



REVA
UNIVERSITY

Bengaluru, India

SCHOOL OF COMMERCE

B.COM (Honors) HAND BOOK

2018-19



SCHOOL OF COMMERCE

B Com (Honors)

HAND BOOK

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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

PREFACE

The B. Com (Honors) program is designed keeping in view the current situation and possible future developments, both at national and global levels. This course is designed to give greater emphasis on core commerce and trade. There are ample numbers of courses providing knowledge in specialized areas of finance, accounting, taxation, banking, insurance, etc. facilitating students to choose specialized areas of their interest. Adequate attention is given to provide students the basic concepts.

Commerce and Trade have today gained key place in global environment. The communication and technology revolution, socio-economic and political changes led to global marketing have brought in greater transformation in the global market. The trends like e-banking, e-commerce, web marketing etc., have made enormous impact on the business environment. The wings of study of commerce thus have spread beyond imagination. Hence the structure of the B Com degree programme has undergone a face-lift with the introduction of subjects from computer application, internet, communication and such other areas apart from keeping righteousness of core commerce subjects.

The B.Com (Honors) program of REVA University is designed keeping in view the current situation and possible future developments, both at national and global levels. The courses being offered give greater emphasis on core commerce areas of study. These are termed as Hard Core courses. There is ample number of courses providing knowledge in specialized areas of accounting, auditing, taxation, finance, information technology, banking and insurance, facilitating students to choose specialized areas of their interest. Adequate attention is given to provide students the knowledge of Functional English, Corporate law, Environmental studies, Indian Constitution and Disaster management.

Thus students in Commerce have the flexibility to broaden their horizons in computer, internet, communication and such several streams of subjects related industries, commerce, banking and trade apart from the core subjects of study. The program is thus designed to expose students to various subjects having applications in business, commerce and trade through outcome based teaching and learning process which emphasizes practical exposure rather than memorization. The internships and projects in the area of accounting, financial services, banking, community services, being part of the curriculum the program will certainly provide students the experience of practical exposure in working environment. Several add on courses in different areas of commerce, management, business analytics etc., bring added advantages to students. A variety of activities such as case studies seminars, interaction with industries, cultural activities and social activities are in place to shape the all-round development of students.

Maximum number of courses are integrated with cross cutting issues with relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability. The Curriculum caters to and has relevance to Local, Regional, National, Global Development needs.

The benefits of choosing B Com (Honors) program at REVA University are:

- Flexibility to choose various fields upon graduation.
- Opportunity to work on live problems.
- Opportunity to work on business, commerce, marketing and such other related areas.
- Opportunity to be entrepreneurs with greater confidence.

I am sure the students choosing B Com (Honors) in REVA University will enjoy the curriculum, teaching and learning environment, the vast infrastructure and the experienced teachers involvement and guidance. We will strive to provide all needed comfort and congenial environment for their studies. I wish all students pleasant stay in REVA and grand success in their career.

Prof. Shubha A
Director
School of Commerce

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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 15,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

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

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

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

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by

well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

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

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, 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 recognized as a Centre of Skill Development and

Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also 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 class’s everyday to students, faculty members, administrative staff and their family members and organizes yoga camps for villagers around.

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

ABOUT SCHOOL OF COMMERCE

The School of Commerce headed by a highly experienced Professor of Commerce is supported by well qualified faculty members. The school has the state-of-the-art class rooms and a business laboratory. It offers B. Com (Industry Integrated), B Com (Honors) and M Com programs. The School also has research program leading to doctoral degree. The curriculum of both graduate and post graduate degree programs have been designed to bridge the gap between industry – academia and hence they are industry oriented. The B. Com (Industry Integrated) program provides ample scope to enter into a wide range of business opportunities. This is reflected in various core subjects offered within the program. The Masters degree in Commerce not only induces research culture and entrepreneurship but also provides practical exposure and much needed soft skills.

VISION

To nurture leaders of eminence and successful entrepreneurs through innovative academic and research programs in business, commerce and trade.

MISSION

- To impart best quality commerce education through socially and globally relevant syllabus using cutting edge technology;
- To engage in indigenous, innovative and global research and contribute to the enrichment and dissemination of knowledge in commerce and trade;
- To collaborate with industries, experts, business government firms, and private institutions, and such others to undertake joint studies, research, consultancy ventures so as to facilitate students with greater opportunities for research, practice and placements;
- To work towards establishment of code of conduct, standards for business ethics, for healthy customer relation and social development;
- To work towards establishment of code of conduct, standards for business ethics, for healthy customer relation and social development.

