

# **School of Management Studies**

## **B B A (Honors)**

### **HAND BOOK**

**2018**

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**Rukmini Educational**  
Charitable Trust

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

## 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 that 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 Management Studies**

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## **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, Legal Studies, Management 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 Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Legal Studies, Management 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 notched educational institutions was born of the philanthropic instincts of Dr. P. Shyama Raju 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 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 11,000 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 27<sup>th</sup>February, 2013. The University is empowered by UGC to award degrees any



branch of knowledge under Sec.22 of the UGC Act. 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 24 Post Graduate Degree programs, 21 Degree and PG Degree programs in various branches of studies and has 14000+ students studying in various branches of knowledge at graduate and post graduate level and 350 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, Counselors 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 recognised 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, EMC<sup>2</sup>, VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitates 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 IISc., 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 award 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 6<sup>th</sup> 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 everyday to students, faculty members, administrative staff and their family members and organizes yoga camps for villagers around.

Recognizing the fast growth of the university and its quality in imparting higher education, the BERG (Business Excellence and Research Group), Singapore has awarded BERG Education Award 2015 to REVA University under Private Universities category. The University has also been honored with many more such honors and recognitions.

## **ABOUT SCHOOL OF MANAGEMENT STUDIES**

The School of Management Studies aims to attract talented youth and train them to acquire knowledge and skills useful to industrial sectors, business organizations, trade, banking, financial institutions, research laboratories, and educational institutions. It also aims to encourage, motivate and train students to take up entrepreneurship as their career. The School presently offers BBA Industry Integrated Program, BBA (Honors), and MBA programs. The School also facilitates research leading to Doctoral degree in Management Studies. These programs offered by the School are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced professors and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs.

The School of Management Studies is shouldered by well qualified, experienced and highly committed faculty. The state-of-the-art infrastructure digital classrooms, well equipped laboratories, conference rooms and the serene academic atmosphere at REVA University will enhance the transfer as well as creation of knowledge. The school provides an interactive, collaborative peer tutoring environment that encourages students to break down complex problems and develop strategies for finding solutions across a variety of situations and disciplines. The school aims to develop a learning community of critical thinkers who serves as models of innovative problems solving in the university environment to enrich their academic and professional careers.

BBA programs are designed to reduce the widening gap between Industries – Academia. BBA (Industry Integrated) and BBA (Honors) degree programs in Management Studies provide adequate scope to enter wide range of business spheres, which is depicted in various core subjects offered within the program. These programs enrich the student's knowledge and skills and enable them to work in different national and multinational organizations and face the global challenges arising there from. They not only aim at imparting knowledge and skills in different areas of management and accounting, but also provide inputs necessary for the overall development of the personality of the students. They enable the students right from the inception to get equipped with required skills through continuous efforts by adopting various methods like 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 Masters degree in Management Studies not only induces research culture and entrepreneurship but also provides practical exposure and much needed soft skills.

### **VISION**

1. "To produce world class Management experts through the 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**

- 1 Excellence in all our academic and research endeavors
- 2 Dedication and service to our stakeholders
- 3 Leadership through innovation
- 4 Accountability and transparency
- 5 Creating conducive academic environment with service motto
- 6 Integrity and intellectual honesty
- 7 Ethical and moral behavior
- 8 Freedom of thought and expression
- 9 Adaptability to the change
- 10 Team-work

## Advisory Board

1. **Belverd E. Needles, Jr.**  
Ernst & Young Distinguished Professor of Accounting, EY Distinguished  
Professor of Accountancy Editor, Accounting Instructors' Report (AIR) School of Accountancy & MIS, DePaul  
University, Chicago USA.
2. **Shri. Ananthakrishna**  
Executive Chairman, Karnataka Bank Ltd, Mahaveer Circle,  
Kankanady Mangalore - 575002
3. **Rajendra P. Srivastava**  
Ernst & Young Distinguished Professor and Director  
Ernst & Young Center for Auditing Research and Advanced Technology School of  
Business, The University of Kansas Lawrence, Kansas 66045
4. **Prof. Shahzad Uddin,**  
Director, Essex Accounting Centre, Essex Business School, University Of Essex Colchester, UK.
5. **Prof. Jacques Richard,**  
Profess of Accounting, University of Dauphine, Paris, France.
6. **Dr. Teerooven Soobaroyen**  
Reader in Accounting, Centre for Research in Accounting  
,Accountability and Governance, School of Management, Faculty of Business and Law  
University of Southampton, Highfield, Southampton, SO17, UK
7. **Dr Collins Ntim** - BSc, MSc, MRes, PhD, PGCTHE, FHEA.  
Professor of Accounting & Finance, Department of Accountancy  
University of Huddersfield,UK
8. **Prof. P. Murali**  
Former Vice –Chancellor, Sri Venkateswara University, Tirupati-AP.
9. **Prof. Sridhar Seshadri**  
Senior Associate Dean, Faculty and Research, Indian School of Business,  
Gachibowli, Hyderabad - 500032
10. **Dr. M. Thiripalraju**  
Director, Indian Institute of Capital Markets  
Sakal Bhavan Marg, CBD Belapur, Navi Mumbai - 400 614.
11. **Prof. K.V Rao**  
Vice-Chancellor. Acharaya Nagarjuna University, Guntur - AP
12. **Dr. Shanthi S K**  
Chair Professor-Union Bank Center for Banking Excellence, Greta Lakes University, Chennai--6303102
13. **Mr. Nagaraj Kulkarni**  
Director, Compence Bangalore
14. **Reshma Srinivasan,**  
Founder and Managing Director, WeCare Learning Private Limited, # 901, Senswe Block, Elan Homes, Sarjapur Road,  
Bangalore – 560 035.

# **B B A (Honors) Program**

## **Programme Overview:**

Bachelor of Business Administration (B.B.A) is an undergraduate degree programme designed to create motivated, energetic, creative and thinking graduates to fill the roles as entry level executives in business organisations.

With the sound and continuing economic growth of India in the last two decade, need for candidates with adequate managerial and business knowledge has gone up. Organisations require candidates with sound business knowledge in business administration who can act as executives to assist senior managers to manage marketing, sales, finance and accounts, operations, public relations, logistics, supply chain management activities. These candidates would later be groomed into senior management roles.

Realising this vital need for adequate trained business management personnel the **School of Commerce at the REVA UNIVERSITY, BENGALURU, is offering BBA** - an undergraduate degree programme to meet the human resources requirement in business sector.

BBA programme addresses the core functions of business such as marketing, finance, strategy, decision making, with latest additions in entrepreneurship development and Business Analytics skills etc. The degree also focuses on managerial skills, team skills and communication skills. Some of the courses taught in BBA programme are marketing and sales, organization behaviour, basic management skills, business strategy, market trends and competition, financial accounting, legal regulatory framework, entrepreneurship development, Business Analytics, financial management, E-commerce, communication, etc.

The curriculum is outcome based and it comprises required theoretical concepts and practical skills in the domain. By undergoing this programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. Opportunities are provided for the students to do internship in business organisations and develop leadership skills.

## **Programme Educational Objectives (PEOs)**

The aim of the programme is to produce motivated, innovative, creative graduates for business sector to fill the roles of executives to assist/ to manage marketing, sales, finance and accounts, operations, public relations, logistics, supply chain management and related management activities. With further education and earning of higher level degrees help the graduates to pursue a career in management, academics or research organisations.

## **The Programme Educational Objectives are to prepare the students to:**

1. manage business activities like marketing, sales, finance and accounts, operations, public relations, logistics, supply chain management etc.,
2. pursue for higher degrees to work in colleges, universities as professors or as scientists in research establishments
3. act as administrators in public, private and government organisations with further training
4. be conversant with environmental, legal, cultural, social, ethical, public safety issues
5. work as a member of a team as well as lead a team
6. communicate effectively across team members and work under constraints
7. set his/her own enterprise with further training
8. adopt lifelong learning philosophy for continuous improvement

### **Programme Outcomes (POs)**

**After undergoing these programme students depending on subject specialization will be able to:**

1. perform management activities like marketing, sales,
2. accounting and financial planning,
3. Human resources sourcing and development,
4. public relations,
5. manage operations
6. Perform project management activity
7. act as an effective team member to ensure that projects are completed satisfactorily, on time, and within budget
8. conform to cultural, environmental, sustainability and ethical issues
9. communicate across teams verbally, visually and by writing
10. choose an appropriate online educational programmes for further learning, participate in seminars and conferences



**BBA (Honors) Program**  
**Scheme of Instruction and Detailed Syllabus**  
**(effective from Academic Year 2018-19)**

Scheme of Instruction

Duration: 6 Semesters (3 Years)

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC	Credit Pattern			
				L	T	P	Total
<b>FIRST SEMESTER</b>							
1	B18BH1010	Communicative English	CC	1	0	1	2
2	B18BH1021	Language – II Kannada	CC	2	0	0	2
3	B18BH1022	Language – II Hindi	CC				
4	B18BH1023	Language – II Additional English	CC				
5	B18BH1030	Fundamentals of Accounting	HC	3	0	1	4
6	B18BH1040	Business Economics	HC	3	1	0	4
7	B18BH1050	Management Principles and Application	HC	3	1	0	4
8	B18BH1060	Indian Constitution and Human Rights	FC	2	0	0	2
9	B18BH1070	Skill Development Course	RULO	0	0	2	2
10	B18BH1080	Sports / Yoga / Dance / Music / Theatre	RULO	0	0	2	2
<b>Total Credits</b>				<b>14</b>	<b>02</b>	<b>06</b>	<b>22</b>
<b>SECOND SEMESTER</b>							
1	B18BH2010	Communicative English	CC	2	0	0	2
2	B18BH2021	Language – II Kannada	CC				
3	B18BH2022	Language – II Hindi	CC				
4	B18BH2023	Language – II Additional English	CC	3	0	1	4
5	B18BH2030	Business Statistics	HC				
6	B18BH2040	Principles of Marketing	HC				
7	B18BH2050	Accounting for Business	HC	3	1	0	4
8	B18BH2060	Computer Applications in Business	FC	1	0	1	2
9	B18BH2070	MOOC / SWAYAM	RULO	0	0	2	2
10	B18BH2080	Skill Development Course	RULO	0	0	2	2
11	B18BH2090	Summer Internship – 1 (Minor Project)	HC	0	0	4	4
<b>Total Credits</b>				<b>14</b>	<b>02</b>	<b>10</b>	<b>26</b>
<b>THIRD SEMESTER</b>							
1	B18BH3010	Organizational Psychology	HC	3	0	1	4
2	B18BH3020	Production and Operation Management	HC	3	1	0	4
3	B18BH3030	Fundamentals of Financial Management	HC	2	0	1	3
4	B18BH3040	International Business	HC	2	1	0	3
5	B18BH3050	Human Resource Management	HC	2	1	0	3
6	B18BH3060	Environmental Studies	FC	2	0	0	2
7	B18BH3070	Ethical Values For Business(Offered by School of Management to other schools)	OE	3	1	0	4
8	B18BH3080	Skill Development Course	RULO	0	0	2	2

9	B18BH3090	Soft Skill Training (Placement Department)	RULO	0	0	2	2
<b>Total Credits</b>				<b>17</b>	<b>04</b>	<b>6</b>	<b>27</b>
<b>FOURTH SEMESTER</b>							
1	B18BH4010	Cost Accounting	HC	3	0	1	4
2	B18BH4020	Business Research Methodology	HC	3	1	0	4
3	B18BH4030	Business Law	HC	2	1	0	3
4	B18BH4040	Soft Skill Training (Placement Department)	HE	2	0	0	2
5	B18BH4050	Self-Study Component (Online Course)	HE	0	0	2	2
6	B18BH4060	Skill Development Course	RULO	0	0	2	2
7	B18BH4070	Summer Internship Project – 2	HC	0	0	4	4
<b>Specializations (Soft Core Courses (SC)); Students shall choose any ONE of the following specializations.</b>							
I. Finance							
II. Human Resource							
III. Marketing							
IV. International Business							
V. Entrepreneurship							
<b>I. Finance</b>							
1	B18BH4111	Advanced Financial Management	SC	2	1	0	3
2	B18BH4112	Financial Markets & Services	SC	2	1	0	3
<b>II. Human Resource</b>							
1	B18BH4211	International Human Resource Management	SC	2	1	0	3
2	B18BH4212	Performance Management and Competency Mapping	SC	2	1	0	3
<b>III. Marketing</b>							
1	B18BH4311	Retail Management	SC	2	1	0	3
2	B18BH4312	Brand Management	SC	2	1	0	3
<b>IV. International Business</b>							
1	B18BH4411	Foreign Exchange Operations	SC	2	1	0	3
2	B18BH4412	International Business in Service Sector	SC	2	1	0	3
<b>Total Credits</b>				<b>14</b>	<b>04</b>	<b>09</b>	<b>27</b>
<b>FIFTH SEMESTER</b>							
1	B18BH5010	Direct Taxes	HC	3	0	1	4
2	B18BH5020	Business Policy and Strategy	HC	3	1	0	4
3	B18BH5030	Project Management	HC	3	1	0	4
4	B18BH5040	Management Accounting	HC	2	1	0	3
5	B18BH5050	Soft Skill Training (Placement Department)	RULO	2	0	0	2

6	B18BH5060	Skill Development Course	RULO	0	0	2	2
<b>Specializations ( Soft Core Courses(SC));</b> Choose any ONE of the following specialization							
<b>I. Finance</b>							
3	B18BH5111	Stock and Commodity Market	SC	2	1	0	3
4	B18BH5112	International Financial Management	SC	2	1	0	3
<b>II. Human Resource</b>							
3	B18BH5211	Talent Management	SC	2	1	0	3
4	B18BH5212	Organizational Change and Development	SC	2	1	0	3
<b>III. Marketing</b>							
3	B18BH5311	Advertising	SC	2	1	0	3
4	B18BH5312	Consumer Behavior	SC	2	1	0	3
<b>IV. International Business</b>							
3	B18BH5411	International Marketing		2	1	0	3
4	B18BH5412	Forex Management		2	1	0	3
<b>Total Credits</b>				<b>17</b>	<b>05</b>	<b>03</b>	<b>25</b>
<b>SIXTH SEMESTER</b>							
1	B18BH6010	Good and Services Tax (GST)	HC	3	0	1	4
2	B18BH6020	Operational Research for Managerial Decision	HC	3	1	0	4
3	B18BH6030	Marketing Metrics	HC	3	1	0	4
4	B18BH6040	New Venture Planning	HC	2	1	0	3
5	B18BH6050	Skill Development Course	RULO	0	0	2	2
6	B18BH6060	Major Project (Based on Specialization)	HC	1	0	5	6
<b>Total Credits</b>				<b>12</b>	<b>03</b>	<b>08</b>	<b>23</b>
<b>Total Credits of all Semesters</b>				<b>88</b>	<b>20</b>	<b>42</b>	<b>150</b>

**Semester-wise Summary of Credit Distribution**

Semesters	No. of Credits
First Semester	22
Second Semester	26
Third Semester	27
Fourth Semester	27
Fifth Semester	25
Sixth Semester	23
<b>Total Credits</b>	<b>150</b>

# BBA (Honors) Program

## Detailed Syllabus

(effective from Academic Year 2018-19)

### FIRST SEMESTER

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	B18BH1010	Communicative English	CC	1	0	1	2	2

#### Objectives:

1. To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
2. To acquire a functional use of language in context.
3. To equip students to deliver formal and informal oral presentations to a variety of audiences in multiple contexts
4. To enable students to construct effective written message in various formats and styles.
5. To inculcate the habit of reading and writing leading to effective and efficient communication.

#### Course Outcomes:

On completion of the course, learners will be able to:

1. Demonstrate ethical and political responsibilities in taking cognizance of issues relating to society, environment and media.
2. Develop a process oriented approach to writing.
3. Make use of grammatical skills developed during the course aptly.
4. Utilize the target language effectively to focus on interpersonal skills and develop a good command over the language.

#### Course Contents:

##### Unit-1

##### Functional English

**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

##### Unit-2

##### Interpersonal Skills

**Remedial Grammar:** Present Simple & Present Continuous; Activity & State Verbs **Writing Skills:** Official Letters

**Activities:** Making Apologies; Invitations & Making Arrangements

**Literature:** Ruskin Bond – Tiger in the Tunnel

##### Unit-3

##### Multitasking Skills

**Remedial Grammar:** Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives

**Writing Skills:** Note Making

**Activities:** Agreeing & Disagreeing with Opinions

Unit-4

Communication Skills

Remedial Grammar: Collocations; Prepositions

Writing Skills: Precis Writing

Activities: Offers, Suggestions & Requests

Literature: Avijit Pathak – Onscreen Magic

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	B18BH1021	Language – II: Kannada	CC	2	0	0	2	2

Outline:

ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಕಲೆ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೂರು ಕ್ರೆಡಿಟ್ ಹೊಂದಿದೆ.

Course Objectives:

ಎರಡು 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 ವಿಕಾಸದ 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.

Course Outcomes:

ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

- ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವನ್ನು ಬೆಳೆಯುತ್ತದೆ.
- ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.
- ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

Course Contents:

Unit	Description	Topics	
I.	ಜನಪದ/ಪ್ರಾಚೀನ/ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ	1. ಉತ್ತರದೇವಿ 2. ಸೂಳ್ವಡೆಯಲಪ್ಪುದು ಕಾಣಾ ಮಹಾಜಿರಂಗದೊಳ್?	ಜನಪದ ಗೀತೆ ಪಂಪ ಅಲ್ಲಮ ಪ್ರಭು

		3. ವಚನಗಳು 4. ಕೋಳೂರು ಕೊಡಗೂಸು	ಹರಿಹರ
II.	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ	5. ಉತ್ತರಕುಮಾರ ಪ್ರಸಂಗ 6. ತ್ರಿಪದಿಗಳು 7. ಸೋರಿದುದು ನೃಪಾಲನ ಗರ್ವಭಂಗ 8. ಗಿಳಿಯು ಪಂಜರದೊಳಿಲ್ಲ	ಕುಮಾರವ್ಯಾಸ ಸರ್ವಜ್ಞ ರತ್ನಾಕರವರ್ಣಿ ಪುರಂದರದಾಸರು
III.	ಸಣ್ಣ ಕಥೆಗಳು	9. ಗಂಭೀರೆಯೆಂಬ ಬಿದಿಯ ಕಥೆ 10. ಕಮಲಾಪುರದ ಹೋಟ್ಟಿನಲ್ಲಿ 11. ನರಬಲಿ 12. ಅಮಾಸ	ಶಿವಕೋಟ್ಯಾಚಾರ್ಯ ಪಂಜೆ ಮಂಗೇಶರಾಯ ತ್ರಿವೇಣಿ ದೇವನೂರು ಮಹಾದೇವ
IV.	ನಾಟಕ	13. ಶೂದ್ರ ತಪಸ್ವಿ	ಕುವೆಂಪು

**ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು:**

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
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5. ಹಂಪ ನಾಗರಾಜಯ್ಯ, ಸಾಂಗತ್ಯ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ನಾರಾಯಣ ಪಿ.ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
8. ಸಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರಿ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
9. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
10. ಸಂ. ಬಸವರಾಜು ಎಲ್. ಸರ್ವಜ್ಞನ ವಚನಗಳು, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2012
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14. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ನಾಟಕ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
15. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
16. ವಸಿಷ್ಠ, ರತ್ನಾಕರವರ್ಣಿಯ ಭರತೇಶ ವೈಭವ, ಪ್ರಕಾಶಕರು ಚೇತನ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 1999
17. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
18. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BH1022	Language – II: Hindi	CC	2	0	0	2	2

**ಪಾಠ್ಯಕ್ರಮ ರೂಪರೇಖಾ :**

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 |

### पाठ्यक्रम उद्देश्य :

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

### अधिगम परिणाम :

अध्ययन की समाप्ति पर अध्येता –

- सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है |
- साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है |
- समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है |

### अध्ययन विषय सूची / पाठ्यक्रम

#### इकाई – 1: कहानी, व्यंग्य रचना

अध्यापन अवधियाँ : 12 hrs.

1. कहानी - नमक का दारोगा – प्रेमचंद
2. उसकी रोटी – मोहन राकेश
3. व्यंग्य रचना – वैष्णव की फिसलन – हरिशंकर परसाई

#### इकाई – 2: कहानी, निबंध

अध्यापन अवधियाँ : 12 hrs.

4. कहानी – परदा – यशपाल
5. कहानी – मेरी माँ कहाँ – कृष्णा सोबती
6. निबंध – अच्छी हिन्दी – रविन्द्रनाथ त्यागी

#### इकाई – 3: कहानी

अध्यापन अवधियाँ : 12 hrs.

7. कहानी – गुंडा - जयशंकर प्रसाद
8. कहानी – जल्लाद – पांडेय बेचन शर्मा 'उग्र'

#### इकाई – 4: अनुवाद, पत्र-लेखन

अध्यापन अवधियाँ : 12 hrs.

पत्रलेखन- : बैंक संबंधी पत्र, बीमा पत्र और आवेदन पत्र |

### सन्दर्भ ग्रन्थ :

- पाठ्य पुस्तक – रेवा विश्वविद्यालय
- सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
- अभिनव व्यवहारिक हिन्दी – डॉ. परमानन्द गुप्त
- हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
- आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
- हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
- शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे

- कार्यालय अनुवाद निदेशिका

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH1023	Language – II: Additional English	CC	2	0	0	2	2

#### Course Objectives:

- To equip students with the ability to acquire the functional use of language in context.
- To motivate the students to explore and critique issues related to society and Ethics.
- To develop in the students a genuine habit of reading and writing leading to effective and efficient communication.

#### Course Outcomes:

- On completion of the course, learners will be able to:
- Demonstrate ethical responsibilities in taking cognizance of issues relating to society and values.
- Develop an understanding of literature in context.
- Interpret and paraphrase their ideas logically and cohesively.
- Illustrate the systems and ideologies inherent in the society.

#### Course Contents:

##### Unit-I: Values and Ethics

12 Hrs

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

##### Unit-II: Natural & Super Natural

12 Hrs

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

##### Unit-III: Travel and Adventure

12 Hrs

Literature: R.L. Stevenson – Travel, Elizabeth Bishop - The Question of Travel, H.G. Wells – The Magic Shop, Jonathan Swift – Excerpt from *Gulliver's Travels Book – I*

Writing Skills: Travelogue

##### Unit-IV: Success Stories

12 Hrs

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

#### Reference Books:

- Tagore, Rabindranath. *Gitanjali*. Rupa Publications, 2002.
- Wordsworth, William. *The Complete Works of William Wordsworth*. Andesite Press, 2017.
- Munro, Hector Hugh. *The Complete Works of Saki*. Rupa Publications, 2000.
- 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 (ed). *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

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
	<b>B18BH1030</b>	<b>Fundamentals of Accounting</b>	<b>HC</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>5</b>

**Objectives:**

The main objective of this course is to:

1. Help students understand fundamental accounting concepts and principles.
2. Understand concepts and standards underlying the accounting procedures used to measure business performance.
3. Develop the capability to perform the basic accounting functions: the recognition, valuation, measurement and recording of the most common business transactions and the preparation of accounting statements.

