mix
<b>Pedagogy:</b> ICT and Direct Method
<b>LTP:</b> 2:1:0
<b>Course type:</b> SC
<b>Contact Hours:</b> 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to International Marketing:</b> Introduction, Meaning of International Marketing, Domestic Marketing vs. International Marketing, Benefits of International Marketing, Barriers. Trade Theories: Comparative and Absolute Advantage Theory Mercantilism, Porter's diamond model	11 Hrs.	CO1	PO3 & PO6	POS1
Unit-2	<b>International Marketing Environment:</b> Economic condition and indicators, Economic systems, Balance of payments, Policies and reforms, International Economic environment and trends Meaning and Characteristics of Culture, Implication of culture, Culture as barrier. Political environment, Legal environment, Political risk, Implication of political and legal environment on International marketing	10 Hrs.	CO2	PO3 & PO6	POS1
Unit-3	<b>Market Entry Strategies:</b> Market Entry strategies, Foreign Direct Investment, Exporting and Importing, Licensing, Joint Venture, Mergers, Acquisitions, Strategic Alliances, Turnkey	10 Hrs.	CO3	PO3 & PO6	POS1
Unit-4	<b>International Marketing Mix:</b> Product Development, Product diversification, Product customization, Branding decisions. Channel development, Channel decisions, Physical Distribution, Modes of Transportation, Clearing and Forwarding Price standardization, Pricing decision, Alternative pricing strategies, Dumping, Price Distortion, Inflationary impact, Transfer pricing, Price quotation and Terms of sale, means of payment, International Promotion Mix operations, Franchising marketing	8 Hrs.	CO4	PO3 & PO6	POS1

**Reference Books:**

1. International Marketing Management – An Indian Perspective, Sultan Chand & Sons, 2015
  2. Export Marketing, Michael Vaz, Manan Publication 2013
  3. International Marketing, Francis Cherunilam, Himalaya publishing house, 15th Edition, 2016
  4. Cateora, P. Gilly, M. & Graham, J. International Marketing, 15th edition, 2011
  5. International Marketing Management: Text and Cases, U.C. Mathur, Sage Publications 2008.
- George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition, McGraw Hill. 2019

<b>Course Title: Advertising</b>
<b>Course Code: B20BB5312</b>

<b>Course Description:</b> This course provides an introduction to the fundamentals of advertising with emphasis on conceptual process and development, and basic advertising methodologies and techniques. It also Emphasis on the application and evaluation of advertising principles and design.					
<b>Course Objectives:</b>					
1. To provide knowledge of basic concepts of advertising management.					
2. To understand the various determinants of media and the creative process.					
3. To gain knowledge about the measurement techniques of advertising effectiveness.					
4. To understand the concept of advertising agency.					
<b>Course Outcomes:</b>					
CO1: Explain the concept, importance and types of advertising.					
CO2: Identify the factors influencing creative and media decisions.					
CO3: Apply pretesting and post testing process to measure the advertising effectiveness.					
CO4: Elaborate on the importance and structure of advertising agency.					
<b>Course Pre-requisites:</b> Basic knowledge about advertising concepts and media channels					
<b>Pedagogy:</b> ICT and Direct Method					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Advertising:</b> Meaning - nature and importance of advertising - types and objectives - Audience selection - Setting of advertising budget - determinants and major methods - Communication process - basic and elements - Marketing Communication.	10 Hrs.	CO1	1	POS1
Unit-2	<b>Media Decisions and Development:</b> Major media types – their merits and demerits - Advertising through internet and interactive media - issue and considerations - Factors influencing media choice - media selection - media scheduling. Advertising creativity - Advertising appeals - Advertising copy and elements of print advertisement creativity.	10 Hrs.	CO2	5	POS1
Unit-3	<b>Measuring Advertising Effectiveness:</b> Arguments for and against measuring effectiveness - Advertising testing process - Evaluating communication and sales effects - Pre-and Post-testing techniques.	10 Hrs.	CO3	7	POS1
Unit-4	<b>Organisational Arrangement</b> Advertising Agency – Role - types and selection of advertising agency -	9 Hrs.	CO4	5	POS1

	Reasons for evaluating advertising agencies. Social ethical and legal aspects of advertising in India - Recent developments and issues in advertising.				
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**Reference Books:**

1. George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition, McGraw Hill. 2019
2. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, 8<sup>th</sup> edition, Cengage Learning, 2019
3. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, 9<sup>th</sup> edition, Cengage Learning. 2013
4. Terence A. Shimp, Advertising and Promotion: An IMC Approach, 9th Edition, Cengage Learning. 2013

