



School of Management Studies

B.B.A – Industry Integrated

HAND BOOK

2018

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**Rukmini Educational
Charitable Trust**

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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 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 thank 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 27thFebruary, 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, Okalahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher–scholar exchange programs and conduct training programs. These collaborations with foreign universities also 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 6th January of every year in presence of dignitaries, faculty members and students gathering. The first "REVA Life Time Achievement Award" for

the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO, followed by Shri. Shekhar Gupta, renowned Journalist for the year 2016, Dr K J Yesudas, renowned play back singer for the year 2017. REVA also introduced “**REVA Award of Excellence**” in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

REVA organizes various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognized by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes 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 students 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, Compgence 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 (Industry Integrated) Program

Programme Overview:

Bachelor of Business Administration (B.B.A) degree programme is 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 **REVA UNIVERSITY, BENGALURU, is offering BBA (Industry Integrated)** 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 this programme, a student 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 (Industry Integrated) Program

Scheme of Instruction 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
FIRST SEMESTER							
1	B18BB1010	Communicative English	CC	2	0	0	2
2	B18BB1021	Language – II: Kannada	CC	2	0	0	2
3	B18BB1022	Language – II: Hindi	CC				
4	B18BB1023	Language – II: Additional English	CC				
5	B18BB1030	Fundamentals of Accounting	HC	3	0	1	4
6	B18BB1040	Economics for Business	HC	3	1	0	4
7	B18BB1050	Introduction to Management	HC	3	1	0	4
8	B18BB1060	Indian Constitution and Human Rights	FC	2	0	0	2
9	B18BB1070	Skill Development Course	RULO	0	0	2	2
10	B18BB1080	Sports/Yoga/Dance/Music/Theatre	RULO	1	0	1	2
Total Credits				16	2	4	22
SECOND SEMESTER							
1	B18BB2010	Communication English	CC	2	1	0	3
2	B18BB2021	Language – II: Kannada	CC	2	0	0	2
3	B18BB2022	Language – II: Hindi	CC				
4	B18BB2023	Language – II: Additional English	CC				
5	B18BB2030	Statistics for Management	HC	3	0	1	4
6	B18BB2040	Marketing Management	HC	3	1	0	4
7	B18BB2050	Organizational Behavior	SC	2	1	0	3
8	B18BB2060	Computer Applications in Business	FC	2	0	0	2
9	B18BB2070	Skill Development Course	RULO	0	0	2	2
10	B18BB2080	Self-study Component (online course)	RULO	0	0	2	2
11	B18BB2090	Summer Internship-I (Minor Project)	HC	0	0	4	4
Total Credits				14	3	09	26
THIRD SEMESTER							
1	B18BB3010	Cost Accounting	HC	3	0	1	4
2	B18BB3020	Service Sector Management	HC	3	0	1	4
3	B18BB3030	Innovation Management	HC	2	1	0	3
4	B18BB3040	Human Resource Management	HC	2	1	0	3
5	B18BB3050	Environmental Studies	FC	2	0	0	2
6	B18BB3060	Open Elective – Career planning and Development	OE	3	1	0	4

7	B18BB3070	Skill Development Course	RULO	0	0	2	2
8	B18BB3080	Soft Skill Training (Placement Department)	RULO	0	0	2	2
Total Credits				15	3	6	24
FOURTH SEMESTER							
1	B18BB4010	Business Law	HC	3	0	1	4
2	B18BB4020	Financial Management	HC	3	0	1	4
3	B18BB4030	Soft Skill Training (Placement Department)	RULO	2	0	0	2
4	B18BB4040	Skill Development Course	RULO	0	0	2	2
5	B18BB4050	Self-study Component (online Course)	RULO	0	0	2	2
6	B18BB4060	Summer Internship-I (Minor Project)	HC	0	0	4	4
Specializations (Soft Core Courses (SC)); * Choose any ONE of the following specializations							
I. Finance							
II. Human Resource							
III. Marketing							
IV. Tourism							
I. Finance Specialization							
7	B18BB4111	Corporate Financial Policy	SC	2	1	0	3
	B18BB4112	International Finance	SC	2	1	0	3
II. Human Resource Specialization							
8	B18BB4211	Strategic Human Resource Management	SC	2	1	0	3
	B18BB4212	Compensation Management	SC	2	1	0	3
III. Marketing Specialization							
9	B18BB4311	Retail Management	SC	2	1	0	3
	B18BB4312	Consumer behaviour	SC	2	1	0	3
IV. Tourism Specialization.							
10	B18BB4411	Introduction to tourism	SC	2	1	0	3
	B18BB4412	Tourism Geography	SC	2	1	0	3
Total Credits				12	2	10	24
FIFTH SEMESTER							
1	B18BB5010	Income Tax	HC	3	0	1	4
2	B18BB5020	Management Accounting	HC	3	0	1	4
3	B18BB5030	Business Research Methodology	HC	3	1	0	4
4	B18BB5040	Production and Operations Management	HC	2	0	1	3
5	B18BB5050	Soft Skill Training (Placement Department)	RULO	2	0	0	2

6	B18BB5060	Skill Development Course	RULO	0	0	2	2
Specializations (Soft Core Courses(SC)); Choose any ONE of the following specialization							
I. Finance Specialization							
6	B18BB5111	Financial Markets and Services	SC	2	1	0	3
	B18BB5112	Security Analysis and Portfolio Management	SC	2	1	0	3
II. Human Resource Specialization							
7	B18BB5211	Employee welfare & social security	SC	2	1	0	3
	B18BB5212	Organisational change & Development	SC	2	1	0	3
III. Marketing Specialization							
8	B18BB5311	International Marketing	SC	2	1	0	3
	B18BB5312	Advertising	SC	2	1	0	3
IV. Tourism Specialization							
9	B18BB5411	Travel agency and Tour operations	SC	2	1	0	3
	B18BB5412	Leisure and Recreation Tourism	SC	2	1	0	3
Total Credits				17	3	5	25
SIXTH SEMESTER							
1	B18BB6010	Goods and Service Tax	HC	3	1	0	4
2	B18BB6020	Entrepreneur Development Programme	HC	3	1	0	4
3	B18BB6030	Business Policy and Strategic Management	HC	3	1	0	4
4	B18BB6040	Project Management	HC	2	1	0	3
5	B18BB6050	Skill Development Course	RULO	0	0	2	2
6	B18BB6060	Major Project (Based on Specialization)	HC	1	0	5	6
Total Credits				12	4	7	23
Total Credits of all Semesters							144

Semester-wise Summary of Credit Distribution

Semesters	No. of Credits
First Semester	22
Second Semester	26
Third Semester	24
Fourth Semester	24
Fifth Semester	25
Sixth Semester	23
Total Credits	144

BBA (Industry Integrated) Program

Detailed Syllabus

(effective from Academic Year 2018-19)

FIRST SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB1010	Communicative English	CC	2	0	0	2	2

Course 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 Content:

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
Literature: Jesse Owens - My Greatest Olympic Prize

Unit-4 Communication Skills

Remedial Grammar: Collocations; Prepositions
Writing Skills: Precis Writing
Activities: Offers, Suggestions & Requests
Literature: Avijit Pathak – Onscreen Magic

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB1011	Kannada	CC	2	0	0	2	2

Course 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.

Learning 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/ವಂಶಕಾಲೀನ ಕಾವ್ಯ	1. ಉತ್ತರದೇವಿ 2. ಸೂಳೆಡೆಯಲಪ್ಪುದು ಕಾಣಾ ಮಹಾಜಿರಂಗದೊಳ್? 3. ವಚನಗಳು 4. ಕೋಳೂರು ಕೊಡಗೂಸು	ಜನಪದ ಗೀತೆ ಪಂಪ ಅಲ್ಲಮ ಪ್ರಭು 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 ಬಿರ್ದಿಯ ಕಥೆ 10. ಕಮಲಾಪುರದ ಹೋಟಿನಲ್ಲಿ 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
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
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 ಶಾಸ್ತ್ರೀ, 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
11. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
12. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
13. ನರಸಿಂಹಾಚಾರ್. ಡಿ.ಎಲ್., ಪಂಪ ಭಾರತ ದೀಪಿಕೆ, ಪ್ರಕಾಶಕರು ಡಿ.ವಿ.ಕೆ ಮೂರ್ತಿ ಪ್ರಕಾಶನ, ಮೈಸೂರು. 2012
14. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ 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.
B18BB1012	Hindi	CC	2	0	0	2	2

पाठ्यक्रम रूपरेखा :

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.
B18BB1013	Additional English	CC	2	0	0	2	2

Course Objectives:

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

Course Outcomes:

1. On completion of the course, learners will be able to:
2. Demonstrate ethical responsibilities in taking cognizance of issues relating to society and values.
3. Develop an understanding of literature in context.
4. Interpret and paraphrase their ideas logically and cohesively.
5. 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

Reference Books:

1. Tagore, Rabindranath. *Gitanjali*. Rupa Publications, 2002.
2. Wordsworth, William. *The Complete Works of William Wordsworth*. Andesite Press, 2017.
3. Munro, Hector Hugh. *The Complete Works of Saki*. Rupa Publications, 2000.
4. Shakespeare, William. *The Complete Works of William Shakespeare*. Sagwan Press, 2015.
5. Chindhade, Shirish. *Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, ArunKolatkhar, 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 Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB1030	Fundamentals of Accounting	HC	3	0	1	4	4

Course Objectives:

The Objectives of this course are to:

1. To introduce students to Accounting, stressing its importance in today's business world.
2. Explain fundamental concepts and principles, as well as to develop the capability to perform the basic accounting functions.
3. Prepare original books of accounts.
4. To be able to prepare financial statements.
5. To introduce students to the legal aspects of company and issue of shares to public.

Course Outcomes:

1. Understand the basic principles of accounting.
2. Journalize the business transactions and post them to respective ledger accounts. 3. Prepare the various subsidiary books.
4. Prepare the financial statements of sole proprietorship.
5. Understand the concept of partnership.
6. Prepare the profit and loss appropriation account.
7. Understand the legal aspects of company.
8. Prepare the journal entries for issue of shares, forfeiture and reissue of shares.