**Course Outcomes:**

After successful completion of this course, the students shall be able to:

1. Develop and understand the nature and purpose of financial statements in relationship to decision making.

2. Develop an understanding of IFRS and other Indian accounting standards.
3. Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements. Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
4. Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
5. Develop the ability to use accounting information to solve a variety of business problems. Develop the ability to interact well with team members.

### **Course Contents:**

#### **Unit-1: Introduction to Accounting**

Meaning, Nature, Need for accounting, Internal and External users of accounting information, limitations of accounting, accounting Concepts and Conventions, Accounting Practices, Generally Accepted Accounting Principles (GAAP), IFRS and proposed changes in Indian Accounting Standards

#### *Accounting systems & process*

Accounting equation - Systems of Accounting, Process of Accounting transactions, types of Accounts, Rules of Accounting. Journal - Meaning, features, simple and compound entries, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Preparation of ledgers.

#### **Unit-2: Subsidiary Books**

Subsidiary books – material evidences – Pro forma invoice, debit and credit note, types of subsidiary books - Sales book, Sales return book, Purchases book, Purchase returns book, receivable book, payable book, Cash Book- (Single column, double column, and three columnar cash book, petty cash book) and journal proper.

#### **Unit-3: Bank Reconciliation Statement & Rectification of Errors**

Need for reconciliation and preparation of bank reconciliation statement. Rectification of errors, preparation of trial balance

#### **Unit-4: Final Accounts**

Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns and partnership firms including all adjustments.

#### **Suggested Readings:**

1. Jain S.P., & Narang K L. (2013). *Basic Financial Accounting, I*, New Dehli: Kalyani publishers
2. Maheshwari, S.N., & Maheshwari, S.K. (2012). *Advanced Accountancy ,I*, New Dehli: Jain Book Agency.
3. Shukla, M. (2013). *Advanced Accounts*, New Delhi: S Chand.

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	<b>B18BH1040</b>	<b>Business Economics</b>	<b>HC</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>5</b>

**Objectives:**

1. To provide knowledge about economic situation of the country.
2. To impart knowledge and awareness about the basic issues hindering the development of the country
3. To provide knowledge about the factors that influence the buying behaviour of the consumers
4. To impart knowledge about those factors which influence the business economics
5. To enable the students to understand and identify demand and supply patterns in the growing economy
6. To enable the students to gain knowledge about the kinds of competitions in the market

**Course Outcomes:**

After completion of the course students shall be able to:

1. Analyze the basic problems related to Indian Economy
2. Understand the concepts related to micro and macro economics
3. Understand the demand determinants which influence the decisions taken by corporate
4. Comprehend the concepts related to demand and supply elasticity
5. Identify the approaches to the study of Consumer behaviour
6. Understand the concept of perfect competition
7. To differentiate between the perfect and imperfect competition

**Course Contents:**

**Unit-1: Introduction**

Business Economics, Meaning, Scope, Importance, Goals of a business firm. Ordinal utility theory: (Indifference curve approach): Consumer's preferences; Budget line; Consumer's equilibrium; Effects on Consumer Equilibrium; Revealed preference theory.

### **Unit-2: Consumer Theory**

Demand and supply: Meaning, Determinants of demand, movements vs. shift in demand curve, Law of demand Criticisms of the law of demand, Determinants of supply, movement along a supply curve vs. shift in supply curve; - Market equilibrium and price determinants. Elasticity of demand and supply, application of demand and supply.

*Income Distribution and Factor Pricing:* Demand for factors, Supply of factor, backward bending supply curve for labour concepts of economic rent; Functional Distribution of Income.

### **Unit-3: Production and Cost**

Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Iso-quants; Return to scale; Economies and Diseconomies of scale. Costs: Costs in the short run, Costs in the long run, Profit maximization and cost minimization, Equilibrium of the firm, Technological change.

### **Unit-4: Market Structure**

- a) Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve; Increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition.
- b) Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- c) Imperfect Competition: Difference between perfect competitions, monopoly and imperfect competition;
  - i. Monopolistic Competition: Features; Short-run Equilibrium; Long-run Equilibrium; Concepts of excess capacity; Empirical relevance.
  - ii. Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

### **Suggested Readings:**

- 1) Salvatore, D. Schaum's. Outline of Theory and Problems of Microeconomic Theory, New Delhi: McGraw-Hill, International Edition.
- 2) Ahuja, H.L. Business Economics. New Delhi: S. Chand & Co.
- 3) Pindyck, R.S., and Rubinfeld, D.L. Microeconomics. Prentice-Hall of India Pvt. Ltd.
- 4) Deepashree, Business Economics, New Delhi: Ane Books Pvt. Ltd.
- 5) Varian, H.R. Intermediate Microeconomics: A Modern Approach, New Delhi: Affiliated East-West Press.

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	<b>B18BH1050</b>	<b>Management Principles and Application</b>	<b>HC</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>5</b>

**Objectives:**

1. To provide the student with an understanding of basic management concepts, principles and practices.
2. To develop in the student the skills of effective planning and organizing
3. To make the student aware of the importance of staffing
4. To equip the student with the skills of proper directing and decision making
5. To develop leadership and controlling abilities in the student.

**Course Outcomes:**

After completion of the course the students shall be able to:

1. Develop a deep understanding of the concept of management and its importance
2. describe and analyze the various management theories and principles
3. distinguish between the different types of planning and apply the process of strategic planning
4. analyze the external and internal business environment using specific techniques
5. Comprehend and apply the principles of organizing in various activities
6. Distinguish between the formal and informal organization
7. Explain elaborately the concepts of staffing and motivation
8. Describe, analyze and apply the leadership theories and concept of communication in effective management.

**Course Contents:**

**Unit -1: Introduction**

Concept: Need for study; Managerial functions – An overview; Coordination – Essence of management. Evolution of Management Thought: Classical approach – Taylor, Fayol, Neo classical and Human relations approach – Hawthorne experiments, Behavioural approach, Systems approach, Contingency approach, MBO, Re-engineering, Five-force analysis, Learning Organisation, Fortune at the Bottom of Pyramid. Trends and Challenges of Management in Global Scenario, Emerging issues in management.

**Unit-2: Planning**

Types of Plan – An overview. Strategic planning – Concept, process, Importance and limitations; Growth strategies – internal and external. Environmental analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS, BCG Matrix, Competitor Analysis), Business environment - Concept and components. Decision-making – Concept, importance, group decision making, Individual versus group decision making, Decision making process, perfect rationality and bounded rationality, techniques (qualitative and quantitative)

**Unit-3: Organising**

Concept, Process of organizing – An overview, span of management, different types of authority (line, staff and functional), decentralization, delegation. Formal and informal organization. Principles of organizing. Types of organization structure.

#### Unit-4: Staffing, Directing and Control

Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal. Motivation – Concept, importance, intrinsic and extrinsic motivation; Major motivation theories - Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z. Leadership – Concept, importance; Major theories of leadership (Likert's scale theory, Blake and Mouton's Grid theory, House's path goal theory, Fred Fielder's situational leadership), Transactional leadership, Transformational leadership, Transforming leadership. Communication – Concept, purpose, process; Oral and written communication; Formal and informal communication networks; Barriers to communication, overcoming barriers to communication.

#### Suggested Readings:

1. Koontz, H. and Weihrich, H. *Essentials of Management*, Pearson Education.
2. Robbins, S. and Coulter, M. *Management*, Pearson Education.
3. Robbins, S. P. Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M., *Fundamentals of Management: Essentials, Concepts and Applications*, Pearson Education.
4. Drucker P. F., *Practice of Management*, Mercury Books, London.
5. Singh, B.P. and Singh, A.K., *Essentials of Management*, Excel Books.
6. Chhabra, T.N., *Essentials of Management*, Sun India.
7. Griffin, R.W., *Management Principles and Application*, Cengage Learning
8. Luthans, F., *Introduction to Management*, McGraw Hill.

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	B18BH1060	Indian Constitution and Human Rights	FC	2	0	0	2	4

#### Objective:

The objective of this course is to provide a comprehensive view of Indian Constitution and Human Rights.

#### Course Contents:

##### Unit-1: Indian Constitutional Philosophy

- a. Features of the Constitution and Preamble
- b. Fundamental Rights and Fundamental Duties
- c. Directive Principles of State Policy

##### Unit-2: Union and State Executive, Legislature and Judiciary

- a. Union Parliament and State Legislature: Powers and Functions
- b. President, Prime Minister and Council of Ministers
- c. State Governor, Chief Minister and Council of Ministers
- d. The Supreme Court and High Court: Powers and Functions

##### Unit-3: Concept and Development of Human Rights

- a. Meaning Scope and Development of Human Rights
- b. United Nations and Human Rights- UNHCR
- c. UDHR 1948, ICCR 1996 and ICESCR 1966

**Unit-4 : Human Rights in India**

- a. Protection of Human Rights Act, 1993 ( NHRC & SHRC)
- b. First, Second and Third Generations- Human Rights
- c. Judicial Activities and Human Rights

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
<b>B18BH1070</b>	<b>Skill Development Course</b>	<b>RULO</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>4</b>

**Note:** The students will have to undergo Skill Development course being conducted by Training and Placement cell of the University.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
<b>B18BH1080</b>	<b>Sports / Yoga / Dance / Music / Theatre</b>	<b>RULO</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>4</b>

**Note:** Music, Dance, and Theater courses are offered by the School of Performing Arts, whereas the Sports and Yoga courses are offered by the Department of Physical Education. The students have to choose any **ONE** of these courses.

**A. YOGA FOR HEALTH**

**Course Objectives:**

Following are the Course Objectives.

1. To prepare the students for the integration of their physical, mental and spiritual faculties;
2. To enable the students to maintain good health;
3. To practice mental hygiene and to attain higher level of consciousness;
4. To possess emotional stability, self control and concentration; and
5. To inculcate among students self discipline, moral and ethical values.

**Course Outcomes:**

On completion of the course learners will be able to:

1. Practice yoga for strength, flexibility, and relaxation.
2. Learn techniques for increasing concentration and decreasing anxiety
3. Become self disciplined and self-controlled
4. Improve physical fitness and perform better in studies
5. Gain self confidence to face the challenges in the society with commitment to serve the society

**Course Content:**

## **Unit-I:**

**Yoga:** Introduction, **Surya Namaskara:-** 12 counts

## **Unit-II:**

**Asanas: Sitting-** Vajrasana, Dandasana, Padmasana, Matsyasana, Paschimottasana, Shirasasana.

**Asanas: Standing-** Tadasana, Trikonasana, Parshwa konasana, Veerabhadrasana.

## **Unit-III:**

**Asanas: Prone Position-** Bhujangasana, Dhanurasana.

**Asanas: Supine Position-** Sarvangasana, Halasana.

**Mudras-** Dhyana mudra, , Namaste mudra, Nasika mudra

## **Unit-IV:**

**Pranayams:-** Anuloma – Viloma, Basthrika, Bhramari.

**Dhyana & its types:** Competition format, Rules and their interpretations

## **B. VOLLEYBALL**

### **Course Objectives:**

To learn the rules, fundamental skills, and strategies of volleyball

1. To develop skills in passing, setting, serving, spiking, and blocking.
2. To learn basic offensive and defensive patterns of play.
3. To develop a positive attitude towards volleyball as a lifetime sport and to improve physical fitness through participation in volleyball.

### **Course Outcomes:**

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with volleyball.
2. Apply these skills while playing volleyball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

### **Course Content:**

#### **Unit-I**

- Introduction about Volleyball
- Players Stance, Receiving and passing
- The Volley (Overhead pass), The Dig (Underhand pass), Service Reception

#### **Unit-II**

- Service- Under Arm Service, Tennis Service, Side Arm Spin Service, Round Arm Service, High spin service, Asian serve / American serve (floating)
- Setting the ball- Set for attack, Back set, Jump set

#### **Unit-III**

- Smash/Spike- Straight smash, Body turn smash, Wrist outward smash, Wrist inward smash
- Block- Single block, Double block, Three-man block



- Rolls- Overhead pass & back rolling, One hand underhand pass with side rolling, Forward dive

#### **Unit-IV**

- Attack Combination, Defense Systems, Libero play
- Court marking, Rules and their interpretations and Duties of officials

### **C. BASKETBALL**

#### **Course Objectives:**

1. To learn the rules, fundamental skills, and strategies of Basketball
2. To develop technical skills in passing, in ball handling, individual offense, individual defense, rebounding, screen, team offense, team defense and fast break.
3. To learn basic offensive and defensive strategies of play.
4. To develop a positive attitude towards Basketball as a lifetime sport and to improve physical fitness through participation in Basketball.
5. To develop positive understanding and appreciation of the basketball game.

#### **Course Outcomes:**

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with basketball.
2. Apply these skills while playing basketball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

#### **Course Content:**

##### **Unit-I**

- Basketball: Introduction
- Grip; Player stance- Triple threat stance and Ball handling exercises
- Passing (Two hand/one hand)- Chest pass, Bounce Pass, Over head pass, Underhand pass, Hook Pass, Behind the back pass, Baseball pass, Side arm pass and passing in running.
- Receiving- Two Hand receiving, One hand receiving, Receiving in stationary position, Receiving while jumping, Receiving while running.

##### **Unit-II**

- Dribbling- How to start dribble, How to stop dribble, High / Low dribble with variations
- Shooting- Layup shot and its variations, One hand set shot, One hand jump shot, Free throw, Hook shot, Tip-in shot.
- Stopping- Stride/Scoot, Pivoting and Faking /Feinting footwork.

##### **Unit-III**

- Rebounding- Defensive rebound, Offensive rebound, Box out, Rebound Organization.
- Individual Defensive- Guarding the man with the ball and without the ball.
- Offensive drills, Fast break drills, Team Defense/Offense, Team Tactics

#### **Unit-IV**

- Court marking, Rules and their interpretations

#### **D. FOOTBALL**

##### **Course Objectives:**

1. To learn the rules, fundamental skills, and strategies of football.
2. To develop skills in passing, receiving, controlling the ball, dribbling, shielding, shooting, tackling, beating a defender and heading in football.
3. To learn basic offensive and defensive patterns of play
4. To use different parts of the body in utilizing the above skills while playing football
5. To develop a positive attitude towards football as a lifetime sport and to improve physical fitness through participation in football.

##### **Course Outcomes:**

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with football.
2. Apply these skills while playing football and exhibit improved performance
3. Use the knowledge and understanding to perform, refine and adapt the above skills and related skills with precision, accuracy, fluency and clarity in any situation.
4. Improve physical fitness and practice positive personal and lifestyle.
5. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

##### **Course Content:**

#### **Unit-I**

1. **Football: Introduction**
  - Kicks- Inside kick, Instep kick, Outer instep kick, Lofted kick, Chipping, Volley, Half Volley
  - Trapping- Trapping rolling the ball, Trapping bouncing ball with sole

#### **Unit-II**

- Dribbling- With instep and outer instep of the foot.
- Heading- From standing, running and jumping.
- Feinting- With the lower limb and upper part of the body.

#### **Unit-III**

- Tackling- Simple tackling, Slide tackling.
- Throw-in- Standing and Sliding
- Goal Keeping- Collection of balls, Ball clearance, throwing and deflecting.

#### **Unit-IV**

- Ground marking, Rules and their interpretations

## **E. ATHLETICS (TRACK AND FIELD )**

### **Course Objectives:**

1. To teach students the skilled techniques in sprints, relay running, hurdles, long jump, high jump, and shot put and practice them.
2. To develop competence among students in demonstrating all the techniques covered in the course.
3. To make students understand some of the scientific and empirical principles and their rationale underlying the development of skilled performance.
4. To inculcate among students the habit of team work and cooperative learning and develop competence in detecting / correcting technique errors.
5. To develop a positive attitude towards sports in general and athletics in particular and to improve physical fitness through participation in various athletic games / sports activities.

### **Course Outcomes:**

On completion of the course students shall be able to:

1. Display competencies in executing basic techniques and skills associated with select track and field events.
2. Develop basic skills and techniques to improve one's running posture and take-off position for different jumps.
3. Learn regular practice of select track and field events and improve physical fitness
4. Appreciate track and field events by applying sports science knowledge to explain the execution of the events.

### **Course Content:**

#### **Unit-I**

- Athletics: Introduction
- Track Events - Steeple Chase, Race Walking, Middle and Long distance races
- Race walking - Technique, Faults and Officiating.
- Middle and Long distance races – Technique and Training

#### **Unit-II**

- Jumping Events - High Jump and Triple Jump: Basic Skills and techniques
- High Jump - Straddle Roll & Flop Technique, Approach, Take-off, Technique in the air, Clearance over the bar & Landing
- Triple Jump – Hop, Step and Jump Technique, Approach, Take-off & Landing

#### **Unit-III**

- Throwing Events - Discus Throw and Hammer Throw: Basic Skills and techniques
- Discus Throw - Standing and Rotatory techniques, Grip, Stance, Rotation Technique, Power stance, Release and Reverse (Follow through)
- Hammer Throw - Grip, Swings, Rotation foot work, Release and Follow through

#### **Unit-IV**

- Rules, Officiating and Marking - Ground / Sector Marking, Interpretation of Rules.

## Reference Books

1. Arthur E. Ellison (ed) (1994). Athletic Training and Sports Medicine.
2. Ballisteros, J.M. (1998). Hurdles Basic Coaching Manual, IAAF.
3. Bosen K.O. (1993). Teaching Athletics Skills and Technique.
4. Bosen K.O. (1990). Study Material on Hurdles for the Regular Course Students.
5. Doherty K. (1995). Track and Field Omni book.
6. Martin, David E. Peter N. Coe (1991). Training Distance Runner.
7. Howard S. (1981). Science of Track and Field Athletics.
8. Briggs Graeme (1987). "Track and field coaching Manual", Australian Track and Field Coaches Association. Rothmans Foundation National Sports Division.
9. Carr, Gerry (1999). "Fundamentals of Track and Field. Track Athletics Title G.V. 1060 5.e. 368.
10. I.A.A.F. Level-II (2001). Text Book on Jumping Event.
11. Jarver, Jesse (1987). "The Jumps", Track and Field Coaching Manual Australia.

## F. DRAMATICS

**Pre-requisites:** Students with background in Theatre Arts/ Keen interest in Dramatics.

### Course Objectives:

- To imbibe the acting skills.
- To understand the broader applications of theatre studies in allied arts forms.
- To be able to use body language for better communication.
- Students shall also be able to understand voice modulation and Navarasas.

### Course Outcomes:

On successful completion of this course, students should be able to:

- Freely express improvisation in non-verbal communication.
- Shall hone good acting skills and be able to emote better.
- Be able to put up a theatre act and play a key role.
- Be able to differentiate good acting and understand the importance of good lyrics, stage crafting, music, dance, costume and lighting.

### Course Content:

#### UNIT – 1

##### *Working on Body:*

Body and its analysis. Understanding physical abilities ( Anga, Pratyanga and Upanga). Challenges of the body. Using body as metaphor and language. The class's bodies as a collective, an ensemble, a collaborative team.

#### UNIT – 2

##### *Sound and Movement:*

Awareness of creating sound patterns, voice modulations, rhythm in speech and dialogues. Understanding the rhythm and patterns of movements like walking, framing, shaping, primitive and animal movements.

#### UNIT – 3

##### *Characterization and Improvisation:*

Observation of people around. Getting into the role and living it. Developing a character from establishment (pace and rhythm). Improvisation techniques of body and mind.

#### **UNIT – 4**

*Group work and Production:*

Develop a theme, concept or a play and include all the theatre skills, stage craft, costuming and put up an act. Choosing theme and characters.

#### **Reference Books:**

1. All about Theatre – Off stage – Chris Hogget.
2. Rangadalli Anataranga – K V Subbanna
3. The Indian Theatre – Hemendranath Das Gupta.
4. A Practical handbook for an Actor – Milisa Bruder, ee Milchel Cohn, Madeleine Oliek et al, Zigler Publisher.

#### **G. INDIAN CLASSICAL DANCE FORMS (Bharatanatyam, Kuchipudi ,Mohiniyattam)**

**Prerequisites: Background of classical dance training or any other dance forms.**

**Note: Non-classical dancers can also join.**

#### **Course Objectives:**

- To develop an understanding about the Indian classical dance forms and its universal application.
- To be able to understand the fine nuances of Classical dance.
- To understand the importance of health through Indian classical dance, strengthen the body capacity.
- To understand mythology and its characters in Indian classical dance form through lessons of Abhinaya.

#### **Course Outcomes:**

- To be able to identify and appreciate the classical dance forms.
- To be able to execute basics of Adavus with finesse.
- To be able to express through abhinaya.
- To be able to perform to perform the fundamentals in the chosen dance form.

#### **Course Content:**

##### **Unit 1**

An introduction to Indian classical dance forms  
Bharatanatyam, Kuchipudi, Mohiniyattam

##### **Unit 2**

Learning of Fundamentals  
Exercises and Adavus- I (Bharathanatyam , Kuchipudi, Mohiniyattam)

##### **Unit 3**

Adavus –II (Bharathanatyam , Kuchipudi, Mohiniyattam)

##### **Unit 4**

Learn a basic composition in the chosen dance form.

#### **Reference Books**

1. *Indian classical dance forms –U S Krishna Rao,U K Chandrabhaga Devi*
2. *Classical Dances –Sonal Mansingh, Avinash Parischa*
3. *Kuchipudi – Sunil Kothari*
4. *Bharatanatyam An in depth study- Saroja vydyanathan*
5. *Mohiniyattam – Bharathi Shivaji*

## **H. PERCUSSION INSTRUMENT (TABLA AND MRIDANGAM)**

**Pre-requisites:** Students with background in Percussion instruments and knowledge of Rhythm/ Keen interest in studying Mridagam / Tabala.

### **Course Objectives:**

- To understand the Rhythmology.
- To understand the importance of Laya, Taala.
- To be able to understand the fine finger techniques of playing the instrument.

### **Course Outcomes:**

On successful completion of this course, students should be able to:

- To be able to set instrument to Sruthi.
- To be able to play the fundamentals on instrument.
- To be able to learn and perform a particular taala.