**V. Specialisation – International Business**

<b>Course Title : International Business Environment</b>					
<b>Course Code:</b> B20BB5411					
<b>Course Description:</b> Introduces the concept of international business as a system and the theories which underlie it in service sectors which are visual evidences of it such as production, marketing, financial, legal and other subsystems which comprise the total system of IB. It also examines national governmental and international institutional controls and constraints, which impact the environment in which the system operates. The successful search for new markets implies an appreciation of these issues and an understanding of the forces at work in the international business environment. We that includes the Economics and politics of international trade.					
<b>Course Objectives:</b> 1. to enable the students learn nature, scope and structure of International Business 2. understand the influence of various environmental factors on international business operations.					
<b>Course Outcomes:</b> <b>At the end of the course, student shall be able to-</b> CO1: Understand the international business and its modes of entry CO2: Analysing the international business environment. CO3: Identify the Global Trading and Investment Environment CO4: elucidate on International Economic Institutions and Agreements, Regional Economic Groupings in Practice					
<b>Course Pre-requisites:</b> International Marketing					
<b>Pedagogy:</b> ICT					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to International Business:</b> Importance, nature and scope of International business; Modes of entry into International Business;	9	1	1,4	1

	Internationalization process and managerial implications; Multinational Corporations and their involvement in International Business: Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.				
Unit-2	<b>International Business Environment:</b> Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing international business environment. <b>Balance of Payment Account:</b> Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies.	10	2	1,3	2
Unit-3	<b>Global Trading and Investment Environment:</b> World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign Investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.	10	2	4,6	2
Unit-4	<b>International Economic Institutions and Agreements:</b> WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. <b>Regional Economic Groupings in Practice:</b> Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World. <b>Contemporary Issues in International Business:</b> Labour and Environmental Issues.	10	2	4,5	3

**Reference Books:**

1. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth.
4. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, Addison Wesley, Readings.
5. Hill, Charles W. L., International Business, McGraw Hill, New York.

<b>Course Title: Global Operations and Logistics</b>
<b>Course Code:</b> B20BB5412
<b>Course Description:</b> In this course, we discuss operations function in global context. Operations function is one of the three primary functions of any organization, along with marketing and finance.
<b>Course Objectives:</b> 1.The course will present concepts, tools, and strategies used to design and manage operations in global contexts and also Global Logistics will familiarize students with the role of International

Logistics in the context of Supply Chain.					
2.Students will learn how Logistics impact in other areas of International Supply Chain Management, Methods of Entry into Foreign Markets, Info terms, International Commercial Documents and International Insurance.					
3. Additional areas covered in Global Logistics may include International Modes of Transportation, Packaging, and Security.					
<b>Course Outcomes:</b>					
<b>At the end of the course, student shall be able to-</b>					
Co:1 The intent is to give the insights of ideas and techniques an opportunity to students, related to the design, planning, control and improvement of operations					
Co:2 To become familiar with the language of international operations and supply chain management;					
Co:3 To strengthen critical thinking and visualize the role of operations in inventory and warehousing					
Co:4 To enhance operations capabilities that enable the firm to achieve sustaining competitive advantage vis-à-vis its global.					
<b>Course Pre-requisites: Familiarity of Operations Management</b>					
<b>Pedagogy: ICT, flipped classes</b>					
<b>LTP: 2:1:0</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to Global Operations and Logistics:</b> Meaning of Global Operations, Global Operations Management, Globalization and International Trade, Global Operations Strategy, Global Logistics: Meaning, Global logistics Management, and Global Sourcing and Procurement, Supply Chain Strategies	9	1	1,4	1
Unit-2	<b>Global Logistics and Supply Chain:</b> Role of global logistics Transportation Service providers, Reverse logistics Connecting to compete – Trade Logistics in the Global Economy, Transportation in Supply Chain, Measuring and Managing Logistics, Supply Chain Vulnerability, Risk, Robustness and Resilience, Sustainability Logistics and Supply Chain	10	2	3,4	1
Unit-3	<b>Inventory and Warehouse Management:</b> Inventory Management, Warehouse Management and Material Handling, Global Operations: Make or buy decisions Centralized and decentralized operations, Role of Operations, Offshoring and reshoring, Information Flows and Technology	10	3	2,4	2
Unit-4	<b>Emergent Markets and Global Competitiveness:</b> Infrastructure and Country Competitiveness, The global competitiveness, Competitive priorities Legal Considerations and Contracts, Global Value Chains,	10	4	4,5	3

	The emerging supply chain strategies, Sustainability issues in Global Operations Management, Risk and Safety in Global Operations				
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**Reference Books:**