VALUES

- Excellence in all our academic and research endeavors
- Dedication and service to our stakeholders
- Leadership through innovation
- Accountability and transparency
- Creating conducive academic environment with service motto
- Integrity and intellectual honesty
- Ethical and moral behavior
- Freedom of thought and expression
- Adaptability to the change
- Team-work

“Seven Deadly Sins

Wealth without work

Pleasure without conscience

Science without humanity

Knowledge without character

Politics without principle

Commerce without morality

Worship without sacrifice.”

— Mahatma Gandhi

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--
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13. **Mr. Nagaraj Kulkarni**
Director, Compence Bangalore
14. **Reshma Srinivasan,**
Founder and Managing Director, WeCare Learning Private Limited, # 901, Senswe Block, Elan Homes,
Sarjapur Road, Bangalore – 560 035.

B Com (Honors) Program

Program Overview

Bachelor of Commerce –Honors (B .Com (Hons) degree program is designed to create motivated, energetic, creative thinking graduates to fill the roles as accounting and finance personnel; business analysts, administrators; with additional qualification and training for the position of teachers, professors, and chartered accountants.

Indian economy is experiencing an upward growth right from the beginning of 21st century except for a short stint during the mid of present decade necessitating well qualified commerce graduates to work in banking, insurance and other financial sectors. There is also need for teachers, professors, business analysts, finance professionals and often administrators. At present more than 400 million youth are below 18 years of age and government is committed to increase the GER to 30% by 2020, further necessitating access for quality education by aspiring students. The B. Com. (Hons.) program has been created to meet the objectives of access and quality in higher education.

Realising this vital need **REVA UNIVERSITY** is offering B.Com. (Hons) degree program to meet the human resources requirement across sectors of society.

B.Com. (Hons.), program will act as a foundation and first degree to prepare accounting and finance work force; with additional qualification and training the graduates can take up positions like teachers, professors, business analysts, finance professionals and administrators. The B. Com. (Hons.), has been developed by the members of the faculty based on interactions with various universities, financial institutions and industries.

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 /article ship in business organizations, and also to undertake certificate courses offered by professional organisations. In addition students are trained in communication skills and knowledge of interdisciplinary topics to enhance their scope. The above mentioned features of the program, advanced teaching and learning resources, and experience of the faculty members with their strong connections with industry and business organizations makes this program unique.

Program Educational Objectives (PEOs)

The aim of the programme is to produce motivated, innovative, creative graduates across business sectors to fill the roles of accountants, finance personnel, business executives. With further education and earning of higher level degrees help the graduates to pursue a career in management, professional practice, academics or research organizations.

The Program Educational Objectives are to prepare the students to:

1. Act as accounts and finance personnel across sectors

2. pursue for higher degrees to work in colleges, universities as professors or in research establishments
3. act as finance professionals, 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

Program Outcomes (POs)

After undergoing this programme, a student depending on subject specialization will be able to:

1. perform costing and accounting as per the norms and regulations,
2. prepare balance sheet and perform financial risk analysis
3. perform banking, taxation and insurance related activities
4. analyse business activities like sales, marketing, operations, investments
5. perform international commerce activities
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 choose an appropriate online educational programmes for further learning, participate in seminars and conferences.

Program Specific Outcomes – PSO

PSO Description

PSO 1 Demonstrate professional knowledge in core commerce, taxation and auditing field.

PSO 2 Apply skills , techniques and competencies in the area of business

PSO 3 Ability to develop , design and implement solutions to the business problems

B. COM (HONORS) PROGRAM

SCHEME OF INSTRUCTION

(Duration: 6 Semesters - 3 Years)

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC/RULO	Credit Pattern				Total Hours
				L	T	P	Total	
FIRST SEMESTER								
1	B18CH1010	Communicative English I	CC	2	0	0	2	2
2	B18CH1021/22/23	Language – II: K / H / AE	CC	2	0	0	2	2
3	B18CH1030	Financial Accounting	HC	3	0	1	4	5
4	B18CH1040	Industrial Economy of India	HC	3	1	0	4	5
5	B18CH 1050	Statistics for Business –I	HC	3	0	1	4	5
6	B18CH 1060	Indian Constitution and Human Rights	FC	2	0	0	2	2
7	B18CH 1070	Skill Development Course	RULO	0	0	2	2	2
8	B18CH 1080	Sports/Yoga/Dance/Music/Theatre	RULO	0	0	2	2	4
Total Credits				14	2	6	22	27
SECOND SEMESTER								
1	B18CH 2010	Communicative English II	CC	2	0	0	2	2
2	B18CH 2021/22/23	Language – II: K / H / AE	CC	2	0	0	2	2
3	B18CH 2030	Statistics for Business –II	HC	3	0	1	4	5
4	B18CH2040	Corporate Accounting –I	HC	3	0	1	4	5
5	B18CH2050	Office Management and Secretarial Practice	HC	3	1	0	4	5
6	B18CH2060	Environmental and Public Health	FC	2	0	0	2	2
7	B18CH2070	Skill Development Course	RULO	0	0	2	2	2
8	B18CH2080	Self-study Component (online course)	RULO	0	0	2	2	4
9	B18CH2090	Minor Project -I (Summer Internship)	HC	0	0	4	4	8
Total Credits				15	1	10	26	35
THIRD SEMESTER								
1	B18CH3010	Corporate Accounting –II	HC	3	0	1	4	5
2	B18CH3020	Cost Accounting	HC	3	0	1	4	5
3	B18CH3030	Marketing Management	HC	2	1	0	3	4
4	B18CH3040	Principle of Banking	HC	2	1	0	3	4
5	B18CH3050	Human Resources Management	HC	2	1	0	3	4
6	B18CH3060	Computer Applications in Business	FC	2	0	0	2	2
7	B18CH3070	Open Elective – Personality Development and Leadership.	OE	3	1	0	4	5