### **Course Content:**

#### **UNIT 1**

1. Introduction to Musical Instruments
2. Percussion Instruments
3. Mridangam and its History

#### **UNIT 2**

1. Introduction to Tala System
2. Definitions of 5 jaathis and their recitation
3. Adi Talam and its various forms
4. Definitions and recitation of different gathis

#### **UNIT 3**

1. Tisra Jaathi
2. Khanda Jaathi
3. Misra jaathi
4. Sankeerna Jaathi

#### **UNIT 4**

1. Learning of Jathi Formation
2. Basic jathis
3. Jathis for Dance forms
4. Some Basic Definitions of Korvai, Teermanam etc.,

### **Reference Books:**

1. Mridangam- An Indian Classical Percussion Drum – Shreejyanthi Gopal
2. Theory and practice of Tabala – Sadanand Naimpally.
3. Theory and practice of Mridangam – Dharmala Rama Murthy
4. The Art of the Indian Tabala – Srdjan Beronja.

## SECOND SEMESTER

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	B18BH2010	Functional English	CC	2	0	0	2	2

### Outline:

This is a 3 credit course for second semester consisting of 4 hours of teaching learning per week, inclusive of direct classroom teaching and practice in language lab.

### Course Objectives:

1. To prepare the students to become successful professionals by enhancing their communicative skills.
2. To develop the grammatical base of the students which would serve them in the long run.
3. To equip the students to form a strong command over vocabulary.

### Course Outcomes:

After completion of the course students will be able to:

- Develop professional communicative skills.
- Apply their acquired grammatical knowledge in broader spheres of linguistic usage.
- Utilize their communicative skills in multiple arenas of practical existence.

### Course Contents:

- Unit-1 Language Acquisition**  
**Remedial Grammar:** Questions & Negatives; Questions Tags  
**Writing Skills:** Email Writing  
**Activities:** Group Discussions  
**Literature:** Alphonse Daudet - The Last Lesson
- Unit-2 Persuasive Skills**  
**Remedial Grammar:** Past Simple & Past Perfect  
**Writing Skills:** Report Writing  
**Activities:** Book & Movie Reviews  
**Literature:** Lord Alfred Tennyson – Ulysses
- Unit-3 Cognitive Skills**  
**Remedial Grammar:** Present & Past Passive; Conditionals  
**Writing Skills:** Creative Writing  
**Activities:** Role Plays  
**Literature:** O. Henry – The Gift of the Magi
- Unit-4 Employability Skills**  
**Remedial Grammar:** Reported Speech; Idioms  
**Writing Skills:** Cover Letter & CV  
**Activities:** Exchanging Information  
**Literature :**Saki – The Open Window

### Reference Books:



1. Bansal, R.K. and J.B. Harrison. Spoken English. Orient Blackswan, 2013.
2. Raman, Meenakshi and Sangeeta Sharma. Technical Communication. Oxford University Press, 2015.
3. Thorpe, Edgar and Showick Thorpe. Objective English. Pearson Education, 2013.
4. Dixson, Robert J. Everyday Dialogues in English. Prentice Hall India Pvt Ltd., 1988.
5. Turton, Nigel D. ABC of Common Errors. Mac Millan Publishers, 1995.
6. Samson, T. (ed.) Innovate with English. Cambridge University Press, 2010.
7. Kumar, E Suresh, J. Savitri and P Sreehari (ed). Effective English. Pearson Education, 2009.
8. Goodale, Malcolm. Professional Presentation. Cambridge University Press, 2013.

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
	B18BH2021	Language – II: Kannada	CC	2	0	0	2	2

#### Outline:

ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಕಲೆ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೂರು ಕ್ರೆಡಿಟ್ ಹೊಂದಿದೆ.

#### Course Objectives:

ಎರಡು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ನವೋದಯ-ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಲೇಖನಗಳು, ವ್ಯವಹಾರ ಪತ್ರಲೇಖನ ಹಾಗೂ ಕಿರು ಕಾದಂಬರಿಯನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ 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.

#### Course Outcomes:

ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ನವೋದಯ-ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಲೇಖನಗಳು, ವ್ಯವಹಾರ ಪತ್ರಲೇಖನ ಹಾಗೂ ಕಿರು ಕಾದಂಬರಿ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

- ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.
- ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.
- ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

**Course Content:**

Unit	Description	Topics
I	ನವೋದಯ-ನವ್ಯ ಕವಿತೆಗಳು	1. ಕಾಣಿಕೆ 2. ಇಂದ್ರಿಯ ಜಯ 3. ಆ ಹಕ್ಕಿ ಬೇಕಾದರೆ 4. ದೀಪದಾರಿ
II	ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕವಿತೆಗಳು	5. ಸಾವಿರಾರು ನದಿಗಳು 6. ಸಮಗಾರ ಭೀಮವ್ವ 7. ನೋಡಬಾರದು ಚೀಲದೊಳಗನು 8. ದಾಂಪತ್ಯ
III	ಲೇಖನಗಳು	9. ಪಶ್ಚಿಮ ಘಟ್ಟಗಳ ಪತನ 10. ಮೆಕಾಲೆಯ ಮಕ್ಕಳು 11. ವ್ಯವಹಾರ ಪತ್ರಗಳ ಸ್ವರೂಪ ಮತ್ತು ವಿಧಗಳು 12. ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಕನ್ನಡ ಜಗತ್ತು
IV	PÁzAAšj	13. ZAAzÀæVjAiAA wÃgAzÀ°è ,Á gÁ CŞÆŞPÀìgí

**ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು:**

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. 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 ಕಾವ್ಯಾನಾಸ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಧ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಸಂ. ಬಿ.ಎಸ್. ಕೇಶವರಾವ್. ಕೈಲಾಸಂ ಕನ್ನಡ ನಾಟಕಗಳು, ಪ್ರಕಾಶಕರು ಅಂಕಿತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2005
8. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
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

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH2022	Language – II: Hindi	CC	2	0	0	2	2

**ಅಧ್ಯಯನ ವಿಷಯ ಸೂಚಿ / ಪಾಠ್ಯಕ್ರಮ**

**ಇಕಾಓ - 1:** ಪ್ರಾಚೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

**ಅಧ್ಯಾಪನ ಅವಧಿಯಾ :** 12 hrs.

- 1.ಕಬೀರ ಕೆ ದೋಹೆ -ಕಬೀರದಾಸ
- 2.ಕವಿತಾ - ಪಾಷಾಣಿ - ನಾಗಾರ್ಜುನ
- 3.ಕವಿತಾ - ವೀರೊ ಕಾ ಕೆಸಾ ಹೊ ವಸಂತ - ಸುಭದ್ರಾಕುಮಾರಿ ಕೌಹಾನ

**ಇಕಾಓ - 2:** ಮಧ್ಯಕಾಲೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

**ಅಧ್ಯಾಪನ ಅವಧಿಯಾ :** 12 hrs.

4. रहीम के दोहे – रहीम

5. कविता – किसको नमन करूँ मैं? - रामधारी सिंह दिनकर

6. कविता – कर्मवीर – अयोध्यासिंह उपाध्याय “हरिऔध”

**इकाई – 3:** मध्यकालीन कविता, आधुनिक कविता

**अध्यापन अवधियाँ :** 12 hrs.

7. मीरा के पद – मीराबाई

8. कविता – ऊँचाई - अटल बिहारी वाजपाई

9. कविता – माँ – नरेश मेहता

**इकाई – 4:** अनुवाद, संक्षेपण

**अध्यापन अवधियाँ :** 12 hrs.

**अनुवाद :** हिन्दी – अंग्रेजी

**अनुवाद :** अंग्रेजी – हिन्दी (शब्द एवं अनुच्छेद )

**संक्षेपण :** परिच्छेद का एक तिहाई भाग में |

**सन्दर्भ ग्रन्थ :**

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

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
	B18BH2023	Language – II: Additional English	CC	2	0	0	2	2

**Outline:**

This is a 3 credit course designed to help the learner gain a deeper understanding of the society and the world at large, which will be not only beneficial for his professional competence but also contribute towards his/her social and cultural development.

**Course Objectives:**

1. To help the student understand the multiple values of the society.

2. To develop a cultural understanding in the student to sharpen his/her social skills.
3. To ensure a gradual development of literary interest in the student.

### Course Outcomes:

After completion of the course students will be able to:

1. Demonstrate a deep understanding of the society and its values.
2. Develop a constructive understanding of the cultural dimensions of the human world.
3. Make use of his understanding to become a responsible global citizen of tomorrow.

### Course Content:

#### Unit – I

12 Hrs

**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 Comparison

#### Unit – II

12 Hrs

**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

#### Unit – III

12 Hrs

**Literature:** Kamala Das – An Introduction; Usha Navrathnaram – To Mother; Rabindranath Tagore – The Exercise Book; Jamaica Kincaid – Girl; **Writing Skills:** Dialogue Writing

#### Unit – IV

12 Hrs

**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

### References:

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, Murlu. *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.
11. Gale, Cengage Learning. *A Study Guide for Jamaica Kincaid's Girl*. Gale, Study Guides, 2017.
12. Kipling, Rudyard. *The Absent-Minded Beggar*. Hardpress Publishing, 2013.
13. Doyle, Arthur Conan. *The Hound of the Baskervilles*. General Press, 2017.
14. Dixson, Robert J. *Everyday Dialogues in English*. Prentice Hall India Pvt Ltd., 1988.

15. Turton, Nigel D. *ABC of Common Errors*. Mac Millan Publishers, 1995.
16. Samson, T. (ed.) *Innovate with English*. Cambridge University Press, 2010.
17. Kumar, E Suresh, J. Savitri and P Sreehari (ed). *Effective English*. Pearson Education, 2009.

Course	Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
	<b>B18BH2030</b>	<b>Business Statistics</b>	<b>HC</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>5</b>

**Objectives:**

1. To provide a basic knowledge of the application of mathematics and statistics to business discipline.
2. To develop an ability to analyze and interpret data to provide meaningful information to assist in making management decision.
3. To develop an ability to apply modern quantitative tools (Ms-Excel) to data analysis in a business context.
4. To understand and appreciate the need to solve a variety of business related problems using systematic approach involving statistical techniques.
5. To understand data with descriptive statistics.
6. To interpret and explore the different techniques for analyzing data using graphical and other methods.

**Course Outcomes:**

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

- 1) Distinguish between different methods of statistical calculations
- 2) Identify different methods of control tendency.
- 3) To discuss different types of statistical tests.
- 4) To describe how correlation is used to identify relationships between variables.
- 5) To describe how regression analysis is used to predict outcomes
- 6) To interpret the results from one-way / two –way ANOVA Tests.

**Course Content:**

**Unit-1: Statistics an over view**

Growth and development of Statistics– Definition– Descriptive and inferential statistics– Importance and scope of Statistics – Limitations of statistics – Classification and tabulation of data – Diagrammatic and graphic representation of data. Measures of Central Tendency, Dispersion, Skewness and Kurtosis: Arithmetic mean – Weighted mean, – Median, – Mode, – Range, – Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation.

**Unit-2: Statistical Inference**

Final Sampling Distributions and Estimation: The need for sampling distributions, sampling distribution of the mean and the proportion, sampling from finite populations, standard error and its utility. Estimation – Point and interval estimation, statistic, parameter –confidence interval estimation for single mean and single proportion (only). Null and alternative hypotheses, – Significance level, –Confidence level, –Type I and Type II errors, Critical region, one tailed and two tailed tests. Large and small sample tests, –Z and t tests for mean and proportion

### Unit-3: Linear Correlation and Regression

Theory and Problems : One way and Two way ANOVA, Karl Pearson's and Spearman's methods (with, without, repeated ranks), – Regression coefficients – Lines of regression, – Relation between correlation coefficient and regression coefficients.

### Unit-4: Use of Computers in Descriptive Statistical Analysis

Chi-square test for goodness of fit and independence of attributes. Time Series Analysis and Forecasting: Importance, – Components, –Trend – Free hand method, –Method of semi averages, –Method of moving averages, –Method of least squares.

**Note:** Introduction and overview, using statistical packages for quantitative data analysis, simple statistical analysis using EXCEL.

#### Suggested Readings:

1. Beri, G. C. (2011). *Business Statistics*. New Delhi: Tata McGraw Hill Educations Pvt Ltd.
2. Sharma, J. K. (2014). *Fundamentals of Business Statistics*. New Delhi: Vikas Publishers.
3. Foster, D. & Stine, E. R., (2010). *Statistics For Business : Decision Making And Analysis*, New Delhi: Pearson Publishers
4. Gupta, S. P. (2010). *Statistical Methods*. New Delhi: Sultan Chand.
5. Sharma, J. K. (2011). *Business Statistics*. New Delhi: Pearson Publishers.
6. Vishwanathan, P.K. (2007). *Business Statistics: An Applied Orientation*, New Delhi: Pearson Publishers

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH2040	Principles of Marketing	HC	3	1	0	4	5

#### Course Objectives:

1. To provide knowledge of basic concepts of Marketing
2. To Understand the functions, tools and techniques of marketing .
3. To gain knowledge about Client handling and building Relationships
4. To interpret the factors behind Consumer Buying Behaviour
5. To understand the concept of Pricing and Sales promotion
6. To gain knowledge about recent Trends in Marketing

#### Course Outcomes:

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

1. Explain the concept and functions of Marketing
2. Identify the recent Trends in Market
3. Interpret the Marketing environment
4. Identify the factors affecting decision making process
5. Interpret the Marketing Mix and Channels of Distribution
6. Identify the factors affecting the Pricing Policies

7. Categorize the Market into various segments
8. Examine the Marketing strategy adopted by Companies

**Course Content:**

**Unit-1: Introduction to Marketing**

Meaning & Definition – Goals – Concepts of Marketing – Approaches of Marketing – Functions of Marketing, Core Marketing Concepts, New Marketing Realities, Role of Strategic Planning in Marketing, and Recent trends in Marketing.

**Unit -2: Marketing Environment and Consumer Behaviour**

Components of Modern Marketing Information System, Importance of Macro environment trends, measuring and forecasting Market Demand, Marketing Research process, Factors Influencing Consumer Behavior, Buying Decision Process, Difference between Business Market and Consumer Market.

**Unit -3: Marketing Mix**

Meaning ,Elements, Product ,Product Mix, Product Line – PLC – Product Planning – New product Development , Branding – Packing and Packaging, Pricing – Objectives , Factors influencing Pricing Policy and Methods of Pricing. Physical Distribution – Meaning – Factors affecting Channel Selection – Types of Marketing channel, Promotion – Meaning and Significance of Promotion – Personal Selling and Advertising.

**Unit -4: Segmentation, Positioning, and Competitive Dynamics**

Segment Consumer Markets based on Demographic Variables, Psychographic Variables, Behavioral Variables, Business Markets and Identify Target Groups, Examine Competitive Strategies for Market Leaders, Examine Competitive Strategies for Market Challengers and Followers, Design Marketing Strategies for each Stage of the Product Lifecycle, Develop and Establish an Effective Positioning Strategy

**Suggested Readings:**

1. P N Reddy & Appanniah, Marketing Management, HPH.
2. Kuranakaran, Marketing Management, Himalaya Publishers.
3. Rekha&Vibha, Marketing Management, VBH.
4. Philip Kotler, Marketing Management, Prentice Hall.
5. Bose Biplab, Marketing Management, Himalaya Publishers.
6. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
7. Ramesh & Jayanti Prasad: Marketing Management, I.K. International
8. William J. Stanton, Michael J.Etzel, Bruce JWalker, Fundamentals of Marketing, McGraw HillEducation.
9. Sontakki, Marketing Management, Kalyani Publishers.
10. K. Venkataramana, Marketing Management, SHBP.
11. Dr. Alice Mani: Marketing Management, SBH.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
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<b>B18BH2050</b>	<b>Accounting for Business</b>	<b>HC</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>5</b>
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**Course Objectives:**

1. To provide an understanding of the concept underwriting
2. To help students analyze different methods for valuation of shares and goodwill
3. To help students understand the legal Provisions of holding company and its subsidiaries
4. To provide an overview of process of conversion of partnership firm into a limited company.
5. To explain the different methods of calculation of purchase consideration.

**Course Outcomes:**

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

1. Explain the Underwriting process
2. Analyze the determinants of Net liability and Total liability
3. summarize the concept of goodwill
4. Identify different methods for valuation of shares
5. Discuss the legal provisions of holding company
6. Explain the accounting process of holding company and its subsidiaries
7. Convert of partnership firm into a limited company
8. Explain the accounting process of conversion and different methods of calculation of purchase consideration

**Course Content:**

**Unit-1: Underwriting of shares**

Meaning-Terms used Underwriting-Underwriter-Marked applications-Unmarked Applications-Partial underwriting-Complete underwriting-Pure underwriting-Firm Underwriting- Underwriting Commission- Determination of Net Liability and Total Liability.

**Unit-2: Valuation of Goodwill and Shares**

Goodwill Meaning- circumstance 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 problems. Shares meaning – need fo valuation – factors affecting valuation- Methods of Valuation: intrinsic value method, yield method, Earning capacity method, Fair value method problems

**Unit- 3: Holding Company**

Introduction- types of control –legal definition-preparation of accounts- financial year of Holding company and its subsidiary- Rules of preparation of Consolidated Balance sheet – investments in the subsidiary Company- minority interest –cost of control –goodwill or capital Reserve- Capital Profits –Revenue Profits – Intercompany transactions – goods sold on credit – Debtors – Bills Receivable – Creditors- Bills payable- Contingent liabilities – intercompany unrealized profits – Revaluation of Assets and Liabilities – dividends – Bonus issue.

**Unit- 4: Conversion of Partnership firm into a limited company**

Introduction- need for conversion –Meaning of Purchase Consideration – Mode of Discharge of Purchase Consideration –Methods of Calculation of Purchase Consideration – Net payment Method – Net assets Method – Passing of Journal



Entries and Preparation of Ledger accounts in the books of Vendor- Treatment of certain items- Dissolution Expenses – Unrecorded Assets and Liabilities- Assets and Liabilities not taken over by the Purchasing Company- Contingent liabilities – Non- assumption of trade liabilities – In the books of Company

**Suggested Readings:**

1. Jerry J. Weygandt: Accounting Principles
2. Martin S. Fridson: Financial Statement Analysis: A Practitioner's Guide.
3. Paul S.K: Financial Accounting 4<sup>th</sup> edition New central Agency Book Private limited
4. Anil kumar: Advance Financial Accounting, HPS
5. R.S. N Pillai Bagavati: Fundamentals of Advance Accounting Chand chand Pulication.
6. Paul D Kimmel: financial Accounting tools for Decision making
7. S.P Jain & Narang: financial accounting Kalayani Pulishers

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BH2060	Computer Applications in Business	FC	1	0	1	2	4

**Course Objectives:**

1. To provide basic knowledge of computer and its usage.
2. To develop an understanding about the computer processes and applications.
3. To develop the skills of processing data using computer applications like Microsoft Office.
4. To apply the computer skills in managerial activities.
5. To provide basic awareness about operating systems and its operations.

**Course Outcomes:**

At the end of the course the students shall be able to:

1. Explain the history of evolution of computers and its various generations.
2. Describe the parts of a computer system and its usage
3. Distinguish between the various types of memory in a computer system
4. Describe the various types of internal and external storage devices.
5. Discuss about the Operating System and the various applications
6. Explain in detail about MS DOS
7. Apply the skills of Microsoft Excel and BASIC programming.
8. Explain and distinguish between the various types of network

**Course Content:**

**Unit-1: Introduction to Computers**

General features of a computer – Generations of computers - Personal computer – Workstation– Mainframe computer and super computers. Computer applications – Data processing – Information processing – Commercial – Office automation – Industry and engineering – Healthcare – Education – Graphics and multimedia.

**Unit-2: Computer Organization**

Central processing unit – Computer memory – Primary memory – Secondary memory – Secondary storage devices – Magnetic and optical media – Input and output units – OMR – OCR – MICR – Scanner – Mouse - Modem.

### Unit-3: Computer Hardware and Software

Machine language and high level language – Application software – Computer program – Operating system – Computer virus -Antivirus and computer security – Elements of MS DOS and Windows OS – Computer arithmetic – Binary - Octal and Hexadecimal number systems – Algorithm and flowcharts – Illustrations – Elements of database and its applications.

### Unit-4: Microsoft Office

Word Processing and electronic spread sheet – An overview of MS WORD - MS EXCEL and MS POWERPOINT – Elements of BASIC programming – Simple illustrations. Computer Networks: Types of networks – LAN - Intranet and Internet – Internet applications – World Wide Web – E-mail - Browsing and Searching – Search engines – Multimedia applications.

### Suggested Readings:

1. Alexis Leon and Mathews Leon (1999), Fundamentals of Information Technology, Leon Tech world Pub.
2. Jain. S.K. (1999), Information Technology “O” level made simple, BPB Publications.
3. Jain. V.K. (2000), “O” Level Personal Computer Software, BPB Publications.
4. Sharma Dhiraj, Information Technology for Business, Himalaya Publishing House, New Delhi
5. Archanakumar, Computer Basics with Office automation I.K. International
6. Sinha, Computer Fundamentals, BPB Publications.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH2070	MOOC / SWAYAM	RULO	0	0	2	2	2

### MOOC/ SWAYAM:

Globally, MOOC (Massive Open Online Course) platforms are gaining much popularity. Considering the popularity and relevance of MOOCs, Government of India has also launched an indigenous platform, SWAYAM. SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) is basically an integrated MOOCs platform for distance education that is aimed at offering all the courses from school level (Class IX) to post-graduation level. The platform has been developed collaboratively by MHRD (Ministry of Human Resource Development) and AICTE (All India Council for Technical Education) with the help of Microsoft and is capable of hosting 2,000 courses. There are many other international agencies, foreign universities offering OOC courses.

A student shall register and successfully complete any of the courses available on SWAYAM. Student shall inform the MOOC/SWAYAM coordinator of the school about the course to which he/she has enrolled. The minimum duration of the course shall be not less than 40 hours and of 4 credits. The student should submit the certificate issued by the SWAYAM to the MOOC/SWAYAM coordinator of the school, the grades obtained in the course shall be forwarded to concerned authority of the University

**Internship:**

The students shall have to undergo internship of the minimum duration fixed by the university and as per the guidelines of the University either in industry or in a business sector, R&D organization, including educational institutes with excellent research culture. The students are expected to submit a formal report at the end of the internship programme. The marks for internship shall be awarded based on the (a) presentation and (b) comprehensive viva, by the panel of examiners constituted by the School.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH2080	Skill Development Course	RULO	0	0	2	2	2

**Note:** Soft Skill Training courses are organised by the **Placement and Training Centre**. The Students' have to undergo Soft Skill Courses conducted by the said Centre.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BH2090	Summer Internship – 1 (Minor Project)	HC	0	0	4	4	8

**Course Objective:**

To carry out the research under the guidance of supervisor and in the process learn the techniques of research.