1. Mangam, Lalwani, Butcher, & Javadpou, global Logistics and Supply Chain Management ,2nd Edition, John Wiley & Sons, 2nd Edition, 2011
2. HULT, T.; CLOSS, D.; FRAYER, D. Global Supply Chain Management Leveraging processes, measurements and tools for strategic corporate advantage. McGraw Hill. 2013.
3. DAVID, Pierre., International logistics – the management of international trade operations. 4 th Edition, Cicero Books, 2013.
4. DORNIER, Phillipe-Pierre, Ernst, R., Fender, M., Kouvelis P. Global Operations and Logistics Text and cases. 1st. ed., 1998

**SIX SEMESTER**

<b>Course Title: Business Policy and Strategic Management</b>					
<b>Course Code: B20BB6010</b>					
<b>Course Description:</b> The course is designed to explore an organization’s vision, mission, examine values, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation.					
<b>Course Objectives:</b>					
1. Understand the meaning & strategies that the organizations adopt for longevity success					
2. Understand the external environment of the organization which influences its strategic choices.					
3. Understand the factors that ensure strategic implementation success in organization					
4. Understand the strategic control function and key success factor of organization.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Able to understand the role of vision, mission and value of a company					
CO2: Perform Industry analysis & SWOC of the company					
CO3: Understand the strategic choices at various level of strategic management in organization.					
CO4: Understand the factors responsible for success and sustainability for long term growth.					
<b>Course Pre-requisites: Basics Management principles</b>					
<b>Pedagogy: Lecture, guest lectures, Direct Method, presentations, discussions</b>					
<b>LTP: 3:1:0</b>					
<b>Course type: HC</b>					
<b>Contact Hours:52 hrs.</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>



Unit-1	<p><b>Introduction to Business Policy and Strategy:</b> Introduction, Definition of Business Policy, Factors influencing Business Policy, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies, Concept of Business Strategy, Need for Business Strategy, Functions of Business Strategies, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.</p>	12 Hrs.	CO1	1	POS1
Unit-2	<p><b>Business Continuity Plan and Investment Strategies and Ethics:</b> Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning, Business Plan and Business Venture, Business Investment Strategies, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance.</p>	14 Hrs.	CO2	7	POS1
Unit-3	<p><b>Challenges and Recent Trends in Strategic Management:</b> Introduction, Strategic Management as an Organizational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges, Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organizational Culture and its Significance, Organizational Development and Change, Change Management, Models of Leadership Styles and its Roles, Strategic management in a new globalized economy. Strategic Planning Process, Expansion or Growth, Mergers and Acquisitions, Issues in Strategy Implementation.</p>	14 Hrs.	CO3	1	POS1
Unit-4	<p><b>Strategies for Multinational Corporations and Alliances:</b></p>	12 Hrs.	CO4	1	POS1

	Introduction, Multinational Corporations (MNCs), Benefits of MNCs, Limitations of MNCs, Business Strategies of MNCs, Techniques Employed by MNCs to Manage Markets, MNC, TNC and Global Companies, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, organizational Position and Strategic Advantage Profile, Strategic Management Model.				
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**Reference Books:**

1. Thomas L. wheelen and Hunger J. David Concepts in Strategic Management and Business Policy, Pearson Education Asia, New Delhi, 2012
2. Business Policy and Strategic Management, 15e By Azhar Kzami, Tata McGraw-Hill Publishing company Limited, 2009
3. Business policy and Strategic management by Sukul Lomash and P K Mishra, Vikas Publishing House Pvt Ltd, 2007
4. Business policy and Strategic management by P. Subba Rao, Himalaya publishing House, 2011

<b>Course Title: Entrepreneurship &amp; Innovation Management</b>
<b>Course Code: B20BB6020</b>
<p><b>Course Description:</b> This course is specifically offered for the final year students because during the end of the program, students can either join an organization or start up a venture on their own. Keeping this in mind, this course has been designed and offered. It basically helps students to develop entrepreneurial mindset with creative thinking.</p>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To develop a sound understanding on the concepts of Entrepreneurship.</li> <li>2. To identify the business opportunities around the society.</li> <li>3. To Prepare a feasible business plan.</li> </ol>
<p><b>Course Outcomes:</b> After the completion of the course, students will be able to:</p> <p>CO1: Comprehend the concepts of Entrepreneurship; CO2: Draw a feasible business plan. CO3: Compare and contrast Innovation and Creativity. CO4: Apply ERRC framework for organizations.</p>
<b>Course Pre-requisites:</b> Principles of Management; Basic courses of Marketing and Finance.