Course Contents:

UNIT-1: FUNDAMENTAL OF ACCOUNTS:

Meaning and scope of accounting – Users of accounting information—Accounting concepts and conventions-principles of accounting - Double entry system (Meaning) – Journal entries-Ledger posting (Theory and Problems)-Accounting standards (Theory in brief)

UNIT-2: SUBSIDIARY BOOKS:

Meaning- Purchase book- Sales book- Purchase returns book- Sales returns book,-Receivable & Payable books. Trail balance (Theory and Problems) - Cash Book- Petty Cash Book- Three column cash book (Theory and Problems) - Journal proper (Theory) Depreciation (Theory and Problems) and provisions- (Theory only)

UNIT-3: FINAL ACCOUNTS OF SOLE PROPRIETORSHIP & PARTNERSHIP ACCOUNTS:-

Preparation of final accounts of sole proprietor (Trading account– Profit and Loss account -Balance sheet) with adjustments (Theory and Vertical format Problems)- Meaning and definition of partnership – Features– Partnership Deed (meaning) – Contents of partnership deed- Legal provisions in the absence of the partnership Deed-Final Accounts of partnership (Including Profit and Loss appropriation account)- Fixed and fluctuating capital methods – (Theory and Vertical Problems)

UNIT-4: SHARES AND DEBENTURES:

Meaning and characteristics of company - Different types of shares – Difference between Shares and Debentures Journal entries for Issue of shares and Debentures at par- premium and discount- forfeiture- Reissue (Theory and Problems)

Skill Development Activities:

1. Visit any sole proprietorship or partnership business concern and understand practical procedure of recording of business transactions.
2. Collect the financial statements of a sole proprietorship or partnership business concern.
3. Collect the information regarding types of shares issued by any four joint stock companies.

Reference Books:

1. Battacharya S.K., John Dearden, Accounting for Management; Vikas PublishingHouse Ltd., New Delhi.
2. Jain and Narang; Advanced Accountancy, Kalyani Publishers, New Delhi.
3. Maheswari S.N, Financial Accounting, Vikas Publishing House, New Delhi.
4. Maheswari S.N., Corporate Financial Accounting, Vikas Publishing House, New Delhi.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB1040	Economics for Business	HC	3	0	1	4	4

Course Objectives:

1. To familiarize the students with the concepts related to Business Economics;
2. To assist the students to develop a sound understanding on the Behavior of consumers and the market structure.
3. To enable the students to make decisions based on the varying consumer preferences
4. To make the students understand the different kinds of competitions
5. To enable the students to understand the concepts related to production and cost

Course Outcomes:

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

1. Define the basic concepts of Economics;
2. List out the types of economies;
3. Develop a sound understanding on the consumer behavior issues;
4. Classify the various market structures based on competition.
5. To analyze the concepts related to production function
6. To comprehend and thereby device the different strategies to suit the type of competitions

- To understand the price determinants

Course Content:

UNIT-1: INTRODUCTION TO ECONOMICS:

Nature and Scope of Economics: Micro and Macro Economics – Types of Economies-Basic problems of an Indian economy. –Business Economics-Scope-Goals of Business economics-Difference between economics and business economics

UNIT-2: THEORIES OF DEMAND AND ANALYSIS:

Demand –Demand determinants –Law of demand-Elasticity of demand-Price elasticity-Types-Determining factors-Change in demand and elasticity of demand-Business applications of price elasticity-Concepts of income and cross elasticity of demand-Price elasticity of demand measurement by total outlay method

UNIT-3: CONSUMER BEHAVIOUR:

Consumer sovereignty-Limitations-Approaches to the study of consumer behavior- Cordial approach- The law of Equi-Marginal utility- Ordinal approach – Indifference curve analysis – Properties – Consumer surplus – Meaning- Analysis – Limitations.

UNIT-4: MARKET STRUCTURE:

- Perfect Competition: Features- Equilibrium of the firm and industry in the short run and long run
- Imperfect Competition: Difference between perfect competitions and imperfect competition; Monopolistic Competition: Assumption; Short-run Equilibrium.
- Monopoly: Features short run and long-run equilibrium of monopoly firm
- Oligopoly: Features short run and long-run equilibrium of monopoly firm.

Reference Books:

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

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB1050	Introduction to Management	HC	3	0	1	4	4

Course Objectives:

The overall objective of the Course is as follows:

- To make the students understand fundamental concepts and management principles.
- To familiarize the students with the basic theories of Management.
- To understand and apply the functions of management in daily life.
- To design management practices and update themselves related to the recent trends in management philosophy.
- To distinguish the different types of organizations and organization structures.

Course Outcomes:

By the end of the course, the students shall be able to:

1. Describe the concepts of management and its functions.
2. Explain and apply the various management principles.
3. Distinguish between the different types of plans and explain the planning process.
4. Understand and apply the process of decision making in all activities.
5. Illustrate and understanding of the principles of organizing in various activities.
6. Classify the various types of organization structures.
7. Identify the various types of staffing practices.
8. Recognizing the influencing factors of effective controlling.

Course Content:

UNIT-1: CONCEPT OF MANAGEMENT:-

Meaning - nature - Scope and importance of management - Management as Profession, Science or an Art- MBO - MBE-Theories of management. Approaches to management: Behavioural, Systems and Contingency approach: Trends and Challenges of Management in Global Scenario, Emerging issues in management.

UNIT-2: PLANNING AND DECISION MAKING:-

Meaning and significance –Types of plans–Different approaches to plans strategies - Objectives and policies. Decision making: decision making process, type of decisions, techniques in decision making.

UNIT-3: ORGANIZING & STAFFING:-

Organizing: Organization structure, formal and informal organizations, principles of organizations- chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organization, team based structures, virtual organisations, boundary less organizations. Meaning - Principles of organizing staffing - Types of organization-Formal and informal Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal.

UNIT-4: DIRECTING AND CONTROLLING:

Definition – Importance - Principles of direction - Co-ordination as essence of management. Leadership – types of leadership- principles - contemporary leadership styles.Functions of a manager, **Managerial Control:** - Meaning - Need for control - features of effective controlling System-.Importance of controlling, controlling process, type of control, factors influencing control effectiveness.

Reference Books:

1. Parasad L.M, Principles & practice of management, Sultan Chand & Sons, New Delhi.

2. Gupta CB, Principles of management, Sultan Chand & Sons, New Delhi.
3. ChandanJ. S, Management: Concept and Strategies, Vikas Publishing.
4. Sherleker, Principles of Management, Himalaya Publishing House, New Delhi.
5. RamanaAT, Knowledge Management, Tata McGraw Hill, New Delhi.
6. Horold Koontz and ItinzWeibrich, Essential of Management,
7. AswathapaK, Essential of Business Administration, Himalaya Publishing House

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB1060	Indian Constitution and Human Rights	FC	2	0	2	2	4

Course 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

1. Features of the Constitution and Preamble
2. Fundamental Rights and Fundamental Duties
3. Directive Principles of State Policy

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

1. Union Parliament and State Legislature: Powers and Functions
2. President, Prime Minister and Council of Ministers
3. State Governor, Chief Minister and Council of Ministers
4. The Supreme Court and High Court: Powers and Functions

Unit-3: Concept and Development of Human Rights

1. Meaning Scope and Development of Human Rights
2. United Nations and Human Rights- UNHCR
3. UDHR 1948, ICCR 1996 and ICESCR 1966

Unit-4: Human Rights in India

1. Protection of Human Rights Act, 1993 (NHRC & SHRC)
2. First, Second and Third Generations- Human Rights
3. Judicial Activities and Human Rights

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB1070	Skill Development Course	RULO	0	0	2	2	4

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.
B18BB1080	Sports / Yoga / Dance / Music / Theatre	RULO	1	0	1	4	4

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.

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

Course Outcomes:

On completion of the course learners will be able to:

- Practice yoga for strength, flexibility, and relaxation.
- Learn techniques for increasing concentration and decreasing anxiety
- Become self disciplined and self-controlled
- Improve physical fitness and perform better in studies
- 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 learners will 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 Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB2010	Communication English	CC	2	1	0	3	4

Course Objectives:

1. To make students on basics and importance of communication and etiquettes in trade and commerce.
2. It explains the basic skills necessary to write various types of commercial or business letters.

Course Outcome:

Students will be able to identify, explain and analyze the psychological, social, cultural and linguistic factors which affect the interpersonal communication of humans.

Level of knowledge: Comprehensive

Course Contents:

Unit-1

Introduction to Communication

Communication – Meaning and definition – objectives of business communication – Types– 7 C's of Communication, – Barriers and its effects. Media's of verbal and non verbal communication. Effective presentation skills

Business etiquettes: Meaning, importance and need of Business etiquettes, body language in communication, types of etiquettes.

Unit-2

Letter writing

Lay-out and components of business letters-Qualities of a good business letter. Application for situations, writing Bio-data – Interview call letter – Appointment letter

Unit-3

Business Letters

Trade enquiries and replier – Offers and quotations, Terms used in offer and quotation-Orders and their executions –Complaints and adjustments – Business circular letters.

Unit-4

Credit Letters

Requisition for credit sales – Requisition for bank credit – Trade and bank references – Status enquiry and reply – Granting or refusal of credit

Invitation for share application – Letter of allotment – Letter of regret – Notice for company meeting – Agenda for company meetings – Minutes writing.

Reference Books:

1. Rajendra Pal & J.S. Korlahalli - Essentials of Business Communication.
2. Revathi&Vanitha - Effective English in Business Correspondence.
3. Mehta, P.P. &Saroj P. Karuik – Business Communication.
4. Pillai, R.S.N. &Bhagavathi - Commercial Correspondence and OfficeManagement.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB2021	Language – II: Kannada	CC	2	0	0	2	2

Course 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-ನವ್ಯೂತ್ತರ 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-ನವ್ಯೂತ್ತರ 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 Contents:

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB2022	Language – II: Hindi	CC	2	0	0	2	2

अध्ययन विषय सूची / पाठ्यक्रम

इकाई – 1: प्राचीन कविता, आधुनिक कविता

अध्यापन अवधियाँ : 12 hrs.