**Course Outcomes:**

On successful completion of the project the students shall be able to:

1. Familiarize with literature search
2. Conduct research and collect data from various sources.
3. Consolidate, analyse and Interpret the data.
4. Write report and defend the research findings.

**Project:**

The students will choose the topic of research and work under the guidance of allocated faculty member. The project shall preferably be application oriented or need based and useful to the society. In case of industry need based project the students may opt co-supervisor from the concerned industry. The project work floated should be completed and submitted within the stipulated date by the University. The students have to meet the concerned supervisor(s) frequently to seek guidance and also to produce the progress of the work being carried out. The students should also submit progress report during mid of the semester and final draft report with findings to the supervisor (s) before submission of the

project report. After the completion of the project the student shall submit project report in the form of dissertation on a specified date by the School.

## CAREER DEVELOPMENT AND PLACEMENT

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

1. Willingness to learn
2. Self motivation
3. Team work
4. Communication skills and application of these skills to real scenarios
5. Requirement of gathering, design and analysis, development and testing skills
6. Analytical and Technical skills
7. Computer skills
8. Internet searching skills
9. Information consolidation and presentation skills
10. Role play
11. Group discussion, and so on

REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling and Placement division, namely Career Development Center (CDC) headed by well experienced senior Professor and Dean and supported by dynamic trainers, counselors and placement officers and other efficient supportive team does handle all aspects of Internships and placements for the students of REVA University. The prime objective of the CDC is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CDC organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their employability. In addition, CDC forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of Business Administration is not only the knowledge in the subject, but also the skill to do the job proficiently, team spirit and a flavour of innovation. This kept in focus, the CDC has designed the training process, which will commence from second semester along with the curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, and communication skills to every student of REVA University is given with utmost care. The process involves continuous training and monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his / her interest and March forward to make better career. The School of Applied sciences also has emphasised subject based skill training through lab practice, internship, project work, industry interaction and many such skilling techniques. The students during their day to day studies are made to practice these skill techniques as these are inbuilt in the course curriculum. Concerned teachers also continuously guide and monitor the progress of students.

The University has also established University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director to facilitate skill related training to REVA students and other unemployed students around REVA campus. The center conducts variety of skill development programs to students to suite to their career opportunities. Through this skill development centre the students shall compulsorily complete at least two skill / certification based programs before the completion of their degree. The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs. REVA University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana.

The University has also signed MOU's with Multi-National Companies, research institutions, and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

### THIRD SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BH3010	16 weeks	Organizational Psychology	3	0	1	4

#### Course Objective:

1. To acquaint the students with the fundamentals of individual behavior required for managing business
2. To know in-depth about the concepts and significance of personality, perception, attitude and emotions at workplace.
3. To understand individual and group behavior at work place so as to improve the effectiveness of an organization.
4. To be able to apply the techniques of group decision making in the organization.

#### Course Outcomes:

After completion of the course the students shall be able to:

1. Develop a deep understanding of the various dimensions of individual behavior
2. Describe and analyze the theories of personality, attitude, leadership and group behavior
3. Design ways to improve behavior, personality, attitude and leadership styles.
4. Analyze group behavior and adopt specific decision-making techniques

#### Unit-1: Introduction

**16 hours**

Concepts of OB; Management functions, Roles, Skills and activities; Disciplines that contribute to OB; Scope of OB; Types of Organizational Design; Challenges facing management; Emerging organizations.

Emotions - Introduction, Basic Emotions, Sources, Theories, Emotional Intelligence, Applications of Emotions and Moods in organizations and decision making.

#### Unit-2: Personality, Values and Learning

**16 hours**

Personality: Introduction, Determinants of personality, Theories – Psychoanalytical, Socio-psychological, Trait theories, Erikson's Theory, Myers-Briggs Type Indicator, Big Five Personality, Other personality traits.

Values: Introduction, Types, Terminal versus Instrumental, Generational, International, how to develop ethical values? Case studies on personality.

Learning: Concept of Learning, Principles of learning, Process, Theories of Learning- Cognitive, Behavioral, Social learning theory.

**Unit-3: Perception, Attitude, and Leading Teams**

**16 hours**

Perception: Introduction, Factors influencing perception, Process, Attribution theory, Halo effect, Contrast effect, Stereotyping, Selective perception, Barriers to perception.

Attitude: Characteristics, Components, Functions, Attitude formation, Attitude measurement.

Cross cultural teams, Cross functional teams, Leadership, Leading teams, Project teams, Self-managed teams; Teams; Team work; working with virtual teams.

**Unit-4: Group Dynamics and Decision Making**

**16 hours**

Groups: Characteristics, Why groups in organizations, Types, Stages, Group development process, Group properties – roles, norms, status, size cohesiveness & diversity, Groupthink and group shift.

Bounded rationality perspective; Business ethics; Cognitive psychology; Decision making; Decision making techniques - Divergent and convergent decision-making techniques, Decision making tools; Group decision making; Intuitive decision making.

**Suggested Readings:**

1. Fred, L. (2011). *Organizational behavior : an evidence-based approach* (12 ed.). NewYork: McGraw-Hill/Irwin.
2. Don, H., & Slocum, J. W. (2004). *Organizational behavior* (10 ed.). Mason, Ohio Thomson/South-Western.
3. Dwivedi. (2008). *Human Relations and Organisational Behaviour* (5 ed.). Laxmi Publications.
4. Jerald, G. (2010). *Behaviour in Organizations* (10 ed.). Pearson.
5. Stephen, P. R., & Timothy, A. J. (2015). *Organizational Behavior* (15 ed.). pearson education.



Course Code	Course Title	Course Type	L	T	P	C
B B18BH3020	Production and Operation Management	H HC	333	100	011	444

**Course Objectives:**

1. To give students an overview of various functions of Production management.
2. To provide insights on material management concepts applied in the business.
3. To understand techniques of production planning.
4. To help budding entrepreneurs in the field of manufacturing by highlighting various issues they have to tackle for effective and smooth operations.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Conduct Facility planning by making location and layout decisions.
2. Plan and implement suitable materials handling principles and practices in the operations.
3. Analyze and develop a balanced line of production & scheduling and sequencing techniques in operation environments.
4. Understand Quality management practices followed by the companies

**Course Content:**

**Unit-1: Introduction, Plant Location and Layout**

**16 hours**

Historical Evolution of Production and Operations Management, Concept of Production, Production System, Classification of Production System, Objectives of Production Management, Distinction between Manufacturing Operations and Service Operations, A Framework for Managing Operations, Objectives of Operations Management, Managing Global Operations, Scope of Production and Operations Management.

Plant Location and Layout: Introduction and Meaning- Need for Selecting a Suitable Location, Factors Influencing Plant Location/Facility Location, Plant Layout- Objectives and principles, Classification of Layout, Design of Product Layout, Design of Process Layout, Service Layout, Organization of Physical Facilities.

**Unit-2: Material Handling and Materials Management**

**16 hours**

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.

Materials Management: 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.

**Unit-3: Production Planning****16 hours**

Introduction and Meaning, Need for Production Planning and Control, Objectives of Production Planning and Control, Phases of Production Planning and Control, Functions of Production Planning and Control, Operations Planning and Scheduling Systems, Aggregate Planning, Master Production Schedule (MPS), Material Requirement Planning (MRP), Capacity Planning, Routing, Scheduling.

**Unit-4: Quality Control, Demand Forecasting and Work Study (Time And Motion Study)****16 hours**

Quality Control: Introduction, Quality, Fundamental Factors Affecting Quality, Need for 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, Productivity, Work Study, Method Study Motion study, time study, work measurement.

**Suggested Readings:**

1. S. Anil Kumar and N Suresh, (2015) *Production and Operations Management*, New Age International publishers.
2. K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, (2013) *Production and Operations Management*, Himalaya Publishers.
3. Gaither, N & Frazier, (2002) *Production & Operations Management*, Thomson Learning Publications.
4. Stevenson WJ, (1998) *Production and Operations Management*, Irwin McGraw Hill Publications.

Course Code	Duration	Course Title	L	T	P	C
B18BH3030	16 weeks	Fundamentals of Financial Management	2	0	1	3

**Course Objectives:**

- 1 The basic objective of the course is to equip the students with the understanding time value of money & use it for decision making.
- 2 To familiarize the student's the basic tools and techniques required in modern financial management.
- 3 To familiarize the students with the Principles and Practices of financial management.
- 4 To understand the general concepts of valuing financial assets and calculate the value of debt and equity securities.
- 5 To be able to distinguish between risk and return.

**Course Outcomes:**

After completion of the course the students shall be able to:

- 1 Understand the use of finance for decision making.

- 2 Describe time value of money, how a project is made and appraised.
- 3 Outline capital requirements for starting a business & management of working capital.
- 4 Explain the general concept of valuing financial assets and calculate the value of debt and equity securities.
- 5 Discuss the relationship between risk and return and demonstrate how risk is measured through Capital Asset Pricing Model (CAPM).

**Course Content:**

**Unit-1: Introduction and Long-Term Investment Decisions**

**16 hours**

Nature, scope and objective of financial management, Time value of money, Risk and return relationship  
 Long term investment decisions: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index-Problems and solution.

**Unit-2: Financial Decisions**

**16 hours**

Financing Decisions: Sources of Long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) –Problems and Solutions, Capital Structure-Theories of Capital Structure Net Income, Net operating Income, MM Hypothesis, Traditional Approach.

**Unit-3: Dividend Decisions and Capital Structure**

**16 hours**

Theories for Relevance and irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model. MM Approach, Cash and stock dividends, Dividend policies in practice, Determinants of capital structure, operating and Financial leverages – problems and solutions

**Unit-4: Working Capital Decisions**

**16 hours**

Concepts of Working Capital, Operating & Cash Cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purpose.

**Reference Books: -**

1. Khan, M.Y and Jain P.K. Financial Management, Text and Problems. Tata McGraw Hill
2. Srivatsava, Rajiv and Mishra, Anil, Financial Management, UK: Oxford University Press.
3. Singh, Preeti, Financial Management, New Delhi: Ane Books Pvt.Ltd

4. Singh, J K. Financial Management- text and problems, Delhi, Dhanpat Rai and Company
5. Rustagi, R.P. Financial Management, Galgotia Publishing Company
6. Pandey, I.M, Financial Management, Vikas Publications.
7. Chandra, P. Financial Management – Theory and practice. Tata McGraw-Hill

Course Code	Duration	Course Title	L	T	P	C
B18BH3040	16 weeks	International Business	2	1	0	3

**Course Objectives:**

1. To expose students to the concept, importance and dynamics of international business
2. To differentiate business activities domestically and internationally
3. To elaborate on different economic integrations and International Trade
4. To enable the student to gain the knowledge on foreign exchange transactions.

**Course Outcomes:**

By the end of this course the student shall be able to

1. Apply the knowledge of International Business Activities and international business operations in organizational scenario.
2. Understand the impact of regional integration on various aspects of International Trade
3. Understand the flows of funds from different countries will impact the global trade
4. Gain the knowledge on exchange rates and its impact on trade promotions.

**Course Content:**

**Unit-1: International Business and Environment**

**16 hours**

Introduction to International Business: Globalization and its growing importance in world economy: Impact of globalization; International business contrasted with domestic business – complexities of international business; Internationalization Stages and Orientations Modes of entry into international business. International Business Environment: National and foreign environments and their components - Physical,

economic, demographic, cultural and political- legal environments; Global trading environment – recent trends in world trade in goods and services; Trends in India’s foreign trade.

**Unit-2: International Trade and Regional Economic Integration 16 hours**

International Trade – Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components. Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic Integration, RTB.

**Unit-3: International Financial Environment 16 hours**

International Financial Environment: International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market; forward rate, long and short forward positions, forward premium and discount, Arbitrage, hedging and speculation; Foreign investments – types and flows; Foreign investment in Indian perspective.

**Unit-4: Exchange Rate Determination and Foreign Trade Promotions 16 hours**

Exchange Rate Determination: Factors affecting exchange rate – Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher’s effect. Foreign Trade promotions measures and organizations in India: Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments; Indian joint ventures and acquisitions abroad.

**Suggested Readings:**

1. Subba Rao, P, International Business, 2014, 4<sup>th</sup> Edition
2. Aswathappa, K, International Business, 2015, 6<sup>th</sup> Edition
3. Daniels, John D, Radebaugh, Lee H. et al., International Business, 2014, 5<sup>th</sup> Edition
4. Paul,Justin , International Business 2011, 5<sup>th</sup> Edition
5. International Business Czinkota, Michael R & others, 2013, 8<sup>th</sup> Edition
6. RBI, Report on currency and Finance.
7. Griffin, Ricky W, and Michael W, Pustay, International Business – A Managerial Perspective, Prentice Hall.
8. Sharan, V. International Business, Pearson Education.

Course Code	Duration	Course Title	L	T	P	C
B18BH3050	16 weeks	Human Resource Management	2	1	0	3

**Course Objectives:**

1. To familiarize the students about the different aspects of managing people in the organization from the stage of acquisition to development and retention.
2. To comprehend the various aspects of human resource development strategies for better management of people in the organizations.
3. To develop better people management skills in students to handle people relations
4. To get detailed insights on various functions of HRM.

**Course Outcomes:**

1. Appreciate the functions and practices of HRM applied in business organizations.
2. Describe the importance of Human resources and their effective management in organizations.
3. Explain the various tools used in forecasting and planning HR needs.
4. Demonstrate a detailed understanding of recruitment and selection process.

**Unit-1: Introduction to HRM****16 hours**

Introduction – concept of HRM, Evolution, meaning, significance, scope, objectives, nature, principles of HRM ; Functions – operative, managerial and advisory; Career Opportunities in HRM – Professional Associations in HRM, HR Managers (duties and responsibilities); Recent Trends in HRM. An overview of SHRM

**Unit-2: Recruitment, Selection & Appointment****16 hours**

Recruitment – meaning, significance, objectives, sources & methods; Selection – meaning, importance, steps/process, selection techniques (tests, interviews, offer letter, appointment letter); placement induction (meaning, objective, types). A quick glance at talent and competency based HRM.

**Unit-3: Development & Compensation****16 hours**

Training and Development – Meaning, importance, benefits, methods of training, training process, identification of training needs & measuring its effectiveness; Compensation – Compensation (meaning, significance, executive compensation programmes, employee benefits & services), methods of compensating; Performance Appraisal - meaning, objectives, methods- Including 720degree method of performance appraisal, uses & limitations).

**Unit-4: Integration & Maintenance of HRM****16 hours**

Integration of HRM – Types and forms of participative management, quality circles, employee empowerment, collective bargaining, quality of work life ; Maintenance of HRM - Job Satisfaction, Discipline and employee rights, employee counseling, Grievances, grievance settlement process; Industrial relations, industrial disputes, collective bargaining, Industrial Dispute settlement machinery, Trade Unions, types, problems, Contemporary issues in HRM. Knowledge management.

**Suggested Readings:**

1. Dessler, G. (2015). *Human resource management*. Pearson Education India.
2. Bratton, J., & Gold, J. (2017). *Human resource management: theory and practice*. Palgrave.
3. DeCenzo, D.A.& Robbins (2017). *Fundamentals of Human Resource Management*, New York: John Wiley & Sons.
4. Rao, V.S.P (2017) *Human Resource Management - Text and Cases*, Excel Books
5. K. Ashwathappa, (2017), *Human Resources Management: Text and cases*, Mc-Graw Hill India, 8<sup>th</sup> Edition.

Course Code	Duration	Course Title	L	T	P	C
B18BH3060	16 weeks	Environmental Studies	2	0	0	2

**Course Objectives:**

The course would enable the students to get in-depth knowledge about environmental aspects and public health issues. The student comprehends and is able to apply the concepts of climate change, implications on health, waste management, policies and practices related to environment protection and diseases in contemporary society.

**Course Outcomes:**

The course would facilitate the student to apply the knowledge about environment, global warming, climate change, public health on their own conduct and ways to protect the environment for sustainable development of mankind and planet.

**Course Content:****Unit-1: Linkages between Environment and Health****16 marks**

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.

**Unit-2:****Climate Change and Implications on Public Health****16 marks**

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. *Environmental Management Policies and Practices*. 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.

**Unit-3: Diseases in Contemporary Society****16 marks**

Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer 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-4: Perspectives and Interventions in Public Health****16 marks**

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.

Course Code	Duration	Course Title	L	T	P	C
B18BH3070	16 weeks	Ethical Values For	3	1	0	4

**Course Objective:**

To learn and apply ethical values in Business and to understand the various ethical values in relevance to business.

**Course Outcome:**

Students would be able to apply the knowledge of ethics and values in their daily life.

**Course Content:****Unit-1: Introduction to Ethics and Values in Business****8 hours**

Business ethical values, meaning, scope and importance-Ethical values, positive, normative and negative values-Moral, Moral standard and judgments. Unethical practices in business-financial cheating in corporate sectors, land grabbing for business sectors, eviction of permanent citizens and deforestations.



**Unit-2: Theories and Approaches****8 hours**

Theories and models-Theory of utilitarianism-E.Kant's theory-J.Kohlberg's conditionality theory. Mahatma Gandhi's ethics. Model of compensation for victims-social cost and benefit analysis. Economics profit verses commercialprofit.

**Unit-3: Ethical Issues in Business and Environmental Concerns****8 hours**

Business ethical values in Market- adulteration, exploitation of consumers, creation of artificial demand, black market, grey market. Production –waste, accidents and safety, Human resource- gender and racial discriminations, child labour, nepotism, power abuse, sexual harassment and labour exploitation. Environmental concerns: Unethical practices- Externalities-positive and negative externalities. Market failure and its impacts on ecology and environment. Greenhouse gas emissions Pollutions-air, water, soil. Impacts- depletion of ozone layer, global warming effects, Bio diversity failures- Human health deteriorations.

**Unit-4: Measures both Preventive and Remedial****8 hours**

Corrective measures- Legal penalties – punishments. Waste management- End of-pipe control- 3R Methods-Whistle blowing-Standard settings-Corporate governance-Corporate social responsibility. Government regulations, taxes. Government incentives of grants and subsidies for ethical based business. Business conservative policies versus value business. Information technology- cybercrimes, intellectual property rights, copy rights and patent rights securities.

**Suggested Readings:**

1. Ghosh. B.N, *Business Ethics and Corporate Governance*, Mc Graw Hill Publications, 2012
2. John R. Boatright, and Bibhu Prasan Patra, *Ethics and the Conduct of Business*, Person Publications, New Delhi,2011
3. Sanjay Mohapatra and Sreejesh.S, *Case studies in Business ethics and Corporate governance*, Pearson,2013
4. Mruthynajaya, *Business ethics and value systems*, PHI learning P Ltd, 2013

Course Code	Duration	Course Title	L	T	P	C
B18BH3080	16 weeks	Skill Development Course	0	0	2	2

**Note:** This Course is offered by the School in Association with UIIC. For Exhaustive list of SDC course refer to Annexure –I.

Course Code	Duration	Course Title	L	T	P	C

B18BH3090	16 weeks	Soft Skill Training (Placement Department)	0	0	2	2
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### Course Objectives:

Following are the Course Objectives.

- To improve communication skills – Speaking and Listening skills
- To inculcate self motivation, raised aspirations and belief in one’s own abilities
- To learn basic etiquettes and practice the same for one’s own well being
- To learn team work and to connect and work with others to achieve a set task
- To learn to do best presentations with confidence

### Course Outcomes:

On completion of the course learners will be able to:

- Communicate in English to express their thoughts and make others understand
- Develop presentation skills and public speaking ability
- Become self disciplined and matured adult
- Posses team work ability and identify one’s personality as a team player
- Gain self confidence and motivation
- Show improvement and confidence in speaking English language

### Course Content:

#### Unit-1

6 Hrs

**Training Introduction:** Four different aspects of soft skills and its importance

**Basics of communication** – Types of communication tools and appropriate use of those.

**Communication Barriers** - Barriers of Communication and How to overcome it.

**Extempore** – Communication General Evaluation

#### Unit-2

6 Hrs

**Non Verbal Communication – Introduction** (Facial expressions, gestures, postures etc.,)

**Listening Skills** - Active listening, Barriers of Active Listening

**Team formation and Branding** - Demonstrate Team Dynamics, Strategic team building and dealing with conspiracy

#### Unit-3

8 Hrs

**Etiquettes & Manners** - Classroom Etiquettes Social Etiquettes, Mistakes in Modern manners

**Assertiveness** – Developing assertive skills in one’s own personal and professional situations

**Self Analysis** – SWOT

**Self and Cross introduction** - Do's and Don'ts

#### Unit-4

8 Hrs

**Presentation Skills – Introduction** (Different methodologies to give effective presentation)  
**Self and Cross Introduction – Practice**

## FOURTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BH4010	16 weeks	Cost Accounting	3	0	1	4

### Course Objectives:

- To recognize the knowledge of basic concepts of costing.
- To explain the various elements of cost sheet.
- To describe and understand the various cost - controlling techniques.

### Course Outcomes:

After completion of the course the students shall be able to:

1. Understand and explain the conceptual framework of Cost Accounting.
2. Discuss the role of cost accounting and quantitative analysis within the organization.
3. Apply the principles relating to the costing and control of the different resource inputs into the business.
4. Demonstrate costing methods and techniques appropriate to a variety of different business.

### Course Content:

#### Unit-1: Introduction of Cost Accounting

16 hours

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 Centre-Elements of Cost-Preparation of Cost Sheet- Tenders and Quotations.

#### Unit-2: Material Cost Control

16 hours

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.

Labour Cost Control: Meaning-Types-Direct Labour-Indirect Labour- Timekeeping-Time booking-Idle Time-Overtime-Labour Turn Over. Methods of Labour 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

**Unit-3: Overhead Cost Control**

**16 hours**

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.

**Unit-4: Reconciliation of Cost and Financial Accounts and Operating Costing**

**16 hours**

Reconciliation of Cost and Financial Accounts: Meaning, need for Reconciliation-Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts-Preparation of Reconciliation Statement and Memorandum Reconciliation Account.

Operating Costing: Meaning and application of operating costing, Power house costing or boiler house costing , canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing.