<b>Pedagogy:</b> ITC, Group discussion and Direct Method					
<b>LTP:</b> 3:1:0					
<b>Course type:</b> HC					
<b>Contact Hours:</b> 52 hrs.					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>ENTREPRENEURSHIP</b> Introduction – Why is Entrepreneurship required? Relevance of Entrepreneurship in the current scenario -Functions and responsibilities of Entrepreneur - Factors influencing Entrepreneurship – Charms and challenges of Entrepreneurship – Qualities of a successful Entrepreneur – Most successful entrepreneurs of India.	12 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<b>Starting a new venture on your own</b> Sources of new ideas, ways of generating ideas, creative problem solving, spotting opportunities; environmental scanning, competitor, sales and industry analysis; feasibility study – market feasibility, financial feasibility; technical/operational feasibility, drawing a feasible business plan; presenting business plan to investors.	14 Hrs.	CO2	PO2 & PO3	POS1
Unit-3	<b>Creativity &amp; Innovation</b> Meaning and differentiation - Drivers of innovation - Role of innovation in Entrepreneurship - Innovation process - Types of Innovation: Product innovation, process innovation and service innovation. Radical, incremental and disruptive Innovation, frugal innovation (Case study from Indian context on each type of innovation).	14 Hrs.	CO3	PO2 & PO3	POS1
Unit-4	<b>Innovation: A strategic framework</b> Analyzing innovative ideas through Porter’s Five Forces Model; John Mullin’s 7 Domain framework; Osterwalder’s Business Development Model - Red Ocean Strategy – Blue Ocean Strategy with a case study from international context; ERRC framework; Applying ERRC framework for the existing Indian organizations;	12 Hrs.	CO4	PO2 & PO3	POS1

**Reference Books:**

1. Robert D Hisrich, ‘Entrepreneurship’, 9<sup>th</sup> edition, Tata M’c Graw Hill.
2. Scarborough/Cornwell, ‘Essentials of Entrepreneurship & Small Business Management’, 8<sup>th</sup> edition, Pearson Education India.
3. Peter F Drucker, ‘Innovation & Entrepreneurship - Practice & Principles’
4. Abhishek Nirjar, ‘Entrepreneurship Development’, latest edition

5. David Holt, Entrepreneurship – New Venture Creation, PHI.
6. DF Kuratko and TV Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.

<b>B20BB6080</b>	<b>Major Project (Based on Specialization)</b>	<b>HC</b>	<b>0</b>	<b>2</b>	<b>8</b>	<b>10</b>
<b>Chapters</b>	<b>Chapter Content</b>		<b>PO</b>			
Chapter I	Introduction		PO5			
Chapter 2	Industry and Company Profile		PO5			
Chapter 3	Research Methodology		PO5			
Chapter 4	Data Analysis and Interpretation		PO5			
Chapter 5	Summary of Findings, Recommendations and Conclusion		PO8			

**OR**

<b>Course Title: Business Policy and Strategic Management</b>
<b>Course Code: B20BB6010</b>
<b>Course Description:</b> The course is designed to explore an organization’s vision, mission, examine values, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the meaning &amp; strategies that the organizations adopt for longevity success</li> <li>2. Understand the external environment of the organization which influences its strategic choices.</li> <li>3. Understand the factors that ensure strategic implementation success in organization</li> <li>4. Understand the strategic control function and key success factor of organization.</li> </ol>
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Able to understand the role of vision, mission and value of a company CO2: Perform Industry analysis & SWOC of the company CO3: Understand the strategic choices at various level of strategic management in organization. CO4: Understand the factors responsible for success and sustainability for long term growth.
<b>Course Pre-requisites: Basics Management principles</b>
<b>Pedagogy: Lecture, guest lectures, Direct Method, presentations, discussions</b>
<b>LTP: 3:1:0</b>

**Course type: HC**

**Contact Hours:52 hrs.**

<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to Business Policy and Strategy:</b> Introduction, Definition of Business Policy, Factors influencing Business Policy, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies ,Concept of Business Strategy, Need for Business Strategy, Functions of Business Strategies, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.	12 Hrs.	CO1	PO1	POS1
Unit-2	<b>Business Continuity Plan and Investment Strategies and Ethics:</b> Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning, Business Plan and Business Venture, Business Investment Strategies, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance.	14 Hrs.	CO2	PO 7	POS1
Unit-3	<b>Challenges and Recent Trends in Strategic Management:</b> Introduction, Strategic Management as an Organizational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges, Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organizational Culture and its Significance, Organizational Development and Change, Change Management, Models of Leadership Styles and its Roles, Strategic management in a new globalized economy. Strategic Planning Process, Expansion or Growth, Mergers	14 Hrs.	CO3	PO 1	POS1

	and Acquisitions, Issues in Strategy Implementation.				
Unit-4	<b>Strategies for Multinational Corporations and Alliances:</b> Introduction, Multinational Corporations (MNCs), Benefits of MNCs, Limitations of MNCs, Business Strategies of MNCs, Techniques Employed by MNCs to Manage Markets, MNC, TNC and Global Companies, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, organizational Position and Strategic Advantage Profile, Strategic Management Model.	12 Hrs.	CO4	PO 1	POS1