1. कबीर के दोहे – कबीरदास
2. कविता – पाषाणी – नागार्जुन
3. कविता – वीरों का कैसा हो वसंत - सुभद्राकुमारी चौहान

इकाई – 2: मध्यकालीन कविता, आधुनिक कविता

अध्यापन अवधियाँ : 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 Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB2023	Language – II: Additional English	CC	2	0	0	2	2

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:

1. On completion of the course, learners will be able to:
2. Demonstrate a deep understanding of the society and its values.
3. Develop a constructive understanding of the cultural dimensions of the human world.
4. Make use of his understanding to become a responsible global citizen of tomorrow.

Unit-I: Ecology & Environment

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: Voices from the Margin

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: Women & Society

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: Popular Culture

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.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB2030	Statistics for Management	HC	3	0	1	4	4

Course Objectives:

1. The central objective of the undergraduate major in statistics is to equip students with consequently requisite quantitative skills that they can employ and build on in flexible ways.
2. To have conceptual overview of statistics
3. To apply analyze various simple and advance statistical tools.
4. To interpret data through statistical tools
5. To perform statistical analyses.

Course Outcomes:

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

- 1) Elucidate the concept of variation and identify and pose statistical questions requiring investigation.
- 2) Interpret statistical analysis and draw conclusion in context and in the presents of uncertainty.
- 3) Able to calculate sample means variances, covariance and correlation using a hand calculator & association.
- 4) Able interpret measures of central tendency, depression.
- 5) Demonstrate knowledge and understating of index numbers theory and methods and be able to provide practical solutions to general aggregation problems.
- 6) Demonstrate knowledge and understating of the competing merits of different approached to index number problems and methods for dealing with quality change and be able to choose appropriate methods for use in constructing an index number.
- 7) An understating of the limits of their knowledge and how it influences analyses and interpretations based on that knowledge.

Course Contents:

UNIT-1: INTRODUCTION TO STATISTICS AND MEASURE OF CENTRAL TENDENCY

Meaning and Definition – Function – Scope – Limitations-Classification and Tabulation of Data-Diagrams and graphs– Arithmetic Mean (Simple and Weighted)-Median – Mode (Including missing frequency problems) & Graphical representation of Median through Ogive curves.

UNIT-2: MEASURES OF DISPERSION AND SKEWNESS:

Measures of dispersion- Meaning and Definition –Calculation of absolute and relative measures of dispersion-Range – Standard deviation - Mean Deviation – Quartile Deviation – and Co-efficient of Variation. Skewness:- Meaning – Measures of skewness-Absolute and relative measure of skewness- Karl Pearson’s co-efficient of skewness - Bowley’s co-efficient of skewness (Problems)

UNIT - 3: INDEX NUMBERS:

Meaning and Definition – uses and methods of constructing Index numbers- Simple aggregative method – Simple Average of Price Relative method – Weighted Index Method- Fishers Ideal

method (including TRT and FRT) – Consumer Price Index (Problems on CPI)

UNIT- 4: INTERPOLATION AND EXTRAPOLATION

Binomial expansion method of interpolation and extrapolation- conditions, formula and problems (one and two missing values – one within and one outside the range).

Newton’s method of interpolation and extrapolation, conditions, formula and problems (one and two missing value-within or outside the range)

Skill Development Activities:

1. Collect marks scored by 50 students in an examination and prepare frequency distribution table.
2. Collect data relating to prices of shares of two companies for ten days and ascertain Which companies share price is more stable.
3. Collect the run scored by the two batsmen in ten one day international cricket Matches, find who better run getter is and who is more consistent.
4. Using imaginary figures construct the cost of living index of your own place

Reference Books:

1. Vohra, N.D., Business Statistics, McGraw Hill Publishing Co.
2. Sharma, J.K., Business Statistics, Pearson Education, New Delhi.
3. Levine Krehbeil, Berenson and Viswanathan, Business Statistics: A first course, Prentice –Hall of India, New Delhi.
4. Thukral, J.K., Mathematics for Business Studies, Mayur Publications.
5. Gupta S.P., Statistical Methods. Sultan Chand & Sons, New Delhi.
6. Elhance D.N, Fundamentals of Statistics.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB2040	Marketing Management	HC	3	1	0	4	4

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 Rural marketing and positioning of the products.
4. To identify the factors influencing 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 factors influencing consumer buying process
- 3) Interpret the diversification of product
- 4) Identify product segments
- 5) Identification and application of product life cycle
- 6) Identification and distribution different distribution channels

- 7) Categorize the Market into various segments
- 8) Identify the Marketing strategy adopted by Companies

Course Contents:

Unit-1: INTRODUCTION TO MARKETING

Meaning, Evolution of marketing concepts, functions, marketing mix: Marketing environment- Micro and Macro environmental factors, Consumer Behavior –Consumer buying process, Factors influencing consumer buying decisions.

Unit-2: SEGMENTATION TARGETING POSITIONING

Market segmentation – concept, importance and bases, Target market selection: Positioning concept, importance and bases: Product differentiations.

Unit-3: MARKETING MIX

Product: Meaning and importance, Product classifications, Concept of product mix, Product life-cycle, new product development.

Pricing: Factors affecting price of product, pricing methods.

Promotion: Nature and importance of promotion: Promotion tools: advertising, personal selling, public relations: sale promotion and publicity. Promotion mix: Factors affecting promotion mix decisions.

Place: Channels of distribution - Meaning and importance: Types of distribution channels: Wholesaling and retailing: Factors affecting choice of distribution channel.

Unit-4: DEVELOPMENTS & ISSUES IN MARKETING

Rural marketing, Social marketing, Global marketing, E- marketing, Green marketing, CRM, marketing ethics.

Reference Books:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and MithileshwarJha, Marketing Management: A South Asian Perspective, Pearson Publishing House, New Delhi.
2. Dr. K. Karunakaran, Marketing management, HPH.
3. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK.
4. Lamb, Charles W. Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio.
5. Armstrong & Kotler, Marketing : An Introduction, Pearson Publishing House, New Delhi
6. Ramaswamy, V.S.: and Namakumari: Marketing Management – Planning implementation and control, Mc Millan India Ltd., New Delhi.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB2050	Organizational Behavior	HC	2	1	0	3	4

Course Objectives:

1. To acquaint the students with the fundamentals of Management and Organization Behaviour.
2. To help students interpret and summarize the Determinants and Theories of Personality.
3. To help students acquaint and demonstrate the concepts of Learning and Learning Theories.
4. To help students identify and express the difference between Values, Attitude and Beliefs.
5. To illustrate and paraphrase the concept of Perception and Interpersonal Skills.
6. To judge and exhibit the fundamentals of Group Dynamics.

Course Outcomes:

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

1. Apply the concept of Organization and Organization Behaviour to the Modern day Management
2. Develop the prospects and implications of Management to Organization.
3. Demonstrate the practical applications of determinants of Personality.
4. Analyse and Classify the difference between Values, Attitude and Behaviour
5. Interpret and Establish the factors affecting Perception and Perceptual Consistency.
6. Correlate and Categorize Group Size and Group Behaviour.
7. Administer and Record the factors affecting Group Dynamics, Group Behaviour and Group Cohesiveness

Course Contents:

UNIT- 1: INTRODUCTION

Meaning - need and importance of organization – classification of organization - prospectus of formal organization - Organizational Behaviour – Nature and Scope – contribution from other discipline.

UNIT -2: PERSONALITY & LEARNING

Definition - Determinants of personality - Theories of personality – Erickson’s personality - Freudian theory and Trait theory - Meaning of learning – Learning process – Learning theory of Organizational Behaviour – Classical - Operant conditioning- Cognitive- Observation Theory

UNIT -3: ATTITUDE & PERCEPTION

Meaning – Characteristics - Components and Formation of attitudes - Change in attitude - Barriers to change- How to minimize the barriers.

Perception:- Meaning and definition – Need - Factors influencing perception - perceptual consistency - Context and definition - Interpersonal perception.

UNIT-4: GROUP BEHAVIOR AND GROUP DYNAMICS

Meaning – Types – Groups in the organization – Group size and status – Influences –Roles and relationship and group behavior – Characteristics – Behavior problem - Group norms – Cohesiveness - feature Effects – Group thinking – Symptoms - Influence and Remedy – Group decision making techniques.

Reference Books:

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

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB2060	Computer Applications in Business	FC	2	0	0	2	4

Course Objectives:

1. Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
2. Explore various methods where Information Technology can be used to support existing businesses and strategies.
3. Achieve hands-on experience with productivity/application software to enhance business activities.
4. Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology.
5. To introduce the students about basics of MS-Office and to provide practical knowledge exposure to MS- office

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

1. Apply computer resources for use in business and academics.
2. Construct business and academic documents using Microsoft Word.
3. To Create spreadsheets with formulas and graphs using Microsoft Excel.
4. Develop presentations containing animation and graphics using Microsoft PowerPoint.
5. Integrate Microsoft Office applications for use in business.
6. Work with simple design and development tasks for the main types of business systems.
7. Investigate emerging technology in shaping new processes, strategies and business models.

Course Contents:**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.

Reference Books:

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.
7. Saha&Saha, Computer Fundamentals

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB2070	Skill Development Course	RULO	0	0	2	2	2

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.
B18BB2080	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.
B18BB2090	Summer Internship – 1 (Minor Project)	HC	0	0	4	4	4

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	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB3010	Cost Accounting	HC	3	0	1	4	5

Course Objectives:-

1. To acquaint students with basic concepts of cost accounting, application of cost accounting process.
2. To enable students to understand various methods of cost ascertainment and cost accounting.
3. To give an understanding about Material and Inventory control system.
4. To give knowledge about Labour Cost and calculation of various incentive plans.
5. To throw light on allocation and apportionment of Overheads.