**Suggested Readings:**

- M.N.Arora, Cost Accounting, Himalaya Publishing House
- J.Madegowda, Advanced Cost Accounting, Himalaya Publishing House
- N.K.Prasad, Cost Accounting, Book Syndicate.
- Gouri Shankar, Practical Costing, Himalaya Publishing House
- Khanna Pandey & Ahuja, Practical Costing, Sultan Chand.
- K.S.Thakur, Cost Accounting, New Century Book House Pvt. Ltd.
- M.L.Agarwal, Cost Accounting, Sahithya Bhawan Publications.
- Palaniappan & Harihara, Cost Accounting, I.K. International
- Jain & Narang, Cost Accounting, Kalyani Publishers.

Course Code	Duration	Course Title	L	T	P	C
B18BH4020	16 weeks	Business Research Methodology	3	1	0	4

**Course Objectives:**

1. To provide basic concepts of research and its process.
2. To make the students familiar with scientific approach to research through understanding the research process
3. To train students on problem identification, formulation, methodology, analysis tools and report writing.
4. To equip them with necessary skills for conducting minor research and conduct interpretations.

**Course Outcomes: At the end of the course, Student would be able to-**

1. Understand the knowledge of research process and deriving solutions for problems through Business research methods.
2. Practically apply the knowledge of research process and deriving solutions for problems
3. Identify problems and finding solutions through scientific research process.

**Course Content:**

**Unit-1: Introduction to Business Research**

**16 hours**

Definition, Objectives of research, Characteristics of research – Scientific Method, Types of research, Criteria for Good research, Business organizations – Decision Support, Ethics in research. Research Process and Concepts in Research: Research Process – Steps in research process.

Research designs: Meaning, features, merits and demerits ,types of design for Experimental, Explorative and Explanatory, Concepts – Methodology and Methods concepts, constructs variables, Deductive and inductive logic.

**Unit-2: Formulation of Research Problem, Measurement, Scales and Hypotheses 16hours**

Identifying and formulating research problem, Diagnosis of symptoms and problem, Formulating research problem statement, Literature review, review of literature methods. Defining research objectives.

Measurement Scales – Types of Scales, Scaling techniques, characteristics of good instrument, errors in measurement, Reliability and validity instruments.

Hypothesis – Meaning, Purpose, Sources, Characteristics of hypotheses, types of hypothesis, testing of hypothesis.

**Unit-3: Data Collection and Analysis**

**16 hours**

Data sources – primary and secondary data, Data Collection methods-Survey, Observation, Interview, focus group technique. Data collection Questionnaire, schedule, Scheduling, electro-mechanical devices, Sampling-Significance of sampling, Concepts, Steps in sampling, Criteria for good sampling, determining sample size, Sampling Techniques

Data Analysis: Data preparation, Types of statistical analysis – descriptive, validation and inferential tools. Selection of statistical methods – based on objective scale, Interpretation- meaning-Techniques of interpretation.

**Unit-4: Report Writing and Presentation of Results**

**16 hours**

Classification and tabulation, Graphical representation, Research presentation, Types of report, essentials of a Business report, Research proposal, Steps in research report, format Layout, Standards (Introduction to APA formatting), Application of Research: Mini project with application of SPSS for analysis.

**Suggested Readings:**

1. C.R. Kothari, Research Methodology New Age International Publishers,(4<sup>th</sup> edition)
2. A.K.P.C. Swain (2010) A text book on Research Methodology, Kalyani Publishers, 3<sup>rd</sup> edition.
3. Research Methodology by Deepak Chawla and Neena Sondhi,Vikas Publishers,1<sup>st</sup> edition
4. Dr. J.K. Sachdeva (2009), Business Research Methodology ,Himalaya Publishing House. 3<sup>rd</sup> edition,
5. Naresh K. Malhotra, Marketing Research: An applied Research , Pearson Prentice hall. 4<sup>th</sup> edition.

Course Code	Duration	Course Title	L	T	P	C
B18BH4030	16 weeks	Business Law	2	1	0	3

**Course Objectives:**

1. To provide an exposure and understanding of important business laws in India
2. To differentiate the contractual agreements and its procedures.
3. To familiarize the concept of competition commission and its impact on the development.
4. To adapt the legal framework of business activities held in different parts of the country.

**Course Outcomes:**

At the end of the course, 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 competition 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 Content:**

**Unit-1: Introduction and Law of Contracts**

**16 hours**

Meaning and Scope of Business Law – Sources of Indian Business Law. Indian Contracts Act of 1972: Definition – types of contracts- Government Contracts: Art. 299 Requirements under Constitution, Scope and Extent of Art. 299, 'Equity, Fairness and reasonableness, Doctrine of Promissory Estoppel V/s. Executive Necessity, No person liability. E-Contracts: Meaning & need for Digital Goods, Unfair terms in E-contract, Information technology Act and E-Contract. Indian Evidence Act– essentials – offer, acceptance, consideration, capacity of parties, free consent, legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract.

**Unit-2: Contract of Guarantee and Patents Act**

**16 hours**

Distinction between Indemnity and Guarantee, Kinds of Guarantee, Rights of Surety, Liability of Surety, and Discharge of Surety. Intellectual Property Laws: Meaning and scope of intellectual properties – Patent Act of 1970 and its amendments as per WTO agreement, back ground, objects, definition, inventions, patentee, true and first inventor, procedure for grant of process and product patents, WTO rules as to patents, rights to patentee – infringement – remedies. The Copy Rights Act, Meaning – Its uses and rights. The Trade Marks Act, its meaning, registration, procedures – infringement – Authorities concerned–Remedies.



**Unit-3: Competition Law****16 hours**

Concept of Competition, Development of Competition Law, overview of MRTP Act 2002, Anticompetitive Agreements, Abuse of dominant position, combination, regulation of combinations, Competition Commission of India; Appearance before Commission, Compliance of Competition Law. Competition Law 2003: Meaning and scope, salient features, offences and penalties under the Act.

**Unit-4: The Sale of Goods Act 1930****16 hours**

Definition of goods, Sale and Agreement to Sell, Conditions and Warranties, Rights & Liabilities of a Buyer & Seller, Rights of an Unpaid Seller. Law of Consumer Protection: Consumer Protection Act 1986: Back ground – definitions – consumer, consumer dispute, Complaint Procedure, defect, deficiency, and service, Remedies, Consumer Protection Council, Consumer Redress Agencies, District Forum, State Commission and National Commission.

**Suggested Readings:**

1. Avtar, S. (2011). Principles of Mercantile Law (9th Edition), Eastern Book Company, New Delhi.
2. Kapoor, N.D (2012.). Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
3. Maheshwari, S N & Maheshwari, S K, A Manual of Business Laws - 2011, 4 Revised Ed – HPH PUBLICATIONS
4. Chopra, K.C., Business laws, 2011, 5th Edition – HPH PUBLICATION
5. Taxmann Publications Corporate Laws Vol II: 2019, 39
6. Singh Avatar, Law of Sale of Goods, 2019, 8 – Eastern Book Company
7. Singh Avatar & Kaur Harpreet, Introduction to The Torts and Consumer Protection : 2015, 3 – Lexis Nexis
8. Ahuja, V K, Law Relating to Intellectual Property Rights: 2019, 3 – Lexis Nexis
9. Bhandari, M K, Law Relating to Intellectual Property Rights, 2019, 5 – Central Law Publications

Course Code	Duration	Course Title	L	T	P	C
B18BH4040	16 weeks	Self-Study Component (Online Course)	0	0	2	2

**ONLINE COURSE ( MOOC/ SWAYAM, etc.,)**

Globally, MOOC (Massive Open Online Course) platforms are gaining much popularity. Considering the popularity and relevance of MOOCs, Government of India has also launched an indigenous platform, SWAYAM. SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) is basically an integrated MOOCs platform for distance education that is aimed at offering all the courses from school level (Class IX) to post-graduation level. The platform has been developed collaboratively by MHRD (Ministry of Human Resource Development) and AICTE (All India

Council for Technical Education) with the help of Microsoft and is capable of hosting 2,000 courses. There are many other international agencies, foreign universities offering MOOC courses.

A student shall register and successfully complete any of the courses available on SWAYAM. Student shall inform the MOOC/SWAYAM coordinator of the school about the course to which he/she has enrolled. The minimum duration of the course shall be not less than 40 hours and of 4 credits. The student should submit the certificate issued by the SWAYAM to the MOOC/SWAYAM coordinator of the school, the grades obtained in the course shall be forwarded to concerned authority of the University

Course Code	Duration	Course Title	L	T	P	C
B18BH4050	16 weeks	Skill Development Course	0	0	2	2

**Note:** This Course is offered by the School in Association with UIIC. For Exhaustive list of SDC course refer to **Annexure –I.**

Course Code	Duration	Course Title	L	T	P	C
B18BH4060	16 weeks	Summer Internship Project – 2	0	0	4	4

**Note:** Format and Guidelines for the preparation of Summer Internship refer to **Annexure –II.**

Course Code	Duration	Course Title	L	T	P	C
B18BH4060	16 weeks	Soft Skill Training (Placement Department)	2	0	0	2

**Course Objectives:**

Following are the Course Objectives.

- To improvise participants skills in understanding their own Body language how to communicate with Interviewers- Postures, Gestures, facial expressions, Eye contact
- To improve the public speaking skills and get rid of stage fear
- To enhance the way of writing an effective business emails
- Learn how to write an error free Resumes and cover letters
- To improve the students to learn about the etiquettes to be followed on Telephone
- To learn basic etiquettes and practice the same for one's own well being

**Course Outcomes:**

**On completion of the course learners will be able to:**

- Will communicate in English and express themselves clearly, with confidence and power, in a variety of speaking situations
- Will show improvement in public speaking skills
- Will get to know how to communicate over telephone which will help to clear telephonic/Skype interviews
- To gain how to exhibit leadership qualities and to be a good team player
- Will be able to think positive and set their own academic and professional goals
- Become self disciplined and matured adult
- Will be seen improvement in different etiquettes like Classroom,Dining,professionalism and social Etiquettes

**Course Content:**

**Unit-1**

**6 Hrs**

**Training Introduction, Communication skills:** Soft skills and its importance, Accent Neutralization  
**Communication Skills** – Concepts of Body language, Cultural Difference in Body Language, Different types of BL  
**Communication Skills** – Definition of Just a Minute(JAM) concept, Different topics, Do's and Don'ts, Practice, General Evaluation

**Unit-2**

**8 Hrs**

**Selling Skills** – Sell a product, Advertising and salesmanship, Practice and Evaluation  
**Email Writing Etiquette** – how to write an effective professional email and Elements of email, best practices and Do's and Don'ts, Practice on Email writing  
**Resume Writing** – Difference between Resume, CV and Bio-data, Tips on Objective Writing, Do's and Don'ts of Resume, Collecting first draft of Resume from each individual in the class, Different types of cover letters

**Unit-3**

**6 Hrs**

**Telephone Etiquette** – 10 Essential telephone skills, Words to use during the telephonic conversation (In interviews), How to handle Skype calls, how to open and close a call, Best practices and Mock Telephonic interview activity

**Etiquettes & Manners** - Classroom Etiquettes Social Etiquettes, Mistakes in Modern manners

**Positive Attitude** – Need of positive Attitude, Tips to maintain positive Attitude, Different situation, Real life stories will be shared

#### Unit-4

**8 Hrs**

**Self Assessment** – Explanation of the aspects involved in the self assessment and assessment taken from each student through a sheet provided by the trainer

**Goal Setting** – How to set the Goals, Importance, SMART Goal settings

**Group Discussion** – Introduction to GD, Group discussion Do's and Don'ts, Prerequisites, Personality Traits in GD

#### Reference Books:

You are born to blossom - APJ Abdul Kalam

Power of positive Thinking - Norman Vincent Peale

Attitude is everything - Jeff Keller

A Complete Kit for Group Discussion - S. Hundiwala

Course Code	Duration	Course Title	L	T	P	C
B18BH4111	16 weeks	Advanced Financial Management	2	1	0	3

#### Course Objectives:

1. To familiarize the students with Investment aspects
2. To gain enough knowledge on the sources of funds for an organization
3. To explore in the areas of creation of capital to a firm
4. To examine the flow of funds and its maintenance.

### **Course Outcomes:**

At the end of the course, student shall be able to -

1. Understand the types of risks that come across in the business activities.
2. Gain knowledge on different ways to pool up the capital which impact on structure of the organization.
3. Examine the different dividend theories and its impact on the organization capital structure.
4. Gain the knowledge on forecasting of Working capital and to manage the critic situations.

### **Course Content:**

#### **Unit 1: Investment Decisions and Risk Analysis**

**16 hours**

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.

#### **Unit 2: Sources of Capital**

**16 hours**

Long Term Sources – Meaning – Equity Shares – Preference Shares – Debentures – Differences between Shares & Debentures – Retained Earnings – Long Term Loans and Loans from Financial Institutions.

#### **Unit 3: Capital Structure and Dividend Theories**

**16 hours**

Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems. Dividend Theories: Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model – Problems on Dividend Theories.

**Unit 4: Planning and Forecasting of Working Capital****16 hours**

Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget – Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

**Suggested Readings:**

1. Reddy, Sudarshana, G. Advanced financial management- 2006, I - Himalaya Publication
2. Sudhindra Bhat, Financial Management Principles and Practice
3. Khan, M Y Jain, P K ,Financial Management, 2007, 2- Edition / MGH PURBLISHER
4. Van Horne Jamese Financial Management Policy, 2006, PHI publication
5. Pandey, I M Financial Management, 2006, 9 – VIKAS PUBLICATION

Course Code	Duration	Course Title	L	T	P	C
B18BH4112	16 weeks	Financial Markets & Services	2	1	0	3

**Course Objectives:**

1. To provide the student a basic knowledge of financial markets and institutions
2. To familiarize them with major financial services in India.
3. To explore on the foreign transactions and its impact on financial institutions.
4. To understand the overall Financial System in India.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Explore the concepts and functions of financial markets and its Services.
2. Differentiate and examine the major financial institutions which fund through various sources in India.
3. Understand various financial services available in India.

## Course Content:

### Unit-1: An Introduction to Financial System and its Components

16 hours

Financial markets and institutions, Difference between Financial Markets and Institutions, Types of Financial Institutions & its functions, financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system.

### Unit-2: Financial Markets

16 hours

Money market-functions, organization and instruments. Role of central bank in money market; Indian money market-An overview. Capital Markets-functions, organization and instruments. Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India.

### Unit-3: Financial Institutions

16 hours

Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

### Unit-4: Overview of Financial Services Industry, Leasing and Hire-Purchase

16 hours

Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India. Leasing and hire-purchase : Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services.

### Suggested Readings:

1. Khan and Jain, Financial Services, Tata McGraw-Hill
2. Singh, J.K., Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.
3. Annual Reports of Major Financial Institutions in India.
4. Gordon, E & Natarajan, K , Financial Markets and Services - 2014, 1- HPH PUBLICATION
5. Appannaiah, H R & Mukund Sharma , Financial Markets and Services - 2014, 1 - HPH PUBLICATION
6. Gurusamy S, Financial Markets and Institutions - 2014, 3 – TMH PUBLICATION
7. Sannders, Anthony & others Financial Markets and Institutions, 2009, 3 – TMH PUBLICATION
8. Khan, M Y , Indian Financial System, 2013, 8 – McGraw Hill

Course Code	Duration	Course Title	L	T	P	C
B18BH4211	16 weeks	International Human Resource Management	2	1	0	3

### Course Objectives:

1. To look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
2. To enable the student understand the complex IHRM functions in a MNC
3. To enable the student acquire knowledge and skills to perform the IHRM functions in a MNC.

### Course Outcomes:

At the end of the course, student shall be able to-

1. Explain the differences between IHRM and domestic HRM,
2. Describe and understand the various IHRM functions.
3. Apply the knowledge of IHRM in performing such functions in a MNC.

### Course Content:

#### Unit-1: Introduction to IHRM

**16 hours**

Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM, Organizational Processes in IHRM, Challenges of International Human Resource Management.

#### Unit-2: Recruitment, Selection in International context

**16 hours**

International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection.



**Unit-3: Performance Management & Compensation****16 hours**

A conceptual background, performance management cycle, Contextual model, Appraisal of expatriate, Third and host country employees. International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation.

**Unit-4: Training and development in international context****16 hours**

Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

**Suggested Readings:**

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, McGraw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.

Course Code	Duration	Course Title	L	T	P	C
B18BH4212	16 weeks	Performance Management and Competency Mapping	2	1	0	3

**Course Objectives:**

1. To develop a deep understanding of the process and methods of performance appraisal.
2. To provide indepth knowledge about competency mapping and types of competencies.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Get full understanding of the performance appraisal and competency mapping process
2. Apply the knowledge and skills of Performance management and competency mapping in the organization.

**Course Content:**

**Unit-1: Performance Management**

**16 hours**

Performance Appraisal: Meaning, Types (Traditional & Modern Methods), Appraisal communication, appraisal interview, Feedback, Performance coaching

Performance Management: Meaning, Principles, Objectives, Scope and benefits, Job role and

Competency analysis, Goal setting process.

**Unit-2: Performance Management System**

**16 hours**

Measuring performance – objectives, measurement approaches – traits, behaviour, results based, types, measurement issues. PMS: Developing, implementing and maintaining PMS, Performance improvement and performance management discipline.

**Unit-3: Competency Mapping**

**16 hours**

Competency Mapping: Definitions and components of Competency, skill, knowledge and motive- traits of self-concept. Procedures & Steps: Determining objectives and scope, performance effectiveness, tools for data collection, data analysis, validating competency model, mapping future jobs and single incumbent jobs. Approaches of competency mapping.

**Unit-4: Competency and Types of Competencies**

**16 hours**

Threshold competency –Differentiating competency – Functional or Technical competency – Leadership competency –Managerial competency. Ice berg model of Components of Competency. Competency vs Competence. Objectives of Competency development.

**Suggested Readings:**

1. Performance Management; A.S. Kohli & Tapomay Deb, Oxford University Press
2. The handbook of Competency Mapping; Seema Sanghi, Sage Publications
3. Udai Perekh& T V Rao, *Designing and managing Human Resource Systems*, Oxford publications.
4. Herman Aguinis, *Performance measurement*, Pearson education.

Course Code	Duration	Course Title	L	T	P	C
B18BH4311	16 weeks	Retail Management	2	1	0	3

**Course Objectives:**

1. To develop in students marketing competencies in retailing and retail consulting.
2. To provide a basic understanding about Retail marketing and its operations.
3. To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
4. To foster the development of the student’s critical and creative thinking skills.

**Course Outcomes:**

At the end of the course, student shall be able to–

1. Explain the marketing competencies in retailing and retail consulting.
2. Analyze the Retail marketing mix and non-store functioning of retail business.
3. Discuss best retail merchandising practices.
4. Apply the knowledge in job positions in the retail sector or positions in the retail divisions of consulting companies.

**Course Content:**

**Unit-1: Introduction to Retailing and Formats**

**16 hours**

Definition, Characteristics, Evolution of Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry. Retail Formats and Theories: Retail Sales by ownership, On the basis of Merchandise offered, non store Based retail mix & Nontraditional selling. Theories of retail development, concept of retail lifecycle.

**Unit-2: Store Planning and Retail Marketing**

**16 hours**

Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management, types of store locations and importance. Retail

Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM, Advertising in Retailing.

**Unit-3: Retail Merchandising and Pricing**

**16 hours**

Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, process of merchandising buying, Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

**Unit-4: Retail Operation**

**16 hours**

Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

**Suggested Readings:**

1. Cullen & Newman: Retailing – Environment & Operations, 1/e, Cengage Learning EMEA, 2006
2. Berman & Evarv: Retail Management: A Strategic Approach, 12th Edition, Pearson 2013.
2. Bajaj, Tuli & Srivastava: Retail Management- 3/e, Oxford University Publications

3. Gibson G Vedamani: Retail Management: Functional principles & practices, 1/e, Jaico Publishing House.
4. Harjit Singh: Retail Management, 2/e, S. Chand Publication.

Course Code	Duration	Course Title	L	T	P	C
B18BH4312	16 weeks	Brand Management	2	1	0	3

**Course Objectives:**

1. To enable students to understand the significance of branding with the emerging managerial, relational and social perspectives.
2. To provide detailed knowledge about managing brand equity and brand positioning.
3. To equip the students with the knowledge and skills of managing brands

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Describe and practically apply the concepts of branding in organizational context.
2. Discuss and apply the knowledge about managing brand equity and brand positioning.
3. Practically apply the knowledge and skills of managing brands

**Course Content:**

**Unit-1: Concept of Brand**

**16 hours**

Brand VS Product, Why Brand, Can everything be brand, Identification of branding challenges and opportunities; Strategic brand Management Process. Customer: Customer based brand equity; sources of brand equity, CRM, Brand equity VS Customer equity.

## **Unit-2: Brand Positioning, Leveraging Secondary Brand association**

**16 hours**

Points of parity & points of difference, positioning guidelines, Brand mantras, Internal branding. Brand elements - criteria for choosing it, integrated marketing communication. Leveraging Secondary Brand Associations: co-branding, licensing, celebrity endorsement, event sponsoring.

## **Unit-3: Managing Brand Equity**

**16 hours**

What it means: how to build it? Understanding and measuring brand equity using Inter-brand methodologies, Monitoring brands, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, Brand audit-Brand inventory, brand exploratory, Qualitative & Quantitative Research techniques. Managing Brand Extensions, brand hierarchy, design of a brand strategy, Brand Extension: Types of Brand Extension, Line and Category Extension, Pros and Cons of Brand Extension-Need for extension, Multi-Brand Strategy, Geographical Expansion.

## **Unit-4: Managing brands Over Time and Special branding categories**

**16 hours**

Brand Architecture: Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating. Special branding categories: Service brands, Private labels, Industrial brands, Luxury brands, Heritage brands, Internet brands, TOM (Top of mind recall) brands. Brand building in Indian context, Managing Premium brands.

### **Text Books:**

1. Keller, K.L. (2010). Strategic brand management Prentice hall of India ( 3rd edition).
2. Aaker, D.A. (2011). Brand Relevance: Making Competitors Irrelevant, Jossey-Bass.
3. Aaker, D.A. (1991). Managing Brand Equity. New York: FreePress.
4. Aaker, D.A.. (1996). Building Strong Brands .New York: FreePress.
5. Aaker, D.A., & Joachimsthaler. E. (2000). Brand Leadership. New York: Free Press.
6. Kapferer, Jean- Noel. (1997). Strategic Brand Management. Dover, NH Kogan Page.
7. Holt, D.B, How Brands Become Icons. The Principles of Cultural Branding, Harvard Business School Press.
8. Deming, S. (2007).The Brand who Cried Wolf. Wiley Publishers.