**Reference Books:**

1. Thomas L. wheelen and Hunger J. David Concepts in Strategic Management and Business Policy, Pearson Education Asia, New Delhi, 2012
2. Business Policy and Strategic Management,15e By AzharKzami, Tata McGraw-Hill Publishingcompany Limited, 2009
3. Business policy and Strategic management by SukulLomash and P K Mishra, Vikas Publishing House Pvt Ltd, 2007
4. Business policy and Strategic management by P. Subba Rao, Himalaya publishing House, 2011

<b>Course Title: Entrepreneurship &amp; Innovation Management</b>
<b>Course Code: B20BB6020</b>
<b>Course Description:</b> This course is specifically offered for the final year students because during the end of the program, students can either join an organization or start up a venture on their own. Keeping this in mind, this course has been designed and offered. It basically helps students to develop entrepreneurial mindset with creative thinking.
<b>Course Objectives:</b> 1. To develop a sound understanding on the concepts of Entrepreneurship. 2. To identify the business opportunities around the society. 3. To Prepare a feasible business plan.
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Comprehend the concepts of Entrepreneurship; CO2: Draw a feasible business plan. CO3: Compare and contrast Innovation and Creativity. CO4: Apply ERRC framework for organizations.
<b>Course Pre-requisites:</b> Principles of Management; Basic courses of Marketing and Finance.
<b>Pedagogy:</b> ITC, Group discussion and Direct Method
<b>LTP:</b> 3:1:0

**Course type:** HC

**Contact Hours:**52 hrs.

<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>ENTREPRENEURSHIP</b> Introduction – Why is Entrepreneurship required? Relevance of Entrepreneurship in the current scenario -Functions and responsibilities of Entrepreneur - Factors influencing Entrepreneurship – Charms and challenges of Entrepreneurship – Qualities of a successful Entrepreneur – Most successful entrepreneurs of India.	12 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<b>Starting a new venture on your own</b> Sources of new ideas, ways of generating ideas, creative problem solving, spotting opportunities; environmental scanning, competitor, sales and industry analysis; feasibility study – market feasibility, financial feasibility; technical/operational feasibility, drawing a feasible business plan; presenting business plan to investors.	14 Hrs.	CO2	PO2 & PO3	POS1
Unit-3	<b>Creativity &amp; Innovation</b> Meaning and differentiation - Drivers of innovation - Role of innovation in Entrepreneurship - Innovation process - Types of Innovation: Product innovation, process innovation and service innovation. Radical, incremental and disruptive Innovation, frugal innovation (Case study from Indian context on each type of innovation).	14 Hrs.	CO3	PO2 & PO3	POS1
Unit-4	<b>Innovation: A strategic framework</b> Analyzing innovative ideas through Porter’s Five Forces Model; John Mullin’s 7 Domain framework; Osterwalder’s Business Development Model - Red Ocean Strategy – Blue Ocean Strategy with a case study from international context; ERRC framework; Applying ERRC framework for the existing Indian organizations;	12 Hrs.	CO4	PO2 & PO3	POS1

**Reference Books:**

1. Robert D Hisrich, ‘Entrepreneurship’, 9<sup>th</sup> edition, Tata M’c Graw Hill.
2. Scarborough/Cornwell, ‘Essentials of Entrepreneurship & Small Business Management’, 8<sup>th</sup> edition, Pearson Education India.
3. Peter F Drucker, ‘Innovation & Entrepreneurship - Practice & Principles’
4. Abhishek Nirjar, ‘Entrepreneurship Development’, latest edition
5. David Holt, Entrepreneurship – New Venture Creation, PHI.
6. DF Kuratko and TV Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.