Course Outcomes:

After completing this course, the student will be able to:

1. Understand the important dimensions of costs involved in an organization
2. Learn the methods of reducing various elements of cost.
3. Calculate labour hours and various incentive plans.
4. Understand the Procedure for accounting and control of overheads.
5. To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making

Course Content:

UNIT 1: INTRODUCTION TO COST ACCOUNTING

Introduction –Meaning & Definition of Cost - Costing and Cost Accounting – Objectives of Costing- Comparison between Financial Accounting and Cost Accounting- Application of Cost Accounting - Designing and Installing a Cost Accounting System- Cost Concepts –Classification of Costs- Cost Unit- Cost Center – Elements of Cost – Preparation of - Tenders and Quotations. **(Problems on Cost sheet,tender, quotation)**

UNIT 2: MATERIAL COST

Meaning – Types – Direct material – Indirect Material- Material Control – Purchasing Procedure- Store keeping – Techniques of Inventory Control – Setting of Stock Levels- EOQ- ABC Analysis – Methods of Pricing - Material Issues- FIFO- LIFO- Weighted Average Price Method and Simple Average Price Method. **(Problems on different stock level, Methods of Pricing)**

UNIT 3: LABOR COST

Meaning – Types – Direct Labor- Timekeeping- Time booking- Idle Time- Overtime-Labor Turnover - Methods of Labor Remuneration- Time Rate System- Piece Rate System-Incentive Systems- Halsey plan- Rowan Plan- Taylor's Differential Piece Rate System and Merrick's Differential Piece Rate System- **(Problems on Remuneration method)**

UNIT 4: OVERHEAD COST

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 on Overheads**)

Reference Books:

1. Principles & Practices of Cost Accounting, S P Jain, K L Narang and Simmi Agarwal, Kalyani Publishers, 2016
2. Cost Accounting: Principles & Practice, M N Arora, 12th Edition, Vikas Publishing House, 2012
3. Cost Accounting, Jawaharlal Lal and Seema Srivastava 5e, McGraw Hill Education, 2013
4. Principles & Practices of Cost Accounting, Bhattacharya, A.K. 3rd edition PHI
5. Cost Accounting – Theory and Practice, Bhabatosh Banerjee, 13th Edition, PHI Learning Private Limited.
6. Cost Accounting, M Y Khan and P K Jain, Second Edition, McGraw Hill Education, 2017
7. Fundamentals of Cost Accounting: Theory, Problems and Solutions, Atlantic, 2011

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BB3020	Service Sector Management	HC	3	0	1	4	5

Course Objectives:

1. To acquaint the students with nature of Services, Service design and Automation
2. To understand the impact of tourism and Hospitality on service industry
3. To gain knowledge about banking and insurance services.
4. To understand the Nature of health care facilities and services in India

Course Outcomes:

After completing this course, the student will be able to:

- 1) Understand the service concept and service management process.
- 2) Gain insight of tourism and hospitality services.
- 3) Understand the trends and services in banking and insurance sector.
- 4) Establish priorities of a health-care organization in line with the needs.

Course Content:

UNIT 1: INTRODUCTION TO SERVICES MANAGEMENT

Meaning of Services – Concepts - Characteristics of Services – Classification of Services – Growth of Service Sector. Meaning of marketing – Differences between Products and Services – Importance of Services Marketing – Marketing Mix for Services – 7 Ps (in detail) Role of Customer in Service delivery process- Quality issues in Services – GAP Model – Designing the Service process – Service Blue print – Back office and Front office process- Technology and Automation in Services.

UNIT 2: TOURISM AND HOSPITALITY SERVICES

Introduction – Evolution of Tourism Industry – Concept and Nature of Tourism – Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism.
Hospitality Services: Introduction to hotels, classification of hotels–Types of facilities and hospitality, Marketing Mix of Hospitality Industry.

UNIT 3: BANKING AND INSURANCE SERVICES

Banking - Introduction – Banking concepts-Types of Banking services -Traditional and Modern banking Services – Recent Trends in Banking Services-universal banking-e- banking- retail banking-issues in banking.

Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance and General Insurance: Marine, Fire, Personal accident and health insurance policies, Insurance Agents and insurance business in India – IRDA – major private and public sector organizations.

UNIT 4: HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES (ITES)

Hospitals – Introduction-Evolution of Hospital Industry – Nature of Service – classification of hospitals.Hospital service management-facilities; personnel; administration; hospital service extensions, marketing the medical transcription services. ITES: Introduction – Growth of ITES- Types, Job opportunities in ITES.

Reference Books :

- 1.Christopher Lovelock, J. J. (2010). *Services Marketing*. New Delhi: Pearson Education.
2. Chatterjee, J. (2010). *Services Management*. New Delhi: Pearson Education.
3. Valarie A. Zeithaml, M. J. (2010). *Services Marketing*. New Delhi: Tata McGraw Hill.
4. Service Management – Operations, Strategy, Information Technology, 7e, James A Fitzsimmons and Mona J Fitzsimmons, McGraw Hill Education, 2017
5. Service Management: Strategy and leadership in service business , 3rd Edition , Richard Norman , Wiley

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB3030	Innovation Management	HC	2	1	0	3	4

Course Objectives:

1. To understand the concepts of innovation and innovation management process
2. To provide insights into innovations within organizations and enablers of innovations in organizations
3. To understand the economic aspects of innovation and financing innovations
4. To understand the strategic and intellectual property issues in innovations

Course Outcomes

1. To be able to use the concepts of innovation in managing innovations in their organizations
2. Recognize the diversity of types of innovations
3. Able to integrate IT systems in innovations
4. Critically assess and explain key strategic issues in innovations-

Course Content:

Unit 1 Concept of innovation, Approaches to innovation, innovation process- Types of innovations, Innovation a Management process; Assumptions and barriers to innovations- Successful & Un-Successful innovations

Unit 2 Managing Innovation within Organizations and Innovation, Organizational Characteristics that Facilitate Innovation, Organizational Structures and innovation, Role of Individual in Innovation, IT Systems and their Impact on Innovation

Unit 3 Organizational aspects of innovation, Methods and techniques of innovation management, Creative approaches; Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations encompassing sources of innovation financing

Unit 4 Strategic considerations on innovations, innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, multiple product options, portfolios and standards- Intellectual property of innovations, legal aspects of innovations

Reference Books:

1. Peter F. Drucker, Innovation and Entrepreneurship, Harper Collins, 1999
2. CK Prahalad and MK Krishnan : The new age of innovation, McGraw Hill
3. Paul Traut: Innovation Management and New product Development ,Pearson
4. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
5. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, JosseyBass, 2008
6. Mass, Harvard Business School Press, 2006
7. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012
8. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005
9. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012
10. Hamel, Gary, The Future of Management; Boston: Harvard Business School Press, 2007
- 11.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BB3040	Human Resource Management	HC	2	1	0	3	4

Course Objectives:

The objectives of the course are to:

1. Explain the importance of human resources and their effective management in organisation.
2. To acquaint the students with the various functions of a HR Manager.
3. To make the students understand the different processes related to recruitment and selection
4. To make the students aware of the importance of the Human Resource in the organization

Course Outcomes:

After completing the course, the student shall be able to:

1. Understand the nature and concept of Human Resource Management

2. Categorize the major functions of HR
3. Illustrate the concepts of HRM.
4. Gain insight about Contemporary issues in HRM.

Course Content:

UNIT 1 – INTRODUCTION TO HRM

Introduction: Evolution, meaning, significance, scope, objectives, nature, principles of HRM Functions: operative, managerial and advisory; an overview of Strategic Human resource Management-Human capital and importance to an organization- Internal structure of an HR department- External factors impacting HRM- Aligning HRM and Organizational strategy –Ethical issues in HR: Definition and importance.

Career Opportunities in HRM: Professional Associations in HRM, HR Managers (duties and responsibilities)-Recent Trends in HRM

UNIT 2 – STAFFING IN ORGANIZATIONS

Hiring and Staffing: How HR Managers recruit and hire employees? -Recruitment: meaning, significance, objectives, sources & methods- Selection: meaning, importance, steps/process, selection Techniques, Selection tests, Interview: Definition, types, pros and cons– Absenteeism and Turnover in work place- Types of Termination: Attrition, Layoffs, Resignation, Retirement

UNIT 3 – DEVELOPMENT & COMPENSATION

Development: Meaning, importance, benefits, methods of learning, identification of learning needs & measuring its effectiveness;

Compensation: meaning, significance, executive compensation Programmes, employee benefits & services- Performance Appraisal: meaning, objectives, methods (including 720degree method of performance appraisal), uses & limitations.

UNIT 4 – INTEGRATION & MAINTENANCE OF HRM

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 settlement Contemporary issues in HRM, knowledge management

Reference Books:

1. Human resource Management by Garry Dessler (15th edition)-Pearson publishing co.
2. Human Resource Management: theory and practice by R.C.Sharma and nipunsharma, sage publishing co.
3. DeCenzo, D.A.& Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
4. Rao, V.S.P: Human Resource Management, Text and Cases, Excel Books
5. SubbaRao, Personnel and HRM – PHP
6. Aswathappa, Human Resource and Personnel Management - Tata McGraw Hill Publishing Company
7. Renuka Murthy, Santosh B.R., Bhargavi V.R. – HPH
8. Reddy & Appanniah – Human Resource Management - HPH

Course Code	Duration	Course Title	I	T	D	C
B18BB3060	16 weeks	CAREER PLANNING AND DEVELOPMENT	3	1	0	4

Objectives:

- The students will develop an operational understanding of the components involved in career development programs. The students will develop and understanding of the major career development theories and decision- making models. The students will become acquainted with the major career assessment instruments and techniques.

Course content:-

UNIT-1: INTRODUCTION

Career – Meaning – Definition - Why career development? -Forces that enable and lead to career development -Major stages of career development - Novation’s Model- Individual’s perspective to career development. -Schein’s Model – stages of career development.

UNIT-2:- CAREER ANCHORS AND VALUES

Career Movement - Factors that affect career choices - Holland’s theory of vocational personalities in Work environments.

UNIT-3:- CAREER APPRAISAL

Instruments used - MBTI etc. - Career coaching and career centers - Career counseling - Career counseling competencies.