Course Code	Duration	Course Title	L	T	P	C
B18BH4411	16 weeks	Foreign Exchange Operations	2	1	0	3

**Course Objectives:**

1. To familiarize the student to understand the international environment and policies
2. To enable the students to learn about international foreign exchange policies.
3. To enable the students to acquire necessary skills to deal in foreign exchange markets.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Understand and describe the foreign exchange environment and policies
2. Learn about international foreign exchange policies.
3. Acquire necessary skills to deal in foreign exchange markets.

**Course Content:**

**Unit-1: Introduction**

**16 hours**

Introduction to Foreign exchange markets globally, Importance of foreign exchange to India and other foreign countries. Balance of Payments: Concept and components of Balance of Trade and Balance of Payments, Equilibrium and Disequilibrium in the Balance of Payments.

**Unit-2: Foreign Exchange Rate**

**16 hours**

Meaning of exchange rates. Fixed, Flexible and Managed Exchange Rates. Convertibility of Rupee on Current Account and Capital Account. Determination of Exchange Rates, Foreign Exchange Market, Purchasing Power Parity Theory, Spot and Forward transactions.

**Unit-3: Foreign Exchange Control****16 hours**

Meaning and objectives of Exchange Control, Methods of exchange Control, FEMA – Introduction, role, objectives and Features, A brief overview of other Foreign exchange bodies in India and under the WTO.

**Unit-4: Foreign Trade Contracts and Documents****16 hours**

Terms, Letters of Credit –Meaning and types Documents used in Foreign Trade, applications, limitations and scope.

**Suggested Readings:**

1. Foreign Exchange – Practice, Concepts and Control – C. Jeevanandam – Sultan Chand and Sons.
2. International Financial Management – P. G. Apte,1998
3. International Financial Management – V. K. Bhalla,2004
4. Financial Management & Policy: Text & Cases, New Delhi, Anmol Publications Pvt. Ltd. 2004.

Course Code	Duration	Course Title	L	T	P	C
B18BH4412	16 weeks	International Business in Service Sector	2	1	0	3

**Course Objectives:**

1. To highlight the distinctive features operations of the services in the context of international business.
2. To enable the students to learn about international services marketing policies and strategies.
3. To give an understanding as to analyze the opportunities involved in trade in services at the international level.
4. To enable the students to acquire necessary skills to deal in international services markets.

**Course Outcomes:**

At the end of the course, student shall be able to-



1. To discuss about the distinctive features, operations of the services in the context of international business.
2. Describe the international services marketing policies and strategies.
3. Analyze the opportunities involved in trade in services at the international level.
4. Apply necessary skills to deal in international services markets.

### **Course Content:**

#### **Unit-1: Growth of services sector**

**16 hours**

Factors responsible for Market and Marketability of services as distinct from goods – classification of services – services as fastest growing sector of world trade- Global transferability of services: Main factors affecting transferability of services–Technology Government regulations. Economic liberalization and Globalization.

#### **Unit-2: The role of services in the Indian Economy**

**16 hours**

Employment, Balance of trade, Entrepreneurship, FDI in services sector, Management problems in Services sector: Operations and Processes, Quality, Human resource, Pricing.

#### **Unit-3: Introduction of important Services with export potentials**

**16 hours**

Tourism, Telecommunication, Entertainment, health care, Wellness, Information Technology, Biotechnology, Retailing, Education, Scopes, importance and export potentials of each sector

#### **Unit-4: World Trade in Services**

**16 hours**

Globalization of service- services under W.T.O. agreements description of services covered, Issues related to WTO agreements – Trade barriers in services – International rules for banking, Securities and insurance – Trade related aspects of Intellectual Property Rights settling disputes. Problems in International Trade in Services: Data Collection – Regulations and Negotiations – Services and E-Commerce.- Support Business Services – Liberalization of Services Sector.

#### **Suggested Readings:**

- 1) S. Shajahan, International Business, Macmillan.
- 2) V.Jauhari, Kirti Dutta Services, Oxford University Press
- 3) McDonald Mrlcoln Adrian Payne , Marketing plans for service Business, Oxford.
- 4) Datta, Sundaram, Indian Economy – S. Chand and Co., Delhi.
- 5) Raja Gopal, International Marketing Vikas Publishing House Ltd., New Delhi
- 6) Mukherjee N. , WTO and India's Trade Policy in Services, Vikas Publishing House Pvt. Ltd., NewDelhi.

## FIFTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BH5010	16 weeks	Direct Taxes	3	0	1	4

### Course Objectives:

- To expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only.
- To make the students competent to compute the total income and tax liability of individual assesses and firms.
- To provide them the necessary expertise to file return of income tax online.

### Course Outcomes:

1. Acquire the knowledge of basic concepts of income tax
2. To learn the computation of various heads of income.
3. To gain knowledge about various deductions under payment.
4. To learn the computation of total income of individual and firms.

### Course Content:

#### Unit-1: Introduction to Income Tax

**16 hours**

Income Tax: Brief History - 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. Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income). Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory.

#### Unit-2: Income from Salary

**16 hours**

Meaning & Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances: House Rent Allowance, Entertainment Allowance, Transport Allowance, Children Education & 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).

**Unit-3: Income from House Property**

**16 hours**

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).

**Unit 4: Profits and Gains from Business and Profession and Total Income**

**16 hours**

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. Computation of total income: Income from Capital Gains (excluding exemptions - Theory only) - Income from Other Sources (Theory only) - Deductions U/S 80 C, D & G. **Simple problems on Computation of Total income of an Individual.**

**Suggested Readings:**

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P)ltd.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur &Narang: Income Tax, Kalyani Publisher s
- Dr.V.Rajesh Kumar and Dr.R.K. Sreekantha: Income Tax – I, Vittam Publications

Course Code	Duration	Course Title	L	T	P	C
B18BH5020	16 weeks	<b>Business Policy and Strategy</b>	3	1	0	4

**Course Objectives:**

1. To provide detailed insight on the strategies adopted by the companies in response to environmental change.
2. To create a comprehensive and integrated understanding of current strategic management thinking in a clear and succinct format.
3. To develop the skill in the student to analyze the business environment and design appropriate strategies.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Explain the strategic perspective and analyse the strategies adopted by the companies in response to environmental change.
2. Understand current strategic management thinking in a clear and succinct format.
3. Apply the skills in the student to analyze the business environment and design appropriate strategies.

**Course Content:**

**Unit-1: Introduction to Strategic Management**

**16 hours**

Defining strategy- levels at which strategy operates- approaches to strategic decision making, the strategic management process- Difference between business policy and strategic management. Strategic intent: Vision, mission and objectives. Environmental analysis: The organizations environment- External and internal environment, components of external and internal environment- Environment scanning- Organizations responses to the environment.

**Unit-2: Industry and Resource Analysis, Strategy Formulation and Choice**

**16 hours**

A framework for industry analysis, Michael porter's analysis- usefulness of Industry analysis- Competitive analysis: Forces shaping competition in an industry- interpreting the Five force models- Strategic group, and competitor analysis- Internal analysis: Resource based strategy- the resource based view, Resources- capabilities and competencies- approaches to internal analysis- carrying out SWOT. Strategy formulation and choice: Corporate level strategy: Introduction- The balanced score card- Grand strategies- Growth/Expansion strategy- Diversification Strategy- Stability strategy- Retrenchment strategy- combination strategy.

**Unit-3: Corporate restructuring and Global strategies**

**16 hours**

The concept of corporate restructuring- the process of restructuring- mergers and acquisition- takeovers- cooperative strategies- Reasons for strategic alliances- risks and costs of strategic alliances. Global strategies: Globalisation-risks- global expansion strategies- the MNC mission statement- deciding which market to enter- market entry strategy international strategy - Business level strategy - Strategic analysis and choice.

**Unit-4: Strategy implementation, Evaluation and control**

**16 hours**

Issues in strategy implementation- Activating strategy and resource allocation- strategy-structure relationship- the functional structure- divisionalisation- Functional level strategies: Operational strategy, financial strategy, marketing strategy and Human resource strategy. Strategic evaluation and control: Importance, barriers- evaluation criteria- strategic control- operational control- evaluation techniques for operational control- characteristics of an effective control system

**Suggested Readings:**

1. Dess, G. G., McNamara, G., Eisner, A. B., & Lee, S. H. (2019). *Strategic Management: Creating Competitive Advantages*. McGraw-Hill Education.
2. Srinivasan, R. (2014). *Strategic management: the Indian context*. PHI Learning Pvt. Ltd..
3. Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2009). *Strategic management and business Policy*. Excel Books India.
1. Rao, V. S. P., & Krishna, V. H. (2009). *Management: Text and cases*. Excel Books India.
4. Azhar, K. (2008). *Strategic management and business policy*. Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.

Course Code	Duration	Course Title	L	T	P	C
B18BH5030	16 weeks	<b>Project Management</b>	3	1	0	4

**Course Objectives:**

1. To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.
2. To develop a deep understanding and skills of project monitoring, quality control and project leadership
3. To equip the students with the skills of project leadership and audit.

## **Course Objectives:**

**At the end of the course, student shall be able to-**

1. Develop a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.
2. Apply the skills of project monitoring, quality control and project leadership
3. Utilize the knowledge and skills of project leadership and audit in project management jobs.

## **Course Content:**

### **Unit-1: Introduction**

**16 hours**

Concept of Project and Project Management, Why Project Management Value to Business, Project Lifecycle, Project vs. operations Work, Project portfolio management, Strategic Planning and Project, Organization for Project

Project Network and Scheduling: Scope and priorities, Work Breakdown Structure, Project Network Representation Laddering and Tags, Factors influencing Quality of Estimates, Time and Cost Estimation, Project Scheduling PERT and Gantt chart.

### **Unit-2: Project Duration, Resource Allocation and Risk Management**

**16 hours**

Project Duration and Resource Allocation: Review: Time and Cost Trade-offs, Resource Allocation and Leveling, Use of Project Management Software. Risk Management: Risk Identification, Risk Assessment and simulation, Scenario analysis, Probability analysis, Risk reduction, change management.

### **Unit-3: Project Monitoring, Control and Project Quality**

**16 hours**

Project Monitoring and control: Monitoring information system, control processes, Earned value analysis, Communication management, Indexes to monitor progress, Performance measurement, Forecasting project costs and completion time. Project Quality: The need to do it right the first time, lean project management, Six sigma in projects, PM Maturity,

### **Unit-4: Project Leadership, Audit and Closure**

**16 hours**

Project Leadership: Managing vs leading a project, 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.

**Suggested Readings:**

1. Mantel Jr., Samuel J., Jack R. Meredith, Scott M. Shafer, Margaret M. Sutton with M. R. Gopalan (2006). Project Management Core Text Book, First Indian Edition, Wiley, New Delhi.
2. Meredith, Jack R., and Samuel J. Mantel, Jr.(2010). Project Management: A Managerial Approach, 7<sup>th</sup> e, Wiley, NewDelhi.
3. Maylor, Harvey (2003) Project Management, 3/e, Pearson, New Delhi.
4. Pinto, Jeffrey K. (2009) Project Management: Achieving Competitive Advantage and MS Project, 1/e, Pearson, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18BH5040	16 weeks	Management Accounting	2	1	0	3

**Course Objectives:**

1. To develop and explore the methodology of Management Accounting.
2. To introduce students to the various tools and techniques of management Accounting.
3. To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.

**Course Outcomes:**

1. Apply management accounting and its objectives in facilitating decision making.
2. Calculate various accounting ratios, reports and relevant data.
3. Prepare Cash Flow and Funds Flow statements this helps in planning for intermediate and long-term finances.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions
5. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.

**Course Content:**

**Unit-1: Ratio and Financial Statement Analysis**

**16 hours**

Management Accounting – Meaning and purpose. Financial Accounting – Preparation of Income statement and Balance Sheet – Interpretation and use of these statements by management.



Ratio Analysis– Interpretation, benefits and limitations. Classification of ratios–Liquidity, Profitability, turnover, capital structure and Leverage.

**Unit-2: Fund Flow Statement and Cash Flow Statement**

**16 hours**

Introduction, Concept of fund, Statement of changes in Working Capital, Funds from Operations, Sources and Application of funds (Simple Problem). Cash Flow Statement: Meaning Advantage of Cash Flow Statement and limitations- Distinction between Fund Flow Statement and Cash Flow Statement, preparation of Cash Flow Statement(AS 3 Indirect Method)

**Unit-3: Marginal Costing**

**16 hours**

Marginal Costing – Cost volume – Profit relationship – Break – Even Analysis – Direct costing vs Absorption costing.

**Unit-4: Budgets and Budgetary Control**

**16 hours**

Budgets and Budgetary Control – Introduction, concepts, Classification of Budgets - Functional Budgets and Flexible Budgets, Management Reporting - Procedures and Utility, Sample Reports

**Suggested Readings:**

1. Cost Accounting – M.N. Arora, (Himalaya Publishing House)
2. Cost Accounting – S.P. Jain and K.L. Narang (Kaylani Publishers)
3. Cost Accounting – Mahabaleswara Bhatta (Himalaya Publishing House)
4. Cost Accounting –J. Made Gowda (Himalaya Publishing House)

Course Code	Duration	Course Title	L	T	P	C
B18BH5050		Soft Skill Training (Placement Department)	2	0	0	2

**Course Objectives:**

Following are the Course Objectives.

- To prepare the students to be industry ready
- To motivate students to choose their right career utilizing their opportunities available
- To learn the techniques to crack interview rounds (GD, personal interview, telephone interview and technical interview)
- To develop individuals as a good problem solver and decision maker

**Course Outcomes:**

**On completion of the course learners will be able to:**

- Get recruited in the campus drive and build their career in the right path
- Become competent in the industry and possess good negotiation skills
- Take wise decision and provide solutions for all the problems in the team
- Understand the industry requirements and learn the skills on timely basis
- Gain self confidence and motivation
- Show improvement and confidence in speaking English language

**Course Content:**

**Unit-1**

**8 Hrs**

**Cross Cultural Communication etiquettes** – Work culture of different countries and territories and understanding the same to provide team results

**Interview facing Skills** – Stages in interview, tips to clear interview and FAQ Discussion

**Mock GD** – GD evaluation and Feedback on individual performance

**Unit-2**

**8 Hrs**

**Leadership Skills** – Types of Leadership styles and top 10 qualities of leader (Activity)

**Grooming** – Professional grooming and its importance

**Mock Interview** – Personal Interview, Telephone Interview and Technical Interview Practicing

**Unit-3**

**6 Hrs**

**Problem Solving and Decision making** – Activity

**Entrepreneurship Skills** – Inspiring business leaders and Creative Business Ideas. Process involved in designing a business plan

**Resume** – Final drafting and submission

**Unit-4**

**6 Hrs**

**Overview of Industries** – Various Industries and the top performing MNCs in all the industries

**Career Options** – Job opportunities in various industries and the basic requirement expected from the candidate. Options for higher studies and the scope for the courses

**Internship** - Various sources to fetch the internship jobs. Dos and Don'ts in Internship

Course Code	Duration	Course Title	L	T	P	C
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B18BH5060	16 weeks	<b>Skill Development Course</b>	0	0	2	2
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**Note:** This Course is offered by the School in Association with UIIC. For Exhaustive list of SDC course refer to Annexure –I.

Course Code	Duration	Course Title	L	T	P	C
B18BH5111	16 weeks	<b>Stock and Commodity Market</b>	2	1	0	3

**Course Objectives:**

1. To provide in-depth knowledge of the emerging areas of Security Market
2. To equip students with the tools and techniques needed to operate in the financial market.
3. To provide a comprehensive knowledge to the students about the functioning of global and domestic commodity markets with a practical approach.
4. To develop practical skills of operating in Stock and Commodity Markets.

**Course Outcomes: At the end of the course, student shall be able to-**

1. Explain the emerging areas of Security Market
2. Discuss and analyze about tools and techniques needed to operate in the financial market.
3. Describe the functioning of global and domestic commodity markets with a practical approach.
4. Develop and apply practical skills of operating in Stock and Commodity Markets.

**Unit-1: Introduction**

**16 hours**

Meaning & Definition-Primary and Secondary Market-Differences-Issues Mechanism in Securities Market-Trading Procedure in Stock Market-Stock Exchange & its Functions-NSE-BSE: Regulatory Institution-SEBI-Objectives & Powers of SEBI.

**Unit-2 : Trading in Stock Market****16 hours**

Pattern of Trading & Settlement in Stock Market- Types of Trading –Speculations- Insider Trading-Book Building Process-Bases of Allotment-Classification of Brokers-NSDL-CSDL- Role & its Functions. (Briefly)

**Unit-3: Commodity Market****16 hours**

Introduction-Meaning & Definition of Commodity Market-Origin of Commodity Market in India-Products-Participants and Functions-Commodity Exchanges in India and International- Stock Exchange Platform-MCX, NCDEX, ICEX, NMCE & its Membership.

**Unit-4: Trading in Commodity Market****16 hours**

Pattern of Trading & Settlement in Commodity Market-Efficiency of Commodity market- Types of transactions in Commodity market-Benefits of Commodity Market.

**Suggested Readings:**

1. Bharat Kulkarni: Commodity Markets and Derivatives, Excel Books.
2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw-Hill.
3. Srivastava RM : Management of Financial Institutions, HPH
4. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw-Hill.
5. Bharat Kulkarni; Commodity Markets and Derivatives, Excel Books.
6. Khan, Indian Financial Systems, 6th edition, Tata McGraw-Hill

Course Code	Duration	Course Title	L	T	P	C
B18BH5112	16 weeks	<b>International Financial Management</b>	2	1	0	3

**Course Objectives:-**

1. To enable the students to understand the concepts of financial management and the role of financial management in field of Globalization
2. To provide a deep understanding of foreign exchange rates and international financial markets

3. To create awareness in the student about international risk management.

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

1. Describe in detail the concepts of financial management and the role of financial management in field of Globalization
2. Explain the foreign exchange rates and international financial markets
3. Analyse and apply the concepts about international risk management.

### **Course Content:**

#### **Unit-1: International Financial Management**

**16 hours**

Introduction - Meaning of International Finance - Issues involved in International business Finance - Currency to be used - Credit worthiness - Methods of Payment - Foreign Exchange Markets. **Meaning of International Financial Management** - Scope and significance of International financial management in International markets.

#### **Unit-2: Foreign Exchange Rates**

**16 hours**

Need for foreign exchange - Foreign exchange market and Market intermediaries - Exchange rate determination - Foreign Exchange risk – Forwards - futures – swaps - options - Valuation of future and swaps – valuation of options and efficiency of the exchange market Convertibility of a rupee and its implications.

#### **Unit-3: International Financial Markets**

**16 hours**

Foreign Institutional Investors – Regulations governing Foreign Institutional Investors India; Global Depository Receipts – Meaning; Foreign Direct Investment (FDI) – growth FDI; Advantages and Disadvantages of FDI to Host country and home country.

**Unit-4: International Risk Management****16 hours**

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.

**Suggested Readings:**

1. Avadhani, International Financial Management
2. Mittal, International Rate Foreign Exchange Tariff policy
3. Venkataraman K.V, Finance of Foreign Trade and Foreign Exchange
4. Genaro C da Costa, International Trade and Payments
5. Chowdery, Finance of Foreign Trade and Foreign Exchange
6. Balachandran, Foreign Exchange.
7. Somanath, International Financial Management, I.K. International
8. Srivastava, International Finance.
9. MadhuVij, International Financial Management, 3<sup>rd</sup>Edition.

Course Code	Duration	Course Title	L	T	P	C
B18BH5211	16 weeks	Talent Management	2	1	0	3

**Course Objectives:**

1. To develop an understanding of the practices used by organizations to attract, engage and retain talent across cultural settings
2. To acquire graduate level knowledge in the area of Human Resources leadership as applied to Talent Management within organizations.

**Course Outcomes:**

At the end of the course, the student shall be able to-

1. Develop an understanding of the practices used by organizations to attract, engage and retain talent across cultural settings
2. Acquire graduate level knowledge in the area of Human Resources leadership as

- applied to Talent Management within organizations.
3. Apply the knowledge of the course in managing competent workforce in the organization.

### **Course Content:**

#### **Unit-1: Talent Management**

**16 hours**

Introduction, Definition & Need for Talent Management; Principles of Talent Management – Desert island principle, need to be needed principle, workforce forecast, systematic approach to talent management; Talent Management System – components and benefits of TMS, creating TMS, Challenges in the present context.

#### **Unit-2: Talent Management Process; Talent Acquisition**

**16 hours**

The recruitment process, attracting the right candidates, assessment and 360<sup>0</sup> feedback, performance of recruitment methods; Talent Development –Potential identification and development, coaching for sustained & desired change, integrating coaching, training and development with talent management. Talent Integration – fitting leaders within the culture; induction programs, building teams.

#### **Unit-3: Appraising and Rewarding Performance**

**16 hours**

Performance management, objectives of performance management in managing talent, benefits, strategies to motivate employees; Talent Management Calibration – characteristics & benefits. Talent Retention –motivation and engagement, Return on talent; age of analytics, making outplacement as a part of talent strategy, developing talent management information system.

#### **Unit-4: Role of Information Technology in Effective Talent Management Systems**

**16 hours**

Talent management information system, creating business value through information technology, five steps to a talent management information strategy; Talent Management and Corporate Restructuring - Introduction, Corporate Reconstruction, Timing the Corporate Reconstruction, Business Process Re-engineering; Introduction to HR Analytics for TM Processes.

**Suggested Readings:**

1. Talent Management: Process of Developing and Integrating Skilled Workers – Ravinder Shukla Global India Publications, New Delhi, 2009
2. Chowdhary, Subir, The Talent Era, Financial Times, Prentice Hall International
3. A Conceptual Approach to Strategic Talent Management – Tapomoy Deb, Indus publishing, 2005
4. The Talent Management Handbook – Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill
5. Performance Management – Herman Aguinis, Pearson Education, 2007

Course Code	Duration	Course Title	L	T	P	C
B18BH5212	16 weeks	<b>Organizational Change and Development</b>	2	1	0	3

**Course Objectives:**

1. To develop a detailed understanding of the practices used by organizations to change and manage its development.
2. To create awareness about change management and organizational interventions
3. To develop the skills in students to manage OD process, implementation and assessment of OD.

**Course Outcomes:**

At the end of the course, the students shall be able to-

1. Develop a detailed understanding of the practices used by organizations to change and manage its development and describe them.
2. Describe, analyze and practically apply the knowledge about change management and organizational interventions
3. Practically apply the skills to manage OD process, implementation and assessment of OD.