<b>Course Title: Goods and Service Tax</b>					
<b>Course Code: B20BB6030</b>					
<b>Course Description:</b> This course is new scheme of indirect taxes. It is finance specialization course which will help the students to upgrade the current provision of indirect taxes in India. It will also help them in preparing for other certification courses.					
<b>Course Objectives:</b>					
1. To acquire the ability to learn the various concepts of GST law.					
2. To learn their implications on various business decision making.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: To understand the various provision of GST.					
CO2: To understand the provision of levying and collection of taxes.					
CO3: Compute the value of time of supply and learn GST network portal					
CO4: Learn the various provision of Input Tax Credit, and compute the value of Assessment of returns.					
<b>Course Pre-requisites: Students should have study Direct taxes in previous semester.</b>					
<b>Pedagogy: ICT, Direct Method</b>					
<b>LTP: 3:0:1</b>					
<b>Course type: HC</b>					
<b>Contact Hours:52 Hrs.</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Introduction to GST:</b> Overview of GST- Key concepts of GST Act-Features of GST- Need for GST in India- Pros &Cons of GST implementation in India-Objectives- taxes subsumed in GST- Dual GST Model- Structure of GST (SGST, CGST, IGST, UTGST)- Powers and Functions. GST ACT 2019: Overview of GST Act 2019- Salient features of CGST Act, SGST Act (Karnataka State), IGST Act. Important Definitions under GST Act- Actionable claim, Address of Delivery, Aggregate Turnover, Agriculturalist, Associated enterprises, Business, GST Council, Credit note and Debit note, Deemed Exports, Draw-back, Electronic Credit Ledger, Exempt supplies, Input, Input service, ISD, Input tax, Input Tax Credit, Job work, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.	12 Hrs.	CO1	PO7	POS2 & POS3
Unit-2	<b>Levy and collection of Taxes:</b> Supply: meaning	14 Hrs.	CO2	PO7	POS2



	and Scope of Supply, types of supply, treatment of mixed & composite Supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, List of transactions for supply of goods & services and list of transactions for non-supply of goods & services- Reverse Charge Mechanism. <b>(problems on mixed and composite supply)</b>				& POS3
Unit-3	<b>Time of supply, GST network and technology:</b> Introduction- time of supply-forward charge, Reverse charge, residuary, special charges Time of supply of service- forward charge, reverse charge, Vouchers, Residuary, Special charges. Problems on determination of time of supply. <b>GST NETWORK:</b> Structure, Vision and Mission, Powers and Functions, Goods & Service Tax Suvidha Providers (GSP): Concepts, Framework and Guidelines and architecture to integrate with GST system- GSP Eco system. <b>(problems on time of supply)</b>	12 Hrs.	CO3	PO7	POS2 & POS3
Unit-4	<b>Input Tax and Credit, Assessment and Returns</b> <b>Input Tax:</b> Meaning, conditions for taking credit, ineligible input tax credit, availability of credit in special circumstances, input tax credit and change in constitution of registered person, taking input tax credit in respect of inputs and capital goods sent for job work, Manner of Distribution of Credit by Input Service Distributor (ISD). Overview of Assessment, returns- Types Furnishing details of outward supplies and Inward supplies, claim on ITC, matching reversal and reclaim of ITC, Steps for Filing forms, Levy of late fee. <b>(Problems on Assessment of tax and tax liability)</b>	14 Hrs.	CO4	PO7	POS2 & POS3

**Reference Books:**

1. Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi Koolwal,
2. Ashish &Ritu: Goods and Services Tax (2017) Commercial Law Publisher (India) Pvt. Ltd.
3. GST: Dr. H.C. Mehrotra and Prof. V.P. Agarwal, Sahitya Bhawan Publications (2019)
4. GST Law & Practice: C A Nitesh Parashar, Anuj Harshwardhan Sharma Bharat Law House 2<sup>nd</sup> edition (2019)
5. GST: Dr. Thomas Joseph Thoomkuzhy, Dr. Jaya Jacob, Ms. Chinu Mariam Chacko, Himalaya Publication House, 2<sup>nd</sup> edition (2019)

<b>Course Title: Entrepreneurship &amp; Innovation Management</b>					
<b>Course Code: B20BB6040</b>					
<b>Course Description:</b> This course is specifically offered for the final year students because during the end of the program, students can either join an organization or start up a venture on their own. Keeping this in mind, this course has been designed and offered. It basically helps students to develop entrepreneurial mindset with creative thinking.					
<b>Course Objectives:</b> 1. To develop a sound understanding on the concepts of Entrepreneurship. 2. To identify the business opportunities around the society. 3. To Prepare a feasible business plan.					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Comprehend the concepts of Entrepreneurship; CO2: Draw a feasible business plan. CO3: Compare and contrast Innovation and Creativity. CO4: Apply ERRC framework for organizations.					
<b>Course Pre-requisites:</b> Principles of Management; Basic courses of Marketing and Finance.					
<b>Pedagogy: Direct Method, ITC, Group discussion</b>					
<b>LTP: 3:1:0</b>					
<b>Course type: HC</b>					
<b>Contact Hours:52 hrs.</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Entrepreneurship:</b> Introduction – Why is Entrepreneurship required? Relevance of Entrepreneurship in the current scenario -Functions and responsibilities of Entrepreneur - Factors influencing Entrepreneurship – Charms and challenges of Entrepreneurship – Qualities of a successful Entrepreneur – Most successful entrepreneurs of India.	12 Hrs.	CO1	PO2 & PO3	POS1
Unit-2	<b>Starting a new venture on your own:</b> Sources of new ideas, ways of generating ideas, creative problem solving, spotting opportunities; environmental scanning, competitor, sales and industry analysis; feasibility study – market feasibility, financial feasibility; technical/operational feasibility, drawing a feasible business plan; presenting business plan to investors.	14 Hrs.	CO2	PO2 & PO3	POS1
Unit-3	<b>Creativity &amp; Innovation:</b> Meaning and differentiation - Drivers of innovation - Role of innovation in Entrepreneurship - Innovation process - Types of Innovation: Product innovation, process	14 Hrs.	CO3	PO2 & PO3	POS1