UNIT-4:- PROFESSIONAL CAREER DEVELOPMENT

Planning process- steps - Modern Challenges in careers - plateau employees etc.

Job Enrichment: Responsibilities of Organizations and employees in career planning.

Corporate Offerings: Individual and Team Motivation - Confidence Building - public speaking skills - Leadership skills Development - Effective Communication - Time Management - Building Presentation Skills.

Reference Books:

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

FOURTH SEMESTER

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB4010	Business Law	HC	3	0	1	4	5

Course Objectives:

1. To introduce the students to various regulations affecting business and
2. To familiarize the students with such regulations.

Course Outcomes:

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

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

Course Content:

UNIT 1: INTRODUCTION TO BUSINESS LAWS

Introduction - Nature of Law - Meaning and Definition of Business Laws - Scope and Sources of Business Law - Fundamental Rights and Directive Principle of State Policies - Principles having economic significance - Overview of Business Laws in India.

UNIT 2: CONTRACT LAWS -INDIAN CONTRACT ACT, 1972:

Definition of Contract - essentials of a valid contract (all essentials need to be explained in great detail) - classification of contracts - breach of contract and remedies for breach of contract. **Indian Sale of Goods Act, 1930:** Definition of contract of sale - essentials of contract of sale- conditions and warranties - rights and duties of buyer - rights of an unpaid seller.

UNIT 3: INFORMATION LAWS AND ENVIRONMENT PROTECTION ACT, 1986

Right to Information Act, 2005: Objectives of the RTI Act – Scope - Method of seeking information - Eligibility to obtain information - Authorities under the Act. **Environment Protection Act, 1986:** Objects of the Act - definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier - types of pollution - global warming - causes for ozone layer depletion – carbon trade - rules and powers of central government to protect environment in India.

UNIT 4: COMPETITION AND CONSUMER LAWS

The Competition Act, 2002: Objectives of Competition Act - the features of Competition Act - components of Competition Act - CCI, CAT, offences and penalties under the Act.

Consumer Protection Act, 1986: Definition of the terms consumer - consumer dispute, defect, deficiency, unfair trade practices and services. -Consumer Protection Act - Consumer Redressal Agencies – District Forum - State Commission - National Commission - any two landmark judgments of the Supreme Court.

Reference Books:

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, NewDelhi.
3. Maheshwari, S N &Maheshwari, S K, A MAnnual 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	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB4020	Financial Management	HC	3	0	1	4	5

Course Objectives:

1. To familiarize the students to gain knowledge about the various finance functions
2. To enable the students to understand the key concepts related to financial management
3. To impart knowledge related to those finance concepts which makes an organisation successful financially

Course Outcomes:

1. Assess the importance of finance functions
2. Explain essential principles of FM
3. Forecast firm's financial needs and design optimum capital structure for business undertakings
4. Estimate optimum working capital
5. Evaluate alternate investment proposals by applying techniques of capital budgeting and select the most profitable proposal
6. Apply effective investment and financing decision to maximise shareholder's wealth

Course Content:

UNIT 1: INTRODUCTION TO FINANCIAL MANAGEMENT

Introduction – Meaning of Finance – Business Finance – Finance Function – Objectives of Finance Function – Organization structure of finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

UNIT 2: FINANCING DECISION AND INVESTMENT DECISION

Financing Decisions: Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS Analysis – Leverages – Types of Leverages – Simple Problems.

UNIT 3: INVESTMENT DECISIONS:

Introduction – Meaning and Definition of Capital Budgeting – Features –Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems Dividend Decision Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends .

UNIT 4: WORKING CAPITAL MANAGEMENT

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital – Cash Management.

Reference Books:

1. Prasanna Chandra: Financial Management 2011-Tata McGraw-Hill publishing company
2. M.Y. Khan &P.K Jain: Financial Management 2012-Tata McGraw-Hill publishing company
3. James C.Van Horne: Fundamentals of Financial Management2001, Prentice- Hall India
4. Ravi.M.Kishore: Financial Management2011-Taxman Publication

SOFT CORE COURSES

Finance Specialisation

CORPORATE FINANCIAL POLICY

Course Code	Course Name	Course Type		L	T	P	C	Hrs./Wk
B18BB4111	Corporate Financial Policy	SC		2	1	0	3	4

Course Objectives:

1. Introduce the students to different types of investment decision.
2. Impart knowledge regarding the evaluation of investment opportunities
3. Introduce students to different sources of financing new ventures
4. Introduce students to different kinds of managing sickness

Course Outcomes:

1. Able to comprehend the differences between a viable project from financing point of view and a non viable project.
2. Able to possess good knowledge in techniques for making strategic investment decision and tackling financial distress
3. Able to identify the sources of financing ventures
4. Able to understand the possible reasons for undertaking strategic decisions like mergers and acquisitions.
5. Able to identify the different ways in which one could rehabilitate the financially sick unit

Course Content:

UNIT - I:

INVESTMENT DECISIONS - Project Investment Management Vs Project Management – Introduction to profitable projects – evaluation of Investment opportunities – Investment decisions under conditions of uncertainty – Risk analysis in Investment decision – Types of investments and disinvestments.

UNIT - II:

FINANCING OF VENTURES - Different stages of financing – Seed, Expansion and Mezzanine – Sources of finance – Equity, Bootstrapping, Debentures, Angel funding, Venture capital and Lease financing, Bank loans – different types of fund-based and non fund-based facilities – Financial institutions funding, Financial assistance to women entrepreneurs, Financial incentives and facilities available to entrepreneurs.

UNIT - III:

STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS –Lease financing – Lease Vs Buy decision – Hire Purchase and installment decision – Hire Purchase Vs Lease Decision – Mergers and acquisition – Cash Vs Equityfor mergers.

UNIT - IV:

MANAGING GROWTH AND FINANCIAL SICKNESS - Venture lifecycle, Growth sources, Growth strategies and their funding – Franchising, Licensing, Exporting, Joint Ventures, Mergers and Acquisitions, Leveraged Buyouts - Business Valuation – need and approaches, Going public through IPO, Steps involved in issuing IPO, Rating of IPOs, Symptoms and causes of sickness, Rehabilitation measures and Turnaround strategies.

Reference Books:

1. Prasanna Chandra, Financial Management, 9th Edition, Tata McGraw Hill,2012.
2. Prasanna Chandra, Projects : planning, Analysis, Financing implementation and review,TMH, New Delhi,2011.
3. Bodie, Kane, Marcus: Investment, Tata McGraw Hill, New Delhi2010.
4. Brigham E. F & Houston J.F. Financial Management, Thomson Publications, 9th edition,2010.
5. I. M. Pandey, Financial Management, Vikas Publishing House, 10th edition,2010.
6. M. Y. Khan and P. K. Jain, Financial Management Text and Problems, Tata McGraw Hill Publishing Co,2011.

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB4112	International Finance	SC	2	1	0	3	5

Course Objectives:

1. To enable the students to understand the actual concept of Indian Financial System.
2. Provide students with a basic knowledge of how international financial markets work.
3. Provide students with an understanding of exchange rates and why currency values fluctuate.

Course Outcomes:

- Understand the foreign financial markets and its exchange rates are influenced in the convertibility of a rupee
- Examine the regulations of international financial markets and its governing bodies globally
- Recognize the methods used to manage risk in the global markets.
- Gain an in-depth understanding of the process of international investment decisions.

Course Content:

UNIT – 1:

INTERNATIONAL FINANCE: 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:

INTERNATIONAL FLOW OF FUNDS AND INTERNATIONAL MONETARY SYSTEM:-

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits.

International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

UNIT – 3:

INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS: Foreign Institutional Investors – Regulations governing Foreign Institutional Investors India; International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Foreign Direct Investment (FDI) – growth FDI; Advantages and Disadvantages of FDI to Host country and home country.

International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

UNIT –4:

INTERNATIONAL RISK MANAGEMENT: 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.

Reference Books:

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

HR SPECIALIZATION

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB4211	Strateic Human Resource Management	SC	2	1	0	4	4

Course Objectives:

1. To familiarize the students with the concepts of SHRM
2. To acquaint the students with difference between HRM and SHRM
3. To familiarize the students with the basic concepts of Labour Laws

Course Outcomes:

1. Comprehend the different aspects of managing people in the organization.
2. Understand the various functions of a HR Manager.
3. To acquaint the students with difference between HRM and SHRM
4. Illustrate the concepts of SHRM

Course Content:

Unit 1:

INTRODUCTION HRM AND ACQUISITION OF HUMAN RESOURCE

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD.

Human Resource Planning: Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction

Unit 2:

TRAINING AND DEVELOPMENT

Concept and Importance: Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training, Effectiveness; Training Process Outsourcing; Management Development

Unit 3:

PERFORMANCE APPRAISAL

Performance Appraisal: Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions.

Unit 4:

INDUSTRIAL RELATIONS

Industrial Relations: Introduction to Industrial Relations,

Trade Union: Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline concept, aspect of discipline & disciplinary procedure.

Reference Books:

1. Gary Dessler. A Framework for Human Resource Management. (7th Edition) Pearson Education.
2. Strategic Human Resource Management: An Indian Perspective (2006 Edition) Sage Publications
3. Wreather and Davis. Human Resource Management. Pearson Education.
4. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
5. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
6. Biswajeet Pattanayak, Human Resource Management, PHI Learning

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB4212	Compensation Management	SC	2	1	0	3	4

Course Objectives:

1. To familiarize the students on various components of compensation.
2. To make the students acquaint with the reward system existing in India.

Course Outcomes:

1. Inferring nature and concept of Compensation Management
2. Illustrate the concepts and implications of role of Compensation Management in Business.
3. Illustrate the Models of Compensation Management.

Course Content:

UNIT 1: INTRODUCTION

Compensation: Concept, factors, Base and Supplementary Compensation, Wage and Salary,

Wage Components: minimum wage, Fair wage, living wage, Wage Policy in India, Wage differentials, Wage Theories: Market Theories, Human Capital Theories, Bargaining Theories – Social Theories, Economic and Behavioural theories.