## Course Content:

### Unit-1: Organizational development

16 hours

Organizational development –Definition –history of OD –values, assumptions and beliefs in OD; Foundations of OD; Models and Theories –systems theory participation and empowerment – teams and team work –parallel learning structures, an overview of Organization Development in Global settings

### Unit-2: Organizational Interventions and Change Management

16 hours

OD Interventions - Team Interventions – Intergroup Interventions- Third party peacemaking intervention, Comprehensive OD; future directions in OD, Theory and Practice on change and changing - nature of planned change. motivating change, Change management- concept, objectives, types of organizational change, change management process, Models of Change – Kurt Lewin Model, Practical Applications.

### Unit-3: Managing Organizational Development Process

16 hours

Managing OD Process- Action Research as a process and approach; history and varieties of action research. Operational Components of OD- Diagnostic, Action and Process – Maintenance components; Resistance to change.

### Unit-4: Implementation and Assessment of OD

16 hours

Implementation conditions for failure and success in OD efforts; Assessment of OD and change in organizational performance; The impact of OD Structure interventions and applicability of OD –training experiences –T-groups –behavioural modelling –life and career planning – coaching and mentoring –instrumental training, Competencies and Ethics of OD Practitioner.

### Suggested Readings:

1. Cummings, T. G., & Worley, C. G. (2014). *Organization development and change*. Cengage learning.
2. Woodman, R. W., Pasmore, W. A., & Shani, A. B. (Eds.). (2009). *Research in organizational change and development*. Emerald Group Publishing Limited.
3. Anderson, P., & Tushman, M. L. (Eds.). (2004). *Managing strategic innovation and change: A collection of readings*. Oxford University Press.
4. Weick, K. E., & Quinn, R. E. (1999). Organizational change and development. *Annual review of psychology*, 50(1), 361-386.

Course Code	Duration	Course Title	L	T	P	C
B18BH5311	16 weeks	Advertising	2	1	0	3

**Course Objectives:**

1. To familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.
2. To create a deep understanding about media decisions and marketing communication
3. To enable the students learn about advertising message development
4. To equip the students with the skills of measuring advertising effectiveness and organizational arrangements.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Explain the basic concepts, tools and techniques of advertising used in marketing.
2. Develop a deep understanding about media decisions and marketing communication
3. Learn and apply the knowledge about advertising message development
4. Practically apply the skills of measuring advertising effectiveness and organizational arrangements.

**Course Content:**

**Unit-1: Introduction**

**16 hours**

Communication process-basic and elements; Marketing Communication-response hierarchy, models and alternatives; Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.

**Unit-2: Media Decisions**

**16 hours**

Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling. Cases on media decisions

**Unit-3: Message Development****16 hours**

Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement, Modern trends in advertising.

**Unit-4: Measuring Advertising Effectiveness and Organizational Arrangements 16 hours**

Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

Organizational Arrangement: Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising techniques. Social, ethical and legal aspects of advertising in India; Recent developments and Issues in advertisement.

**Suggested Readings:**

1. Belch and Belch: Advertising and Promotion, 2/e, Tata McGraw Hill, 2011
2. Sharma, Kavita: Advertising: Planning and Decision Making, 1/eTaxmann Publication, 2011.
3. Mahajan, J.P., and Ramki: Advertising and Brand Management, Ane Books, New Delhi, 2013
4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, 1/e, South Western, Cengage Learning, 2014
6. O'Guinn, Advertising
7. and Promotion: An Integrated Brand Approach, 1/e Cengage Learning 2009.

Course Code	Duration	Course Title	L	T	P	C
B18BH5312	16 weeks	Consumer Behavior	2	1	0	3

**Course Objectives:**

1. To equip students with the basic knowledge about the issues and dimensions of consumer behavior
2. To equip students with the skills and ability to analyze consumer information
3. To develop understanding of consumer behavior oriented marketing strategies.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Understand the various aspects of consumer behavior and analyze it to make marketing mix decisions
2. Apply the skills and ability to conduct market research and analyze consumer information and feedback
3. Understand and apply the knowledge of the influence of consumer behavior and personality on consumer purchase decisions.

**Course Content:**

**Unit-1: Consumer Behavior**

**16 hours**

Nature, scope & application: Importance of consumer behavior in marketing decisions, characteristics of consumer behavior, role of consumer research, consumer behavior-interdisciplinary approach. Introduction to 'Industrial Buying Behavior' Market Segmentation: VALS 2 segmentation profile.

**Unit-2: Consumer Needs & Motivation**

**16 hours**

Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McClelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behavior: Importance of personality, theories of personality Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self-images; Role of self-consciousness. Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organization &

interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory. Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory, Changing of consumer attitude.

### **Unit-3: Group Dynamics & consumer reference groups**

**16 hours**

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behavior: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behavior: Determinants of social class, measuring & characteristics of social class. Culture & Consumer Behavior: Characteristics of culture, core values held by society & their influence on consumer behavior, introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

### **Unit-4: Diffusion of Innovation**

**16 hours**

Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Decision making process: Process- problem recognition, pre- purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post purchase evaluation; Situational Influences Models of Consumer Decision making: Nicosia Model, Howard-Sheth Model, Howard Sheth. Family Decision Making Model, Engel, Kollat & Blackwell Model, Sheth Newman Gross Model of Consumer Values, Practical Implications and challenges in Millennial consumer context.

#### **Suggested Readings:**

1. Leon G.Schiffman & Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour –Building Marketing Strategy, Tata McGrawHill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition), Pearson.
6. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995.

Course Code	Duration	Course Title	L	T	P	C
B18BH5411	16 weeks	International Marketing	2	1	0	3

**Course Objectives:**

1. To familiarize the student about the international environment and international marketing policies
2. To enable the students to learn about international marketing skills.
3. To develop in-depth knowledge about international marketing strategies.
4. To equip students with necessary skills to deal in international market with indepth understanding of pricing strategy.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Discuss about the international environment and international marketing policies
2. Explain about international marketing channels, strategies and international policies.
3. Express knowledge about international marketing strategies.
4. Apply skills to deal in international market with in-depth understanding of pricing strategy.

**Course Content:**

**Unit-1: Introduction Concept of International Marketing**

**16 weeks**

Introduction, scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Importance of international marketing strategies and policies, Underlying forces of International Marketing Channels, Reason of entry in International Marketing.

**Unit-2: International Policy**

**16 weeks**

International Policy: Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business, International marketing regulations in India and SAARC countries. Procedural Aspect: Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods. Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment

Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase/Collection/ Negotiation under L/C. Export Credit Limit.

### **Unit-3: International Marketing Strategy**

**16 weeks**

International Marketing Strategy: Rules for successful exporting. International Market Segment Preliminaries for starting Export Business. Registration of Exporters. Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License).

### **Unit-4: Pricing and Finance Strategy for International Marketing**

**16 weeks**

Pricing and Finance Strategy: International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing. Arranging Finance for Exports: Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange rates and protection against their adverse movement. Labeling, Packaging, Packing and Marketing Goods for Orientation to GATT and functions of W.T.O.

#### **Suggested Readings:**

1. Bhattacharya, Winning The World Marketing
2. B.M. Wahi and A.B.Kalkundribar, International Trade and Export Management
3. Varshney and Bhattacharya , International Marketing Management
4. S.ShivaRamu , International Marketing Export Marketing
5. S.S. Rathor, J.S.Rathor , International Marketing
6. Douglas & Craig, Global Marketing Strategy
7. Michael Vaz, Export Marketing
8. Francis Cherunilam, Export Marketing
9. Export Marketing – B. Bhattacharya

Course Code	Duration	Course Title	L	T	P	C
B18BH5412	16 weeks	Forex Management	2	1	0	3

**Course Objectives:-**

1. To enable the students to understand the concepts, rates and trends of foreign exchange and markets.
2. To provide a deep understanding of foreign exchange market in India.
3. To create awareness in the student about international risk management.
4. To create interest and deep understanding of forex management and analysis.

**Course Outcomes:**

At the end of the course student shall be able to-

1. Describe in detail the concepts, rates and trends of foreign exchange and markets.
2. Explain the foreign exchange rates and international financial markets
3. Analyse and apply the concepts about international risk management.
4. Practically apply the skills of forex management and analysis.

**Course Content:**

**Unit-1: Foreign Exchange and Markets**

**16 weeks**

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.

**Unit-2: Forex Market in India**

**16 weeks**

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.



**Unit-3: Forex Risk Management****16 weeks**

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.

**Unit-4: Exchange Rate Management****16 weeks**

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.

**Suggested Readings:**

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
5. Aseem Kumar, Export and import management, Excel Books
6. Foreign Trade Policy, 2005-2009

## SIXTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BH6010	16 weeks	Good and Services Tax (GST)	3	0	1	4

### Course Objectives:

1. To provide an in depth study on the various provisions of GST law and their impact on Business Environment.
2. To provide in-depth knowledge about levy and collection of tax
3. To provide clarity on GST network and technology
4. To create awareness about input tax and credit, assessment and returns.

### Course Outcomes:

At the end of the course, student shall be able to-

1. Learn various provisions of GST law and their impact on Business Environment in depth.
2. Gain knowledge about levy and collection of tax
3. Acquaint the knowledge about system framework of GST
4. Learn about input tax and credit, assessment and returns.

### Course Content:

#### Unit-1: Fundamentals of GST ACT 2017

16 hours

Introduction, 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 2017: Overview of GST Act 2017- 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.

**Unit-2: Levy and collection of tax****16 hours**

Introduction-Supply: meaning 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. **(problems on types of supply)**

**Unit-3: Time of supply, GST network and technology****16 hours**

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.** GST NETWORK: 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.

**Unit-4: Input Tax and Credit, Assessment and Returns****16 hours**

Input Tax : 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. **Problems on Assessment of tax and tax liability.**

**Reference Books:**

1. [GST Law and Analysis with Conceptual Procedures](#), Bimal Jain and Isha Bansal (Set of 4 Volumes)
2. Goods and Services Tax, H.C. Meharotra and V.P. Agarwal, Sahitya Bhavan Publications, 4<sup>th</sup> Edition.
3. Goods and Services Tax, Usha Devi and Poddar, Vision Book House, 2017.

Course Code	Duration	Course Title	L	T	P	C
B18BH6020	16 weeks	<b>Operational Research for Managerial Decision</b>	3	1	0	4

**Course Objectives:**

1. To provide knowledge on the basic tools of Operations research in solving the management problems using mathematical approach for decision making.
2. To create awareness about linear programming methods and various types of OR models for decision making.
3. To provide knowledge and skills on decision and queuing theory.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Describe the basic tools of Operations research in solving the management problems using mathematical approach for decision making.
2. Explain and utilize linear programming methods and various types of OR models for decision making.
3. Analyze and apply the knowledge and skills on decision and queuing theory in problem solving and decision making.

**Course Content:****Unit-1: Introduction to Operations Research****16 hours**

Nature and scope of Operations research: Origins of OR, Applications of OR in different Managerial areas, Problem solving and decision making, Quantitative and qualitative analysis, Defining a Mathematical Model, Types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

**Unit-2: Linear Programming Method****16 hours**

Structure of LPP, Assumptions of LPP, Applications areas of LPP, Guidelines for formulation of LPP, Formulation of LPP for different areas, solving of LPP by Graphical Method: Simplex method(Basic Problems up to 3 Iterations), converting primal LPP to dual LPP, Limitations of LPP.

**Unit-3: Transportation Problem and Assignment Model****16 hours**

Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogel's approximation Method, Test of Optimality by MODI Method, Unbalanced Transportation Problem (Supply and Demand) , Degeneracy and its resolution.

**Assignment Model:** Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem.

**Unit-4: Decision and Queuing Theory****16 hours**

Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, Decision Tree, Construction of Decision Tree.

**Queuing Theory:** Queuing Structure and basic component of an Queuing Model, Distributions in Queuing Model, Different in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population. Game Theory, Saddle Point, Value of the Game (OptimalSolution)

**Suggested Readings:**

1. S. D. Sharma, Operations Research, Kedarnath Ramnath and Company, 2008.
2. R. Pannerselvam, Operations Research, Prentice Hall International , 3e,2012
3. J. K. Sharma, Operations Research: Theory and applications, 5e, Macmillian, 2013.
4. Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.
5. Hamdy A. Taha, Operations Research: An Introduction, 9 e, Pearson, 2013.
6. Prem Kumar Gupta, D.S. Hira, Operations Research 5e, S. Chand, 2012.

Course Code	Duration	Course Title	L	T	P	C
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B18BH6030	16 weeks	<b>Marketing Metrics</b>	3	1	0	4
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**Course Objectives:**

1. To provide insights into accurately measuring marketing performance and ROI of firms.
2. To create in-depth knowledge about margins, profits, product and portfolio management.
3. To develop understanding about sales and channel management and pricing strategies.
4. To enable students to apply the skills of promotion, advertising media and web metrics.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. Utilise marketing metrics for accurately measuring marketing performance and ROI of firms.
2. Explain about margins, profits, product and portfolio management.
3. Discuss about sales and channel management and pricing strategies.
4. Apply the skills of promotion, advertising media and web metrics

**Course Content:**

**Unit-1: Introduction to Marketing Metrics**

**16 hours**

Introduction: What is a metric? Why do you need metrics? Marketing Metrics: Opportunities, Performance and Accountability. Share of Hearts, Minds, and Markets: Customer perceptions, market share, and competitive analysis.

**Unit-2: Margins and Profits, Product and Portfolio Management**

**16 hours**

Margins and Profits: Revenues, cost structures, and profitability. Product and Portfolio Management: The metrics behind product strategy, including measures of trial, growth, cannibalization, and brand equity.

**Unit-3: Sales Force and Channel Management, Pricing Strategy**

**16 hours**

Sales Force and Channel Management: Sales force organization, performance, and compensation. Distribution coverage and logistics. Pricing Strategy: Price sensitivity and optimization, with an eye toward setting prices to maximize profits.

**Unit-4: Promotion, Advertising Media and Web Metrics****16 hours**

Promotion: Temporary price promotions, coupons, rebates, and trade allowances. Advertising Media and Web Metrics: The central measures of advertising coverage and effectiveness, including reach, frequency, rating points, and impressions. Models for consumer response to advertising. Specialized metrics for Web-based campaigns. Marketing and Finance: Financial evaluation of marketing programs.

**Reference Book:**

1. Bendle, N.T., Farris, P.W., Pfeifer, P.E. and Reibstein, D.J., 2016. Marketing metrics: The manager's guide to measuring marketing performance. Pearson Education, Incorporated.

Course Code	Duration	Course Title	L	T	P	C
B18BH6040	16 weeks	New Venture Planning	2	1	0	3

**Course Objectives:**

1. To provide detailed exposure to students regarding different aspects of setting up a new business.
2. To develop an understanding of the process of identifying various sources of new business ideas of products and services
3. To examine, evaluate and approach different sources of finance, the nature of marketing effort required
4. To develop a comprehensive business plan.

**Course Outcomes:**

At the end of the course, student shall be able to-

1. To understand detailed knowledge regarding various aspects of setting up a new business.
2. Describe in detail about the process of identifying various sources of new business ideas of products and services
3. Examine, evaluate and approach different sources of finance, the nature of marketing effort required through the understanding of this course.
4. Conduct market potential analysis and develop a comprehensive business plan.

**Unit 1: Starting New Ventures****16 hours**

Opportunity identification, the search for new ideas, Source of innovative ideas, Techniques for generating ideas, Entrepreneurial imagination and creativity thinking, Developing your creativity, Impediments to creativity. 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.

**Unit 2: Legal Challenges in Setting up Business****16 hours**

Intellectual Property Protection: Patents, Trademarks and Copyrights, Requirements and Procedure for filing a Patent, Trademark and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company, Highlights of Companies Act.

**Unit 3: The Search for Entrepreneurial Capital****16 hours**

The entrepreneur's Search for Capital, The Venture Capital Market, and Criteria for evaluating New Venture Proposals, evaluating the Venture Capitalist. Financing Stages, Alternate Sources of Financing for Indian Entrepreneurs, bank Funding, Government Policy Packages, State Financial Corporation (SFCs), Business Incubators and Facilitators, informal risk capital: Angel investors, Bootstrapping, Crowdfunding

**Unit 4: The Marketing Aspects of New Venture and Business Plan Preparation for New Venture****16 Hours**

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, Developing a Well-Conceived Business Plan, Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development, Operations, Management, Finances, Critical-Risk. Harvest Strategy, Milestone Schedule.

**Reference Books:**

1. Tom Rath. Strengths Finders 2.0, Gallup Hisrich, Peters, & Shepherd, 2017.



2. Entrepreneurship, 10th Edition, Boston, MA: Irwin McGraw Hill. (ISBN 978-0-07-811284-3)
3. Spinelli, & Adams. 2016. New Venture Creation: Entrepreneurship for the 21st Century. 10th Edition, Boston, MA: Irwin McGraw-Hill.
4. Timmons, Zacharakis, & Spinelli, 2004. Business Plans that Work: A Guide for Small Business, New York, NY: McGraw-Hill.

Course Code	Duration	Course Title	L	T	P	C
B18BH6050		Skill Development Course	0	0	2	2

**Note:** This Course is offered by the School in Association with UIIC. For Exhaustive list of SDC course refer to **Annexure –I**.

Course Code	Duration	Course Title	L	T	P	C
B18BH6060	16 weeks	Major Project (Based on Specialization)	1	0	5	6

**Note:** Format and Guidelines for the preparation of Major Project refer to **Annexure –III**

#### ANNEXURE-I

##### List of Skill Development Courses-

- MS Office Tools
- Tally ERP(Accounts)

- Tally GST
- Advance Excel
- Analytics for Business(Beginners)
- ETL & Business Analytics
- Viz Tools

## ANNEXURE-II

### SUMMER INTERNSHIP

#### FORMAT FOR PREPARATION OF SUMMER INTERNSHIP (SIP)

##### SUMMER INTERNSHIP:-

- Documentation of students work.
- A record of original work done by the student in the summer internship of 4 Weeks Duration.

##### DURATION OF SUMMER INTERNSHIP

- 4 weeks

##### HOW TO GET AN INTERNSHIP

- Approach Placement Department / Career Development Centre.
- Approach Faculty / Mentor / Guide
- Through Family / Relatives / Friends.
- Take immediate action when you get a lead
- Prepare for the interview
- Be prepared to start immediately
- List out the companies where you want to do your internship
- Follow up
- Paid / unpaid

##### HOW AN INTERNSHIP WILL HELP YOU?

- Prepare you for the demands of today's work force.
- Gain Valuable Work Experience.
- Explore a Career path.
- Gives you an edge in the Job market.
- Develops and refines your skills.
- In case of paid Internship you will receive financial compensation.
- Career Exploration.
- Leadership and skill development.

- Establishing networks, Mentors and references.
- Resume Enhancement.
- Professional Communication.
- Idea of what your biggest strengths are
- Areas of improvement you should work on
- Hands on Experience.
- Helps to be Proactive.
- Autonomy (or) Independence.

#### PREPARATION FOR SUMMER INTERNSHIP

- Internship Permission Letter (University)
- Updated Resume.
- Recent Pass-Port Size photographs (5)
- Multiple copies of resume ad internship letter.

#### WHY IS SUMMER INTERNSHIP IMPORTANT?

- Internship experience makes the student more competitive in the job market. In addition to gaining Exposure and Experience in the field, they also provide an opportunity to see if the particular career field is right one based on the Experience in the related field.

#### NUMBER OF PAGES IN INTERNSHIP REPORT

- The internship report should be minimum 15 pages and maximum 30 pages.

#### SEQUENCE OF SUMMER INTERNSHIP REPORT

- Title Page
- Certificate from the company
- Acknowledgement.
- Abstract
- Learning Experience during the course of Internship.
- Learning Outcomes achieved during course of Internship.
- SWOC Analysis – During the course of Internship.
- Future proposed plans – Based on the Experience gained through internship.

#### SPECIFICATIONS & FORMAT:-

- Summer internship report should be in a4 size. The report should be soft bound using flexible branded cover as per the branding requirements of REVA University.
- Line Spacing - 1.5cm, headings - 14, Content - 12, Font Style – Times New Roman.

- Title Page – Should reflect the place where the summer internship was undertaken, title page should also reflect the name, SRN of the student, Company mentor, Faculty mentor and other requirements.

#### CERIFICATE FROM THE COMPANY

- Certificate from the company should be taken in the letter head of the company with seal & sign of the head of the company. The certificate should be taken for 4 weeks duration failing which the student will not be entitled for the SIP credits.

#### ACKNOWLEDGEMENT:-

- Student should acknowledge the company mentor, faculty mentor, organization and others who have helped for successful completion of the summer internship.

#### ABSTRACT:-

- Synopsis of the work carried out in 4 weeks (200 to 300 words) should be mentioned under abstract of the report.

#### LEARNING EXPERIENCE:-

- Student should maintain a diary and make a note of Everyday work carried by him / her in the company.

#### LEARNING OUTCOMES:-

- Learnings that the student achieved during the course of the internship.

#### SWOC ANALYSIS:-

- Strengths, Weakness, Opportunities & Challenges faced by student / Intern should be highlighted

#### FUTURE PROPOSED PLANS:-

- Based on the Experience gained through internship were you able to identify the career path.

### **FORMAT OF DECLARATION FORM**

Date:

Student Name:

SRN:

Class:

To  
The Director  
School of Commerce  
REVA University  
Bangalore-560064.

### DECLARATION

Respected Madam,

I, \_\_\_\_\_, a bonafide student of \_\_\_\_\_ B.Com Honors hereby declare that I will be doing my Internship in \_\_\_\_\_ Company.

I further declare that

- a. I will not change the company the course of my internship and complete my internship to the satisfaction of the company.
- b. I will perform all duties and responsibilities assigned by the company during my internship period with utmost sincerity and diligence and ensure that University reputation is protected all the time.
- c. Attend the company 100% during all working days.
- d. Submit Weekly Reports duly signed by the company mentor to faculty mentor allotted by the University.
- e. Complete the portion of the internship as per schedule and meet all Internal Assessment requirements.

I am aware that any non-compliance with any internship regulations or negative feedback from the company during my tenure would attract appropriate penal action from the University including disqualifying from the Program.

**I also understand that I would be required to submit Internship Completion Certificate on the Re-opening day of B.Com III semester classes and would be eligible to get attendance from the date of submission of Internship Completion Certificate.**

Signature of the Student

### ANNEXURE-III

#### Major Project

#### RESEARCH PROJECT GUIDELINES

Sl.No	TABLE OF CONTENTS	Page No
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	Introduction	
	Course Objectives	
	Mentorship	
	Weekly reports	
	Course Credits	
	Evaluation of Project Report (Dissertation) - Important dates	
	Ethics in Research	
	What constitutes plagiarism?	
	Publication	
	Copies of Project Report / Dissertation	
	Size & Quality of Paper	
	Chapter Scheme: - Executive Summary - Chapter 1: Introduction - Chapter 2: Industry and Company Profile - Chapter 3: Research Methodology - Chapter 4: Data Analysis and Interpretation - Chapter 5: Summary of Findings, Recommendations and Conclusion  Appendices and Annexures Bibliography	
	Submission Guidelines	
	Order of Content	
	Annexure 1- Format to submit Organization and topic	
	Annexure 2- Weekly Report Format	
	Project Front pages:	
	Synopsis Format	

### **Introduction to Major Project/Dissertation:**

All the Sixth semester B.Com Honors students of REVA University are required to undergo a 16 weeks internship program at an organization of their choice. The nature of internship must be based on their area of specialization and future employability, since a good internship could lead to a pre-placement offer.