	innovation and service innovation. Radical, incremental and disruptive Innovation, frugal innovation (Case study from Indian context on each type of innovation).				
Unit-4	<b>Innovation: A strategic framework:</b> Analyzing innovative ideas through Porter's Five Forces Model; John Mullin's 7 Domain framework; Osterwalder's Business Development Model - Red Ocean Strategy – Blue Ocean Strategy with a case study from international context; ERRC framework; Applying ERRC framework for the existing Indian organizations;	12 Hrs.	CO4	PO2 & PO3	POS1

**Reference Books:**

1. Robert D Hisrich, 'Entrepreneurship', 9<sup>th</sup> edition, Tata M'c Graw Hill.
2. Scarborough/Cornwell, 'Essentials of Entrepreneurship & Small Business Management', 8<sup>th</sup> edition, Pearson Education India.
3. Peter F Drucker, 'Innovation & Entrepreneurship - Practice & Principles'
4. Abhishek Nirjar, 'Entrepreneurship Development', latest edition
5. David Holt, Entrepreneurship – New Venture Creation, PHI.
6. DF Kuratko and TV Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.

<b>Course Title: Project Management</b>
<b>Course Code: B20BB6050</b>
<b>Course Description:</b> This course will provide a general introduction to project management. This course will equip the students to various feasibility analyses – Market, Technical, Financial and Economic, Students will discover the project life cycle and learn how to build a successful project from pre-implementation to completion. It will introduce project management topics such as resources, costs, time constraints and project scopes.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To equip them with the knowledge and skills required to be successful in applying Project Management.</li> <li>2. To make them understand techniques for Project planning, scheduling and Execution Control</li> <li>3. To make them understand the concepts of Project Management for planning to execution of projects and to make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.</li> <li>4. To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting, Methodologies in Indian context.</li> </ol>

**Course Outcomes:**

On successful completion of this course students shall be able to:

CO1: Identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials

CO2: provide information regarding project costs by considering factors such as estimated cost, variances and profits

CO3: Understand the environmental impact on infrastructure projects.

CO4: Analyze the environmental issues which have an impact on the execution of Project Management.

**Course Pre-requisites: Production and operation Management, Cost Analysis, MOB**

**Pedagogy: ICT and Direct Method**

**LTP: 2:0:1**

**Course type: SC**

**Contact Hours: 39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Introduction to Applied Project Management:</b> Project Definition, Project Feasibility Analysis, developing a Project Execution Plan, Setting up a Project Organization Project Identification, Project Formulation, Project Selection, Project Planning, Project Appraisal, Project Implementation and Integrated Project Management,	9 Hrs.	CO1	PO8	POS1
Unit-2	<b>Resource Scheduling, and Cost Estimating:</b> Controlling Project Execution, Project Control, Project Planning and Scheduling Module, Project Cost Engineering and Detailed Engineering, Project Success and Failure, Project Auditing and Project Termination, E- Tendering	10 Hrs.	CO2	PO8	POS1
Unit-3	<b>Project Procurement and Construction Management:</b> Construction, Progress, Productivity and Supervision, Subcontract Administration and Control, Human aspects of project management – Project Monitoring and Control, Project Evaluation, Prerequisites for successful project implementation	10 Hrs.	CO3	PO8	POS1
Unit-4	<b>Project Leadership, Audit and Closure Project Leadership:</b> Managing vs Leading a project,	10 Hrs.	CO4	PO8	POS1

	managing project stake holders, Qualities of an effective project manager, managing project teams, Issues arising out of globalization, Communication, Conflict management. Project Audit and Closure: Audit process, project closure, project documentation, evaluation of project manager, team and members.				
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**Reference Books:**