UNIT 2: JOB EVALUATION

Job Evaluation: nature and importance- methods, Computer aided job evaluation, Internal and external equity- Pay surveys. Compensation management in public, private and emerging sectors

UNIT 3: PAY STRUCTURE

Pay structure: Types, Broad Banding, Performance Linked Compensation - Types of Incentives: Bonus, Profit sharing ,Gain Sharing , stock options, Benefits and allowances-types, Executive and shop floor level rewards,Compensating Expatriates and knowledge workers.

UNIT 4: WAGE ADMINISTRATION

Legal Framework: Legal framework of Wage determination Welfare Legislations, Tax Planning, Downsizing, VRS, gratuity, commutation, pension plans, Machinery for wage fixation: Wage Boards – Pay Commissions –Statutory Wage Fixation. Emerging Issues: Compensation management-Future trends.

Reference Books:

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

MARKETING SPECIALIZATION

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB4311	Retail Management	SC	2	1	0	3	4

Course Objectives:

1. To provide the knowledge of basic concepts of retail management.
2. To understand the various dimensions related to retail operations.
3. To gain knowledge about the retail marketing mix and various decision parameters related to retail mix.
4. To understand the use of various IT tools in retail business.

Course Outcomes:

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

- 1) Explain the concept, importance and functions of retail business.
- 2) Elaborate and analyze the concepts of retail operations.
- 3) Explain the retail marketing mix and decisions related to these elements.
- 4) Elaborate on the various ways IT has impacted retail

Course Content:

UNIT 1: INTRODUCTION TO RETAILING.

Definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors – present Indian retail scenario - Retailing from the International perspective

UNIT 2: RETAIL OPERATIONS.

Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation - Retail Operations - Store Layout and visual merchandising – Store designing – Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

UNIT 3: RETAIL MARKETING MIX.

Retail marketing mix – Introduction. **Product** – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. **Pricing** – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. **Place** – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies.

Promotion – Setting objectives – communication effects - promotional mix.

UNIT 4: IMPACT OF IT IN RETAILING.

Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system - Legal aspects in retailing - Social issues in retailing - Ethical issues in retailing. Introduction to Retail Research and shopping mall management.

Reference Books:

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

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB4312	Consumer Behaviour	SC	2	1	0	3	4

Course Objectives:

1. To provide knowledge of basic concepts of Consumer Behaviour to apply in market.
2. To understand the various Individual and group determinants of Consumer Behaviour.
3. To gain knowledge about the consumer decision making process and theories involved.
4. To understand the concept of Consumer satisfaction & consumerism

Course Outcomes:

- 1) Explain the concept and importance of consumer behaviour in day to day function.
- 2) Identify the factors influencing consumer buying process and its application.
- 3) Determine the factors influencing consumer behaviour

4) Discuss the concept of consumerism in today's competitive world.

Course Content:

UNIT 1: INTRODUCTION TO CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour Need to study Consumer Behaviour - Applications of consumer behaviour knowledge - current trends in Consumer Behaviour

UNIT 2: INDIVIDUAL AND ENVIRONMENTAL DETERMINANTS

Consumer needs & motivation - personality and self-concept - consumer perception - learning & memory - nature of consumer attitudes - consumer attitude formation and change. Family influences - Influence of culture - subculture & cross cultural influences - group dynamics and consumer reference groups - social class & consumer behaviour.

UNIT 3: CONSUMER'S DECISION MAKING PROCESS

Problem recognition - Search & Evaluation - Purchase processes - Post-purchase behaviour - personal influence & opinion leadership process - Diffusion of innovations - Models of Consumer Behaviour - Researching Consumer behaviour - Consumer research process.

UNIT 4: CONSUMER SATISFACTION & CONSUMERISM

Concept of Consumer Satisfaction - Working towards enhancing consumer satisfaction - sources of consumer dissatisfaction - dealing with consumer complaint. Concept of consumerism - consumerism in India - The Indian consumer - Reasons for growth of consumerism in India

Reference Books:

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

FIFTH SEMESTER

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB5010	Income Tax	HC	3	0	1	4	5

Course Objectives:

1. To gain in depth knowledge about the various provision of Income Tax Act.
2. To learn filing of income tax through online.

Course Outcomes:

1. Explain the various legal framework on Income Tax Act.
2. Compute the income from various heads
3. Compute the total income of individual assessee
4. Explain the deductions under payment side

Course Content:

UNIT 1: INTRODUCTION TO INCOME TAX

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

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

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: INCOME FROM BUSINESS AND PROFESSION AND TOTAL INCOME

Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed –

Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor. Income from **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

Reference Books:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publication.
4. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax, Kalyani Publisher s

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB5020	Management Accounting	HC	3	0	1	4	5

Course Objective:

1. To understand the financial reports of company.
2. To learn the interpretation of financial results of company

Course Outcomes:

1. Understand the relationship between various branches of accounting.
2. To analyze the financial statements
3. To learn the other financial reports of company
4. To analyze the financial performance of companies.

Course Content:

UNIT 1:

INTRODUCTION TO MANAGEMENT ACCOUNTING Meaning – Definition- objectives- Nature and scope- Role of Management Accountant Relationship between Financial Accounting and Management Accounting - Relationship between cost Accounting and Management Accounting. **ANALYSIS OF FINANCIAL STATEMENTS** :- Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis (**Problems on financial analysis**)

UNIT-2:

FUND FLOW STATEMENT Meaning and concept of Fund – Meaning and Definition of Fund Flow statement- Uses and Limitations of Fund flow Statement- Procedure of Fund Flow statement- Statement of Changes in Working Capital- Statement of Funds from operation – statement of Sources and Application of Funds (**Problems on working capital & funds flow statement with adjustment**)

UNIT -3:

CASH FLOW STATEMENT Meaning and Definition of Cash Flow Statement- Differences between cash flow Statement and Fund Flow Statement – Uses of Cash flow statement – Limitations of Cash Flow

statement – Provisions of AS-3 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents – Cash flow from operating Activities – Cash flow from Investing Activities and Cash flow from Financing Activities – Preparation of Cash Flow Statement according To AS-3 (**Problem on indirect Method Only**)

UNIT -4:

RATIO ANALYSIS Meaning and Definition of Ratio, Classification of Ratios, Uses and Limitations – (**Problems on Ratio Analysis- Preparation of Financial statements with the help of Accounting Ratios**)

Reference Books:

1. Management Accounting : Test , Problem & cases : Khan, M.Y / Jain , P.K . 4th ed. TMH
2. Management Accounting, SN.Maheswari, Sultan Chand Co;
- 3.Management Accounting, Dr.SP.Gupta, SahityaBhavan,
- 4.Management Accounting, Sharma & Gupta; Kalyani Publishers
5. Management Accounting :Surender Singh ; PHI

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5030	Business Research Methods	HC	3	1	0	4	5

Course Objectives:

1. To develop understanding of the basic framework of research process.
2. To identify various sources of information for data collection.
3. To develop an understanding of various research designs and technique.
4. Understand some basic concepts of research and its methodologies and research report writing.

Course Outcomes:

1. Identify the research process in detail.
2. Understand the sources of data collection
3. Understand the methods of data analysis techniques.
4. To enable the usage of statistical tools and apply the skills in report writing.

Course Content:

Unit 1: INTRODUCTION TO RESEARCH

Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design – Research Methods Vs Research Methodology – Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research.

Unit 2: METHODS OF DATA COLLECTION

Observational and Survey Methods – Field Work Plan - Administration of surveys – Training field investigators - Sampling methods - Sample size.

Unit 3: TOOLS FOR COLLECTION OF DATA

Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection of Appropriate Statistical Techniques

Unit 4: STATISTICAL METHODS AND REPORT WRITING

Tabulation of data - Analysis of data –Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square - Discriminate Analysis - Factor analysis - Conjoint analysis - Multidimensional Scaling - Cluster Analysis (Concepts Only). Types of Reports - Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography

Reference Books:

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. C R Kothari, Gaurav Garg; Research Methodology, NewAgeInternational., 2019.
3. J.K. Sachdeva: Business Research Methodology HPH, 2010
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books, 2010

PRODUCTION AND OPERATION MANAGEMENT

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB5040	Production and Operation Management	HC	2	0	1	3	5

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 understand various demand forecasting methods to tackle for effective and smooth operations.

Course Outcomes:

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 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, Objectives of Operations Management, 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 Process Layout, Service Layout, Organization of Physical Facilities.

Unit-2: Material Handling and Materials Management Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Evaluation of Material Handling System, Guidelines for Effective Utilization of Material Handling Equipment's. 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 and Quality Control: 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, 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,

Unit-4: Demand Forecasting and Work Study (Time And Motion Study) Introduction, Methods of Demand Forecasting, Theory and Problems of Demand Forecasting, Productivity, Work Study(problems on work study), Method Study-Objectives, scope, steps, Motion study, time study, work measurement.

Reference Books:

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, (2015) *Production and Operations Management*, Irwin McGraw Hill Publications.

FINANCE SPECIALISATION

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5111	Financial Markets and Services	SC	2	1	0	3	4

Course Objectives:

1. To enable the student to understand the different kinds of financial markets
2. To enable the students to understand the difference between banking and non banking institution
3. To identify the different methods of raising finance from the market
4. To understand the basics of stock market
5. To understand the functioning of stock market, SEBI and mutual fund operations

Course Outcomes:

1. Understand the difference between primary and secondary market
2. Identify the different intermediaries in primary market
3. Explain the technicalities of stock market
4. Analyze the difference between leasing and hire purchase
5. Assess the technicalities related to credit rating

Course Content:**UNIT 1: FINANCIAL MARKETS**

Primary Market - Meaning – Features – Players of Primary Market – Instruments in Primary Market (Names) – Procedure for issuing Equity and Debentures – SEBI guidelines towards the issue of Equity Shares and Debentures – Merits and Demerits of Primary Markets Secondary Market-Meaning – Structure – Functions – Trading and Settlement System of Stock Exchange Transactions – Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market – OTCEI and NSE – Origin – Function – Merits Demerits.