A Major Project period of five to six months in a real life situation helps the graduates to achieve hands on training on execution and delivery of expected results. The constant interaction with the mentors from the organization and in-house faculty leads to a healthy synthesis of practical experience and the theoretical inputs.

The method ensures a continuous evaluation of the student interns through a comprehensive grade sheet of many of the latent talents like professional judgment, data handling and analysis, decision making abilities, initiative, leadership and team building etc. that may not be entirely visible during the classroom simulations. The industry has the benefit of direct access to the trainees who can be monitored

and evaluated over a period of six months. There is value addition as projects relevant to the industry are executed with the help of trained graduates without additional cost to the company.

### Course Objectives

- Develop problem solving, decision making, interpersonal skills by contributing to the organizations' day to day activities and performing the role assigned.
- Develop work ethics, values and exhibit professionalism.
- Improve researching, reporting and presentation skills.
- Add value to the organization through his/her contributions.

### Mentorship

Students will be guided by a corporate mentor and a faculty mentor. The faculty mentor will be allotted to you by the School at the end of third semester. However, it is the responsibility of the student after consulting with the company executives to identify the corporate mentor. All the evaluation formats, project reports and attendance shall be signed by both corporate and faculty mentors.

### Weekly reports

Every student shall submit the weekly report by mail (scanned) to the respective faculty guide at the end of each week. The format is given in Annexure 2.

### Course Credits

A project work carrying FOUR or SIX credits is called Minor Project work / Dissertation. A project work of EIGHT, TEN, TWELVE or SIXTEEN credits is called Major Project work / Dissertation.

Programme	Title and Course Code	Credits
BBA Honors	Major Project- B18BH6060	06

### Evaluation of Project Report (Dissertation)

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the mentors. At the end of the semester, the candidate has to submit final report of the project / dissertation, as the case may be, for final evaluation. The components of evaluation are as follows:

#### For Undergraduates Projects

IA1	January 1 <sup>st</sup> Week	Topic Finalization and First Chapter
IA2	March 1 <sup>st</sup> Week	Second and Third Chapter
IA3	April 1 <sup>st</sup> week	Fourth and Fifth chapter -Draft Report

SEE	April 3 <sup>rd</sup> week	Final Evaluation and Viva-Voce. Synopsis of the project along with project has to be submitted.
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### **Important dates:**

#### **For Undergraduates Projects**

- Last date to submit the name of the company and topic of internship:
- IA1: 1<sup>st</sup> Report submission: Topic Finalization and First Chapter (Identification of the problem, research methodology):
- IA2: 2<sup>nd</sup> Report submission: Second and Third Chapter:
- IA3: 3<sup>rd</sup> Report submission: Fourth and Fifth chapter - Draft Report:
- SEE: Final report submission:
- Project Viva Voce Starts from.

All interns must report on a weekly basis on the given format.

#### **Ethics in Research**

There are many ethical dilemmas associated with the practice of social Science research. There are six key principles of ethical social science research:

- Research should be designed, reviewed and undertaken to ensure integrity and quality;
- Research staff and subjects must be informed fully about the purpose, methods and intended possible uses of the research, what their participation in the research entails and what risks, if any, are involved;
- The confidentiality of information supplied by research subjects and the anonymity of respondents must be respected;
- Research participants must participate in a voluntary way, free from any coercion;
- Harm to research participants must be avoided;
- The independence of research must be clear, and any conflicts of interest or partiality must be explicit;

#### **What constitutes plagiarism?**

A major ethical standard in research focuses on appropriately recognizing and crediting the work of others who have contributed to the body of knowledge in a given area. Plagiarism is simply using someone else's ideas or wording without giving due credit. When you present an idea in your thesis project that originated from another source (written or spoken), even if you modified the wording or parts of the idea, credit to the original source should be given. The thesis is a scholarly work, and as such, extensive citation from the literature is expected. As you make notes from a source, indicate clearly whether your notes are a direct quote or a paraphrased interpretation. If direct quotes are used, the page number is required for a



complete citation. Plagiarism software is widely available and routinely used by professors and journal editors.

**Note:** *The project report has to be tested for plagiarism, and passed the plagiarism test with the similarity score less than 25% and it satisfies the academic requirements in respect of Project work prescribed for the Post Graduate Students Degree.*

#### **Publication**

Publishing one research article from project is compulsory for the Postgraduate Students. If any candidate is not published research article out of the study which they carried out are not eligible to submit the Major Project/ Dissertation. For Under Graduate Students, it publication is not compulsory but they are also encouraged to do the same.

#### **Copies of Project Report / Dissertation**

Three bound copies of the Project Report / Dissertation must be submitted to the University (the Director of respective School through the / her Project Guide). The candidate is advised to keep a copy of the same for personal use. Along with **TWO** bound copies of the Project Report / Dissertation the electronic version of the same is to be submitted in CD in pdf format and a copy of the same is to be retained by the candidate.

#### **Size & Quality of Paper**

Good quality paper must be used printing the report. The main copy of the Project Report / Dissertation should be original. Preferably other two copies shall also be print ones. In case of photocopy, such copies shall be such that they ensure consistent quality without gray or dark casts to the background. All copies shall be on white A4 paper and printed on one side of a paper.

#### **Chapter Scheme:**

Following chapter scheme shall be used while writing the report.

#### **Executive Summary (2-3 Pages)**

A brief summary for the project in 2-3 pages. Executive summary must include a brief introduction to the study, statement of the problem, major objectives of the study, research methodology, data collection plan, data analysis and major suggestions and conclusion.

#### **Chapter I: Introduction (8-10 Pages)**

This chapter includes the introduction to the study, industry profile and theoretical background of the study.

1.1 Introduction to the study

1.2 Industry-Brief History, Industry analysis (Porter's Model), Growth and Prospects

1.3 Area of Study - Definition of the terms used, Important and other relevant aspects of the subject in line with the topic of the study.

#### **Chapter 2: Industry and Company Profile (15-20 Pages)**

2.1 Inception and History, Type, Nature, Board of Directors, Organization chart, Business operations.

2.2 Product/service profile, Market share, Competitors, Functional chart

2.3 GDP contribution

2.4 Growth and development of company and industry.

2.5 CSR of Companies

2.6 SWOT Analysis, Future prospects/growth

### **Chapter 3: Research Methodology (15-20 Pages)**

#### **3.0: Literature Review**

Here relevant theoretical background in brief may be given by referring to some standard text books, journals, newspapers etc. Students should endeavor to collect, compile and concisely cover latest information and data by scanning latest articles published in periodicals, journal etc. Please note that the latest authentic data adds to the quality of the project report and gives a good impression to the viva-committee as well as organizations where in students are placed for summer training. Data collected from others source should be duly acknowledged and cited. (Refer <http://www.waikato.ac.nz/library/study/referencing/styles/apa> for more details.)

3.1 Statement of the problem

3.2 Title of the study

3.3 Objectives of the study

3.4 Hypothesis if any

3.5 Research Design and Sampling

3.6 Research instruments (e.g., questionnaire)

3.7 Definitions of the terms used

3.8 Scope and Limitations of the study

3.9 Chapter scheme

#### **Chapter 4: Data Analysis and Interpretation (25-30 Pages)**

The primary and/or secondary data collected must be analyzed to standard formats such as tables /graphs /diagrams and so on and is to be presented in this chapter. This chapter shall include hypothesis testing using appropriate statistical tools. Use of advanced statistical tools to analyze your data is encouraged. Proper titles, legends, scales, source (s) etc. must be mentioned along with each diagram/table.

Data Interpretation is the most important part of the study. Students are required to apply established theoretical concepts/tools/techniques to the data presented and draw inferences. Students are required to discuss rationally for drawing inferences. For each inference, proper linkages are to be established either with the data analyzed in with the calculation (s) to be included in this chapter. Wherever, calculations are to be carried out, it must be provided before drawing any inference. The inferences are to be presented in narrative form from each data set along with limitation (s) due to data insufficiency, if any.

Each table must have

- Title of the table
- Data table (in tabular and/or visual form)
- Analysis of the table
- Inference of the table
- Source

**Hypothesis testing** using appropriate statistical tools also to be described here along with interpretation of results. Use excel, SPSS or R for analysis of data.

### **Chapter 5: Summary of Findings, Recommendations and Conclusion (4-5 Pages)**

The chapter begins with objectives and scope of the study to ease the understanding of the reader. The findings should be summarized and presented in a paragraph form, numbering each of the finding. The conclusion of the project should be given so as to justify the objectives of the study.

#### **Recommendations and Conclusion (2-3 Pages)**

- Drawn with direct reference to objectives of the study.
- Find specific recommendation/suggestions to each of the objective of the study.
- These recommendations should be specific, acceptable/practical and clear.

#### **Appendices and Annexures**

- The copy of the questionnaire and any useful material collected from the organization may be annexed.
- In case of finance topics, the copies of the attested financial statements of three to five years are to be annexed.

#### **Bibliography**

- The references made from the text books, articles, journals & magazines and website must be cited both.
- Follow APA style referencing. A few citations are given below.
- India today, "The Melt down: End of good times", Oct 27, 2008.
- James M, Kaplan; and et.al. "Managing it in a Down Turn: Beyond Cost Cutting", Indian Management, vol.47 issue 11, Nov 08.
- <http://www.ibm.com/in> ( Accessed on .....(mention the date) )

#### **Submission Guidelines**

- The report should be printed on A4 size Executive Bond sheet.
- The font used should be Times New Roman and font size should be 12. For Heading; Times New Roman 14 in Bold and for sub heading; Times New Roman 12 in Bold.
- The top, bottom and right margins should be 1" each. The left margin should be set at 2".
- The line spacing should be fixed at 1.5 lines.
- Table line spacing shall be single line spacing.
- Page numbers should be placed at bottom middle position.
- Chapters should be numbered as 1, 2, 3, etc. The tables and charts should be in the format of 1.1, 1.2, etc. i.e. 1.1 indicates that it is the first table in Chapter 1; 2.1 Indicates first table in Chapter 2. Similarly chart no. 1.1 indicates first chart in Chapter 1.
- The project report should be a minimum of 60 pages and should not exceed 75 pages.
- Students should submit 3 hard copies duly signed by the faculty guide and the Director and soft copy in pdf format.
- The hard copy should be in soft binding format with white thick cover as the cover page.

- Title of the study, objectives, analysis, findings and suggestions should tally.

**Order of Content**

- Cover Page
- Title page
- Candidate’s Declaration page - containing the signature of the candidate, guide, co-guide if any, and Director of the School.
- Certificate by the Guide and the Co-Guide if any, and the Director of the School concerned for having completed the project and prepared the report as per the requirements of the University.
- Certificate that the Project Report / Dissertation has been revised and resubmitted based on suggestions by examiners, if applicable, signed by the candidate, guide, co-guide, if any, and Director of the School.
- Preface and/or Acknowledgement
- Table of contents with page references
- List of tables with titles and page references
- List of illustrations / Screen Shots if any, with titles and page references.
- List of Symbols, Abbreviation of Nomenclature
- Abstract
- Text
- References,
- Bibliography, if any
- Appendices, if any
- Copies of articles/ Conference papers published

**Format to submit Organization and topic**

<b>B19CH6060– Organization and Topic</b>	
Name of the student	
SRN	
Name of the company	
Address of the company	
Name of the corporate mentor	
Designation	

Mobile number of the corporate mentor	
E-Mail id of the corporate mentor	
Topic of study	

**Weekly Report Format**

<b>B19CH6060 – Weekly Report</b>	
Month:	Week : I / II / III / IV
Dates (From- to): .....	
Details of work done in the Week:	
Job Description:	
1. ....	
2. ....	
3. ....	
Achieved Outcome:	
.....	
.....	
Signature and Name of the Reporting Manager :	
Signature and Name of the Student :	
Date:	

**Project Front pages:**

Specimen of Cover Page
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Font : Roboto Slab, Bold, 17pt

**SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY**

A PROJECT REPORT  
ON

Font : Roboto Slab, Bold, 14pt

**"AN AUTOMATED ACCIDENT DETECTION SYSTEM"**

submitted in partial fulfilment of the requirement for the award of the degree of

Font : Roboto Slab, Normal, 10pt

**MASTER OF TECHNOLOGY  
IN  
COMPUTER SCIENCE AND ENGINEERING**

Font : Roboto Slab,  
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Submitted by  
(Name of the candidate)

(SRN)

Under the guidance of  
(Name of the Guide)

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Sample Title Page for Project Report / Dissertation



SCHOOL

OF.....

A Project Report

On

< Title of the project / Dissertation >

Submitted in fulfillment of the requirements for the award of the Degree of

Bachelor of .....

Submitted by

(Name of the Candidate)

(SRN )

Under the guidance of

(Name of the Guide)

(Name of the Co Guide) (if any)

May 2019

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Sample Candidate's Declaration Page for Project Report / Dissertation

**DECLARATION**

I, Mr. / Ms. <name of candidate> student of B.Com (Industry Integrated) belong in to School of Commerce, REVA University, declare that this Project Report / Dissertationentitled “ < title of the project >”is the result the of project / dissertation workdone by me under the supervision of Dr / Prof. <name of Guide with affiliation .

I am submitting this Project Report / Dissertationin partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Commerce by the REVA University, Bangalore during the academic year 2019-19.

I further declare that this project / dissertation report or any part of it has not been submitted for award of any other Degree/ Diploma of this University or any other University/ Institution.

*(Signature of the candidate)*

Signed by me on < date, month and year >

Certified that this project work submitted by < name of the candidate > has been carried out under my / our guidance and the declaration made by the candidate is true to the best of my knowledge.

Signature of Guide Signature of Co-Guide, (if any)

Date :.....Date :.....

Signature of Director of School

Date :.....

Official Seal of the School

**Sample Certificate Page by the Guide for Project Report / Dissertation**



SCHOOL OF.....

**CERTIFICATE**

Certified that the project work entitled < TITLE >carried out under my / our guidance by <Candidate Name>, < SRN >, a bonafide student of REVA University during the academic year 2015-16, is submitting the project report in partial fulfillment for the award of **Bachelor of .....**in <Program Name> during the academic year **2019–20**. The project report has been tested for plagiarism, and has passed the plagiarism test with the similarity score less than 25%. The project report has been approved as it satisfies the academic requirements in respect of Project work prescribed for the said Degree.

Signature with date

<Guide name>  
Guide

Signature with date

<Co Guide name>  
Co Guide

Signature with date

< Name of the Director >  
Director



**External Examiner**

**Name of the Examiner with affiliation Signature with Date**

- 1.
- 2.

**ACKNOWLEDGEMENT**

This is a matter of pleasure for me to acknowledge my deep sense of gratitude to REVA UNIVERSITY and my college, School of Commerce for giving me an opportunity to explore my abilities via this internship program.

I would like to express my sincere gratitude to our internship guide <Name> for his valuable guidance and advice in completing this organisation study.

Let me take this opportunity to thank School Director, **Prof. Shubha A** for the whole hearted support extended to me throughout the conduct of the study. Madam gave me lot of inputs

and suggestions to bring out the best in me. The encouraging words that have been extended were great boost for the completion of this work.

I would like to record my sincere appreciation and gratitude towards all the officials and employees of < Company Name>, without whose kind assistance, my internship program would not have succeeded.

I am also very thankful and grateful towards my seniors, colleagues and authorities of School of Commerce, REVA UNIVERSITY for their support, encouragement, and valuable suggestions for the completion of this organisation study.

Last but not the least, I would like to express my sincere thanks to my family members, friends for their immense support and best wishes through-out the internship duration and the preparation of this report.

**(Student Name)**

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Certificate from the University

Certificate from the Company

Acknowledgements

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**III** Research Methodology

**IV** Data Analysis and Interpretation

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Questionnaire

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**Synopsis Model Format**



**CUSTOMERS' RESPONSE TO MOBILE NUMBER PORTABILITY  
-A STUDY WITH SPECIAL REFERENCE TO VODAFONE SUBSCRIBERS IN BANGALORE  
*(The title should be clear and specific in term of topic and area of study)***

Submitted in Partial Fulfilment of the Requirement for the award of the degree

In

**COMMERCE**

By

**Student Name**

SRN:XXXXX

**Under The Guidance Of**

(GUIDE NAME)

**School of Commerce**

**REVA UNIVERSITY**

Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru – 560 064

Year of submission

**Introduction** *(Heading font size 14 and body text 12)*

Mobile number portability (MNP) enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another. MNP (Mobile number

portability) is implemented in different ways across the globe. In India the Telecom Regulatory Authority of India (TRAI) implemented the MNP facility firstly in Haryana in November 2010 and then extended to all parts of the country in January 2011. The facility is available for both pre-paid and post-paid customers across mobile operators with in the same telecom circle. (In this paragraph introduce about your topic)

Vodafone India, formerly Vodafone Essar and Hutchison Essar, is the second largest mobile network operator in India after Airtel. It is based in Mumbai, Maharashtra and which operates nationally. It has approximately 146.84 million customers as of November 2011. In terms of active subscriber base in Karnataka Vodafone is the second largest player with a market share of 19.8%. Karnataka is one of slowest growing market with high proportion of MNP requests. By March 2012, Karnataka registered 2,066,487 Mobile Number Portability (MNP) requests, resulting into churn rate of 6.08% which is one of the highest in India. (Here introduce about your special reference product or organization)

This study is an attempt to understand the customers' response towards MNP facility with special reference to Vodafone customers in Bangalore. Bangalore is one of best city in India with respect to development and generating income. (Here introduce about what you are going to do with this project)

**Significance of the study** (State why your study is relevant and how it will useful to various interested groups)

Active wireless subscriber base in Karnataka is 72.67% resulting in 24.72 million active mobile users. Vodafone is the second largest mobile operator in terms of active subscriber base and fastest growing wireless operator in Karnataka. By March 2012, Karnataka registered 2,066,487 Mobile Number Portability (MNP) requests, resulting into churn rate of 6.08% which is one of the highest in India. Vodafone is one of the companies which benefitted from the MNP service. So this study highly relevant and will be useful to mobile operators as well as to mobile subscribers for making informed decision regarding porting from one operator to other.

**Statement of the Problem** (State your hypothesis here. Hypothesis is your assumption that you are going to prove through this study)

Mobile Number Portability is a powerful tool in the hands of customers to bargain from their existing mobile operators for better quality in services and fare tariff for services. Under MNP, if the subscribers are not satisfied with the services of their service provider, they can change their service provider while retaining the existing phone number. But in India this facility has got poor response comparing to other countries because of very little pent up demand for it when compared to other countries. So this study will reveal awareness level, opinion and use of MNP facility among Vodafone subscribers in Bangalore.

**Objectives of the study** (Write two or three specific objectives of the study)

To know the awareness level of MNP facility among Vodafone subscribers

To examine the factors influencing the porting decision of mobile users

To analyse customers satisfaction after availing MNP facility

### **Methodology and Data Collection**

**a. Scope of the study** (Scope means the area of coverage. Ie the geographical area where you are conducting your study)

This study will be conducted among Vodafone customers in Bangalore, Karnataka.

**b. Sampling Plan** (*Mention about the number of samples and methods of sampling*)

30 Vodafone customers will be randomly chosen for the purpose of study. The data will be collected through structured questionnaire.

**c. Methodology** (*Here mention about the sources of data and methods of collecting data*)

This study will be based on both primary and secondary data. The primary data will be collected through questionnaire specially designed for this survey. And secondary data will be gathered from the relevant journals, web sites and other sources.

**Chapterisation** (*The chapter in your project along with brief explanation about every chapter*)

The study will be presented through the following chapter schemes

1. Introduction
2. Review of Literature
3. Analysis and Interpretations
4. Finding, Suggestions and Conclusions

**Limitations of the study** (*Mention two or three factors that will limit the quality of your study*)

1. The shortage of time and money will limit the number of samples in to minimum
2. The advanced statistical tools not used for analysis

**Finding and Suggestion**

A brief Finding and suggestion of the of the study has to be presented here.

**References** (*All the sources of the data used for the study has to be cited as per the API rules*)

- The references made from the text books, articles, journals & magazines and website must be cited both
- Follow APA style referencing. A few citations are given below.
- India today, "The Melt down: End of good times", Oct 27, 2008.
- Bartov, E. & Mohanram, P. (2004). Private information, earnings manipulations, and executive stock-option exercises. *The Accounting Review*, 79(4), 889-1010.  
<http://www.ibm.com/in> ( Accessed on .....(mention the date)

## CAREER DEVELOPMENT AND PLACEMENT

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real

life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

12. Willingness to learn
13. Self motivation
14. Team work
15. Communication skills and application of these skills to real scenarios
16. Requirement of gathering, design and analysis, development and testing skills
17. Analytical and Technical skills
18. Computer skills
19. Internet searching skills
20. Information consolidation and presentation skills
21. Role play
22. Group discussion, and so on

REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling and Placement division, namely Career Development Center (CDC) headed by well experienced senior Professor and Dean and supported by dynamic trainers, counselors and placement officers and other efficient supportive team does handle all aspects of Internships and placements for the students of REVA University. The prime objective of the CDC is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CDC organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their employability. In addition, CDC forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of commerce is knowledge not only in the subject, but also the skill to do the job proficiently, team spirit and a flavour of innovation. This kept in focus, the CDC has designed the training process, which will commence from second semester along with the curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, and communication skills to every student of REVA University is given with utmost care. The process involves continuous training and monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his / her interest and



March forward to make better career. The School of Applied sciences also has emphasised subject based skill training through lab practice, internship, project work, industry interaction and many such skilling techniques. The students during their day to day studies are made to practice these skill techniques as these are inbuilt in the course curriculum. Concerned teachers also continuously guide and monitor the progress of students.

The University has also established University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director to facilitate skill related training to REVA students and other unemployed students around REVA campus. The center conducts variety of skill development programs to students to suite to their career opportunities. Through this skill development centre the students shall compulsorily complete at least two skill / certification based programs before the completion of their degree. The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs. REVA University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana.

The University has also signed MOU's with Multi-National Companies, research institutions, and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

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