1. Prasanna Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015
2. Chaudhary S.; Project Management, Tata Mc Graw Hill
3. Kerzner H.; Project Management, II Edition, CBS Publishers
4. Meredith Jack R., Mantel Samuel J.; Project Management, IV Edition, John Wiley & Sons
5. Gopalakrishnan P., Ramamurthy V.E; Textbook of Project Management, MacMillan Publishers

<b>Course Title: Public Relations Management</b>
<b>Course Code: B20BB6070</b>
<b>Course Description:</b> This course is designed to enable building and managing the relationships of a company or an organization with both its customers and non-customer publics including the media, community, government, investors, distributors, and employees etc. The course is designed to encourage students to consider the place of theory within PR practice and to apply the theories on real case analysis.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To increase understanding of the major perspectives in public relations practice and management.</li> <li>2. To develop skills in applying public relations management principles to a variety of organizational situations and circumstances.</li> <li>3. To increase understanding of the issues of multiculturalism and diversity related to public relations.</li> </ol>
<b>Course Outcomes:</b> <p>After the completion of the course, students will be able to:</p> <p>CO1: Knowledgeably discuss the origins, purpose, and various components of effective public relations.</p> <p>CO2: Prepare a comprehensive public relations plan based on situational factors.</p> <p>CO3: Craft a range of communications that serve target audiences by selecting suitable outlets and proper message format for media relations.</p> <p>CO4: Develop appropriate systems of public relations in the organization to cater to various issues.</p>
<b>Course Pre-requisites:</b> Basic Understanding of Marketing Concepts (optional)
<b>Pedagogy:</b> ICT, Interactive Learning / Flipped Classroom, and Case Studies. Direct Method
<b>LTP:</b> 2:1:0

<b>Course type: SC</b>					
<b>Contact Hours:39</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Public Relations:</b> Meaning – Importance – Objectives – Scope and Functions – Difference between PR, Marketing and Advertising – Evolution of Public Relations –Models & Approaches of Public Relations – Subfunctions of Public Relations – Trends in Modern Public Relations	9 Hrs.	CO1	PO7	POS1
Unit-2	<b>Public Relation Strategy:</b> Concept – Importance – Strategy for PR Marketing of Products and Services, PR Strategy for Creating Corporate Image – Crisis Communication & Strategy for Damage Control– Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management– Case Study of Corporates in India.	10 Hrs.	CO2	PO7	POS1
Unit-3	<b>Public Relations Communications:</b> Concept– Importance –Customer Care& Complaint Handling - Public Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage - Participation in Trade Fairs & Trade Exhibitions – Communication Skills – Contents of PR Presentation – Feedback Analysis – Information Management – Sources – Importance.	10 Hrs.	CO3	PO7	POS1
Unit-4	<b>Public Relations Management:</b> Public Relations Management – Ethics – Do’s & Don’ts in Public Relations Management – Customers & Investors Education – Selection & Importance of Brand Ambassadors –Right to Information – Consumerism – NGO Activism – Code of Conduct in Advertisement – Outsourcing of Public Relations: Importance, Selection, Control.	10 Hrs.	CO4	PO7	POS1

**Reference Books:**

1. Theaker, Alison (2001). The Public Relations Handbook (Second Edition), Routledge. PDF copy available:
2. McKee, K.B., & Lamb, L. (2009). Applied Public Relations: Cases in Stakeholder Management (Second Edition). New York, New York: Routledge.
3. Sriramesh, K. (2004). Public relations in Asia: An anthology. Singapore: Thomson Learning Asia.
4. Lattimore, D. (2011). Public relations: The profession and the practice. New York: McGraw-Hill.
5. VanSlyke, T. J., & Kruckeberg, D. (2000). This is PR: The realities of public relations. Belmont, California: Wadsworth-Thomson Learning.
6. Mehta, D. S. (1980). Handbook of public relations in India: A standard guide for teachers, students and public relations personnel. New Delhi: Allied Publishers.

## LIST OF FACULTY MEMBERS

<b>Sl No.</b>	<b>REVA ID</b>	<b>Name of the Faculty</b>	<b>Designation</b>	<b>Email ID</b>
1	REVA00078	Dr. Subramanyam M	Associate Professor	drmutyala@reva.edu.in
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4	REVA01187	Prof.Anitha Kumari B	Assistant Professor	anithakumari.b@reva.edu.in
5	REVA01198	Prof.P.Venkatswamy	Assistant Professor	pillavenkataswamyk@reva.edu.in
6	REVA01440	Prof.Srikanth Reddy	Assistant Professor	srikanthreddy.d@reva.edu.in
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