UNIT 2: Banking And Non – Banking Financial Intermediaries:

Banking financial institutions-commercial banks, functions, role in development of economy, Developmental financial institutions, and their role in economy development. Non-Banking Financial intermediaries. Investment and Finance Companies – Merchant Banks – Hire Purchase Finance – Lease Finance – Housing Finance – Venture Capital Funds and Factoring.

UNIT 3: SEBI AND MUTUAL FUNDS

Objectives of SEBI - Organization – Functions and Functioning of SEBI – Powers of SEBI – Role of SEBI in marketing of Securities and Protection of Investor Interest. Concept of Mutual Funds – Growth of Mutual Funds in India – Mutual Fund Schemes – Money Market Mutual Funds – Private Sector Mutual Funds – Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.

UNIT 4: Credit Rating and RECENT TRENDS IN FINANCIAL SERVICES:

Credit rating: Meaning, advantages, need; methodology of credit rating process; Personalized Banking – ATM – Tele-banking & E-banking – Credit and Debit Card – Customization of Investment Portfolio – Financial Planning: Introduction, Need, Advantages, essential elements of financial planning

Reference Books:

1. Vasant Desai: Financial Markets & Financial Services, Himalaya Publishing House, 2010
2. E Gardon & K Natarajan: Financial Markets & Services, 2016, HpH
3. Bharathi V Pathak, Indian Financial System, 2011, Pearson Education Delhi
4. M Y Khan, Indian Financial System, 2010, McGraw Hill

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5112	Security Analysis and Portfolio Management	SC	2	1	0	3	4

Course Objectives:

1. Understand the basics of investment management
2. Understand the functions of stock market
3. Understand the manner of stock market functioning
4. Understand the difference between the operations of primary and secondary market

Course Outcomes:

1. Classify the securities
2. Identify the different types of risks that one comes across while investing

3. Identify different kinds of stocks
4. Perform the fundamental and technical analysis
5. To identify the stocks that are performing well
6. Identify the advantages of investing in global markets

Course Content:

UNIT 1: INTRODUCTON TO INVESTMENT MANAGEMENT

Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives. Classification of Securities — Benefits of Investments and Diversification – Investment Strategies – Types of Companies and Stocks – Investment Avenues

UNIT 2: SECURITY ANALYSIS

Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis, Technical Analysis – Dow Theory – Advanced Declined Theory – Chartism Assumptions of Technical Analysis.

UNIT 3: RISK AND RETURN- EQUITY, BONDS AND PREFERENCE SHARE

Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns individual security, Portfolio Risk and Return (Theory & Problems). Valuation of bonds and preference share: valuation of bonds, YTM, valuation of preference share, equity valuation-dividend valuation model, CAPM approach for valuation of cost of equity

UNIT 3: MODERN PORTFOLIO THEORY AND MEASURES

Introduction – Mean –Variance Model – Markowitz Model – Sharpe single index model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model. Sharpe's measure - Jensen's measure, -Treynor's measure.

Reference Books:

1. Security analysis and portfolio management- Avadhani
2. Investment Management- C.K Bhalla, S. Chand ltd 13th edition
3. Investment analysis and portfolio management- Prasanna Chandra, tat Mc Graw- Hill, 3rd edition.
4. Investment analysis and portfolio management- Dr. R P Rustagi, Sultan Chand and sons, 4th edition.

HUMAN RESOURCE SPECIALISATION

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5211	Employee Welfare and Social Security	SC	2	1	0	3	4

Course Objectives:

- i) To sensitize the students with the employee relations scenario in India.
- ii) To make student understand fundamental concepts of employee welfare and management.
- iii) To make student knowledgeable of historical development, theoretical aspects and practice applications of employee welfare process.
- iv) To acquaint the students with basic Acts pertaining to social security and labour welfare as applicable in India.

Course Outcomes:

1. To know the relevance and importance of employee welfare and social security
 2. To understand the different kinds of legal frameworks which are available for ensuring employee welfare
 3. To understand the concept of social security
 4. To understand the evolution of the concept of social security
- Employee Welfare & Social Security

Course Content:

UNIT- I

Evolution of labour welfare: classification of welfare work, agencies for welfare work.

Welfare activities of govt. of India: welfare work by trade unions Labour welfare work by voluntary social organizations.

Labour administration: agencies for administrating labour welfare laws in India.

Case Studies should be discussed in class.

UNIT-II

Factories Act 1948: Scope, importance, features and implications as applicable in India

Minimum Wages Act 1948: Scope, importance, features and implications as applicable in India

Payment of Bonus Act 1965: Scope, importance, features and implications as applicable in India

Workman's Compensation Act 1923: Scope, importance, features and implications as applicable in India

Maternity Benefit Act 1961: Scope, importance, features and implications as applicable in India

UNIT-III

Employment State Insurance Act 1948: Scope, importance, features and implications as applicable in India

Provident Fund & Miscellaneous Provision Act 1951: Scope, importance, features and implications as applicable in India

Gratuity Act 1972: Scope, importance, features and implications as applicable in India

I.L.O and social Security.

UNIT-IV

The concept of scope of social security. Social assistance and social insurance Evolution of Social Security. The concept of Labour welfare: definition, Scope and Objectives, welfare work and social work Payment of wages Act 1936: Scope, importance, features and implications as applicable in India

Reference Books:

1. A. M. Sharma 'Social, Security Labour Welfare' (12th Edition) Himalayas Publishing House
2. C B Mamoria, "Dynamics of Industrial Relations" (16th Edition) Himalaya Publishing House

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5212	Organisational Change and Development	SC	2	1	0	3	4

Course Objective:

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

Course Outcomes:

Upon completion of the course, the student shall be able to:

1. Understand the basic concepts and the need for organisation change
2. Analyze the importance of team work
3. Understand the importance of organizational interventions
4. Bring about the change process in the teams as team lead
5. Understanding the basics of OD process

Course Content:

Unit-1: Organizational development

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.

Unit-2: Organizational Interventions

OD Interventions: Team Interventions, Intergroup Interventions, third party peace making intervention, Comprehensive OD; Theory and Practice on change and changing: nature of planned change.

Unit-3: Managing Organizational Development

Process 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

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

Reference Books:

1. Wendell L. French, Robert A. Zawacki, Cecil H. Bell, "Organization Development and Transformation: Managing Effective Change" (2004 Edition) Mc-graw Hill
2. Kavita Singh, "Organization Change and Development", (1st Edition), Excel
3. Organization Development, Daniel Robey & Steven Actman, Macmillan.
4. Organization Development and Change, Cummins & Worley, Thomson, Cengage.
5. Organisation Development Interventions & Strategies, S. Ramnarayan, T.V Rao & Kuldeepsingh,

MARKETING SPECIALISATION

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5311	International Marketing	SC	2	1	0	3	4

Course Objectives:

1. To understand the International marketing conditions
2. To study the benefits of International marketing
3. To understand the International marketing environment
4. Analyze the International market entry strategies

Course Outcomes:

1. Apply the porter's diamond model
2. Analyze the factors affecting International market conditions
3. Understand the International market entry strategies
4. Understand the internal marketing mix

Course Content:

Unit 1: Introduction to International Marketing

Introduction, Meaning of International Marketing, Domestic Marketing vs. International Marketing, Benefits of International Marketing, Barriers.

Trade Theories: Comparative and Absolute Advantage Theory Mercantilism, Porter's diamond model.

Unit 2: International Marketing Environment

Economic condition and indicators, Economic systems, Balance of payments, Policies and reforms, International Economic environment and trends

Meaning and Characteristics of Culture, Implication of culture, Culture as barrier.

Political environment, Legal environment, Political risk, Implication of political and legal environment on International marketing

Unit 3 Market Entry Strategies

Market Entry strategies, Foreign Direct Investment, Exporting and Importing, Licensing, Joint Venture, Mergers, Acquisitions, Strategic Alliances, Turnkey operations, Franchising

Unit 4: International Marketing Mix

Product Development, Product diversification, Product customization, Branding decisions.

Channel development, Channel decisions, Physical Distribution, Modes of Transportation, Clearing and Forwarding Price standardization, Pricing decision, Alternative pricing strategies, Dumping, Price Distortion, Inflationary impact, Transfer pricing, Price quotation and Terms of sale, Means of payment, International Promotion Mix

Reference Books:

1. International Marketing Management, Varshney and Bhattacharya, Sultan Chand & sons (2012)
2. Export Marketing, Michael Vaz, Manan Publication 2013
3. Export Marketing, Francis Cherunilam, Himalaya publishing house 2015

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB5312	Advertising	SC	2	1	0	3	4

Course Objectives:

1. To provide knowledge of basic concepts of advertising management
2. To understand the various determinants of media and the creative process
3. To gain knowledge about the measurement techniques of advertising effectiveness
4. To understand the concept of advertising agency

Course Outcomes:

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

- 1) Explain the concept, importance and types of advertising
- 2) Identify the factors influencing creative and media decisions
- 3) Explain the pretesting and post testing process
- 4) Elaborate on the importance and structure of advertising agency

Course Content:

UNIT-1: INTRODUCTION TO ADVERTISING

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

UNIT -2: MESSAGE DECISIONS AND DEVELOPMENT

Major media types – their merits and demerits - Advertising through internet and interactive media - issue and considerations - Factors influencing media choice - media selection - media scheduling. Advertising creativity - Advertising appeals - Advertising copy and elements of print advertisement creativity

UNIT III: MEASURING ADVERTISING EFFECTIVENESS

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

UNIT IV: ORGANISATIONAL ARRANGEMENT

- a) Advertising Agency – Role - types and selection of advertising agency - Reasons for evaluating advertising agencies.
- b) Social ethical and legal aspects of advertising in India - Recent developments and issues in advertising.

Reference Books:

1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co 11th Edition
2. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.
6. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

SIXTH SEMESTER

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB6010	Goods and Services Tax	HC	3	1	0	4	5

Course Objective:

To provide an in depth study on the various provisions of GST law and their implications on various business decision making.

Course Outcome:

1. Understand the basic concepts related to GST
2. Compute the assessable value of various transactions and levy on collection of indirect taxes
3. Identify and analyses the different times of supply.
4. Compute the assessable value of ITC and learn the claim of ITC.

Course Content:

Unit-1: 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 2019: Overview of GST Act 2019- Salient features of CGST Act, SGST Act (Karnataka State), IGST Act. Important Definitions under GST Act- Actionable claim, Address of Delivery, Aggregate Turnover, Agriculturalist, Associated enterprises, Business, GST Council, Credit note and Debit note, Deemed Exports, Draw-back, Electronic Credit Ledger, Exempt supplies, Input, Input service, ISD, Input tax, Input Tax Credit, Job work, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.

Unit-2: Levy and collection of tax 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 mixed and composite supply)**

Unit-3: Time of supply, GST network and technology 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. **(problems on time of supply)**

Unit-4: Input Tax and Credit, Assessment and Returns 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. Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi Koolwal,
2. Ashish &Ritu: Goods and Services Tax (2017) Commercial Law Publisher (India) Pvt. Ltd.
3. GST : Dr. H.C. Mehrotra and Prof. V.P. Agarwal ,SahityaBhawan Publications (2019)
4. GST Law &Practice : C A NiteshParashar , Anuj Harshwardhan Sharma Bharat Law House 2nd edition (2019)
5. GST : Dr. Thomas Joseph Thoomkuzhy , Dr. Jaya Jacob , Ms. Chinnu Mariam Chacko , Himalaya Publication House , 2nd edition (2019)/

Course Code	Course Name	Course Type	L	T	P	C	Hrs./ Wk
B18BB6020	Entrepreneur Development Programme	HC	3	1	0	4	5

Course Objectives:

The course enables the students to:

1. To enable students to understand the basic concepts of entrepreneurship
2. To mold them to prepare a business plan to start a small industry.
3. To give them an enough knowledge on basic requirements for a business plan.

Course Outcomes:

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

1. To gain the knowledge on the various steps to complete the formation of an industry
2. Explore in preparing a business plan

Course Content:

Unit 1: ENTREPRENEURSHIP

Introduction – Meaning& Definition of Entrepreneurship, Entrepreneur & Enterprise –Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL SCALE INDUSTRIES

Meaning &Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries - Ancillary Industries - Cottage Industries. Role played by SSI in the development of Indian Economy - Problems faced by SSIs and the steps taken to solve the problems - Policies Governing SSIs.

Unit 3: FORMATION OF SMALL SCALE INDUSTRY

Business opportunity - scanning the environment for opportunities - evaluation of alternatives and selection based on personal competencies - Steps involved in the formation of a small business venture – location - clearances and permits required – formalities - licensing and registration procedure - Assessment of the market for the proposed project – Financial – Technical - Market and Social feasibility study.

UNIT 4: BUSINESS PLAN (BP) AND PROJECT ASSISTANCE

Meaning – importance – preparation –BP format: Financial aspects of the BP Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Common pitfalls to be avoided in preparation of a BP. Financial assistance through SFCs – SIDBI - Commercial Banks - IFCI - Non-financial assistance from DIC – SISI – AWAKE - KVIC - Financial incentives for SSIs and Tax Concessions - Assistance for obtaining Raw Material – Machinery - Land and Building and Technical Assistance - Industrial Estates - Role and Types.

Reference Books:

1. Narayana Reddy p. Entrepreneurship Text and Cases, Cengage learning, new Delhi.
1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications
4. UdaiPareek and T.V. Rao, Developing Entrepreneurship
5. Rekha&Vibha – Entrepreneurship Development, VBH
6. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
7. B. Janakiraman ,Rizwana M: Entrepreneurship Development, Excel Books8. Srivastava, A Practical Guide to Industrial Entrepreneurs
9. Anil Kumar: Small Business and Entrepreneurship I.K. International Publishers

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB6030	Business Policy and Strategic Management	HC	3	1	0	4	5

Course Objective:

1. Understand the strategies that the organisations adopt for longevity success
2. Understand the external environment of the organisation
3. Understand the factors that ensure organizational success
4. Understand the SWOC related to the company

Course Outcomes:

1. Perform Industry analysis
2. Perform SWOC of the company
3. Apply Porters five analysis on companies
4. Understand the life cycle stage the company is in
5. Understand the factors responsible for success and sustainability for long term growth

Course Content:

Unit-1: BUSINESS POLICY AND STRATEGIC MANAGEMENT Introduction to business policy: Evolution of Business Policy as a Discipline, Nature, Importance, Purpose and Importance of business Policy An Overview of Strategic management: Understanding Strategy, defining and explaining strategy, Levels at which strategy operates, strategic decision making, Schools of thought on strategic formation, the process of strategic management, Strategists and their role in strategic management.

Unit-2: UNIT 2: STRATEGY FORMULATION AND ANALYSIS

Organizational Direction: Mission and Objectives, Environmental Scanning, diagnosing corporate capabilities, SWOT analysis, stability strategies, growth strategies and Retrenchment Corporate level strategies generic strategies, offensive & defensive strategies, Functional strategies, Internal factor Evaluation(IFE) Matrix, External factor Evaluation(EFE) Matrix, TOWS, BCG Matrix and Nine Cell Matrix

Unit-3: STRATEGY IMPLEMENTATION

Strategy Implementation: Organisational Structure – Analyzing, managing strategic change, issues in strategy implementation, organization structure, Matching structure and strategy, Assessment of organizational structure and perspectives on the methods of organizing Strategy Implementation: Behavioural Issues - Leadership, Corporate culture, values, power and social responsibilities, Ethics, organization change and Development Strategy Implementation: Functional Issues – Operational/Production Policies, marketing polices, financial policies and human resource polices.

Unit-4: STRATEGY EVOLUATION AND CONTROL

Designing Strategic Control System, Challenges to change, Control systems at Operational levels, Strategic control and Environmental factors, Information for strategic control, Techniques of strategic Evaluation and control, implementing strategic control and successful maintenance of strategic control, key success factors ,monitoring success and evaluating Deviations, operational control of systems.

Reference Books:

1. Business policy and Strategic management by P. Subba Rao, Himalaya publishing House, 2011
2. Business policy and Strategic management by Sukul Lomash and P K Mishra, Vikas Publishing House Pvt Ltd, 2003
3. Business Policy and Strategic Management, 15e By Azhar Kozami, Tata McGraw-Hill Publishing company Limited, 2006
4. Thomas L. wheelen and Hunger J. David Concepts in Strategic Management and Business Policy, Pearson Education Asia, New Delhi, 2012

Course Code	Course Name	Course Type	L	T	P	C	Hrs./Wk
B18BB6040	Project Management	HC	3	1	0	4	4

Course Objectives:

1. To develop the students ability to understand the techniques and process of project appraisal.
2. To enable the students ability to estimate project cost.
3. To enable the students to understand the environmental impact on infrastructure projects.
4. To develop the students ability to understand project implementation and monitoring process.

Course Outcomes:

At the end of the course the students able to:

1. Understand the techniques and process of project appraisal.
2. Able to estimate the various costs required for the execution of the project.
3. Understand the environmental impact on infrastructure projects.
4. Analyse the environmental issues which have an impact on the execution of Project Management.

Course Content:

Unit 1: Generation and screening of Project Ideas: Project Development, Political, Economic, Social, Technological (PEST) factors, Preliminary Screening, Feasibility Study – Steps in Feasibility analysis,

Unit 2: Project Management: Project Identification, Project Formulation, Project Selection, Project Planning, Project Appraisal, Project Implementation and Integrated Project Management,

Unit 3: Monitoring & Controlling the Project: Human aspects of project management –Project Monitoring and Control, Project Evaluation, Prerequisites for successful project implementation, Project Success and Failure, Project Auditing and Project Termination, E- Tendering

Unit-4: Project Leadership, Audit and Closure 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.

Reference Books:

1. Vasant Desai, Project Management, Himalaya Publishing House, 2011.
2. Prasanna Chandra, Project, Planning and Analysis, Financing, Implementation, TMH, New Delhi 7/e, 2009.
3. Narendra Singh, “Project Management and Control”, Himalaya Publishing House, 2009.
4. SitangshuKhatua, “Project Management and Appraisal” Oxford Higher education, 2012.

Course Code	Course Name	Course Type	L	T	P	C	Hrs. /Wk
B18BB6050	Skill Development Course	RULO	0	0	2	2	4

Note: This Course is offered by the School in Association with UIIC.

Course Code	Course Name	Course Type	L	T	P	C	Hrs. /Wk
B18BB6060	Major Project (Based on Specialization)	RULO	1	0	5	6	12

Note: Guidelines for Major Project are provided at Annexure- I

ANNEXURE-I

Major Project

RESEARCH PROJECT GUIDELINES

Sl.No	TABLE OF CONTENTS	Page No
	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 Industry Integrated	Major Project- B18BB6060	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 st Week	Topic Finalization and First Chapter
IA2	March 1 st Week	Second and Third Chapter
IA3	April 1 st week	Fourth and Fifth chapter -Draft Report
SEE	April 3 rd week	Final Evaluation and Viva-Voce. Synopsis of the project along with project has to be submitted.

Important dates:

For Undergraduates Projects

- Last date to submit the name of the company and topic of internship:
- IA1: 1st Report submission: Topic Finalization and First Chapter (Identification of the problem, research methodology):
- IA2: 2nd Report submission: Second and Third Chapter:
- IA3: 3rd 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 sing 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

B19BC6060– Organization and Topic	
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

B19CH6060 – Weekly Report

Month:
Dates (From- to):

Week : I / II / III / IV

Details of work done in the Week:

Job Description:

1.
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Achieved Outcome:

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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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SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

A PROJECT REPORT *Font : Roboto Slab, Normal, 12pt*

ON

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"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, Bold, 16pt*

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

Rukmini Knowledge park , Kattigenahalli, Yelahanka, Bengaluru-560064

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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

Signature with date

Signature with date

**<Guide name>
Guide**

**<Co Guide name>
Co Guide**

**< 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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Synopsis Model Format



CUSTOMERS' RESPONSE

PORTABILITY

TO MOBILE NUMBER

-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. Is 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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