8	B18CH3080	Skill Development Course	RULO	0	0	2	2	4
9	B18CH3090	Soft Skill Training (Placement Department)	RULO	0	0	2	2	4
Total Credits				17	4	6	27	37
FOURTH SEMESTER								
1	B18CH4010	Fundamentals of Financial Management	HC	3	0	1	4	5
2	B18CH4020	Methods and Techniques of Costing	HC	3	0	1	4	5
3	B18CH4030	Goods and Services Tax	HC	2	1	0	3	4
4	B18CH4040	Soft Skill Training (Placement Department)	RULO	0	0	2	2	4
5	B18CH4050	Skill Development Course	RULO	0	0	2	2	4
6	B18CH4060	Self-study Component (online Course)	RULO	0	0	2	2	4
7	B18CH4070	Minor Project -II (Summer Internship)	HC	0	0	4	4	8
Specializations (Soft Core Courses(SC)); * Choose any ONE of the following specializations								
I. Accounting								
II. Finance								
III. International Business								
IV. Human Resource								
V. Marketing								
VI. Capital Markets								
I. Accounting Specialization								
8	B18CH4111	Advanced Accounting	SC	2	0	1	3	4
	B18CH4112	IFRS and Ind-AS	SC	2	1	0	3	4
II. Finance Specialization								
9	B18CH4211	Stock and Commodity Market	SC	2	1	0	3	4
	B18CH4212	Financial Derivatives	SC	2	1	0	3	4
III. International Business Specialization								
10	B18CH4311	International Business Environment	SC	2	1	0	3	4

	B18CH4312	Forex Management	SC	2	1	0	3	4
IV. Human Resources Specialization								
11	B18CH4411	International Human Resources Management	SC	2	1	0	3	4
	B18CH4412	Industrial Relations and Labour law	SC	2	1	0	3	4
V. Marketing Specialization								
12	B18CH4511	Brand Management	SC	2	1	0	3	4
	B18CH4512	Marketing Metrics	SC	2	1	0	3	4
VI. Capital Markets Specialization								
13	B18CH4611	Marketing of Financial Services	SC	2	1	0	3	4
	B18CH4612	Fundamental Analysis	SC	2	1	0	3	4
Total Credits				12	3	12	27	42
FIFTH SEMESTER								
1	B18CH5010	Income Tax and Practice –I	HC	3	0	1	4	5
2	B18CH5020	Management Accounting	HC	3	0	1	4	5
3	B18CH5030	Business Research Methodology	HC	3	1	0	4	5
4	B18CH5040	Auditing and Corporate Governance	HC	2	1	0	3	4
5	B18CH5050	Soft Skill Training (Placement Department)	RULO	0	0	2	2	4
6	B18CH5060	Skill Development Course	RULO	0	0	2	2	4
Specializations (Soft Core Courses(SC)); Choose any ONE of the following specialization								
I. Accounting Specialization								
7	B18CH5111	Accounting Theory and Standards	SC	2	0	1	3	4
	B18CH5112	Corporate Financial Reporting	SC	2	1	0	3	4
II. Finance Specialization								
8	B18CH5211	Financial Markets and Services	SC	2	1	0	3	4
	B18CH5212	Corporate Financial Policy	SC	2	1	0	3	4
III. International Business Specialization								
9	B18CH5311	IMPEX Procedures and Documentation	SC	2	1	0	3	4

	B18CH5312	International Financial Institutions and Markets	SC	2	1	0	3	4
IV. Human Resources Specialization								
10	B18CH5411	Talent Management	SC	2	1	0	3	4
	B18CH5412	HR Analytics	SC	2	1	0	3	4
V. Marketing Specialization								
11	B18CH5511	Service Marketing	SC	2	1	0	3	4
	B18CH5512	Rural Marketing	SC	2	1	0	3	4
VI. Capital Markets Specialization								
12	B18CH5611	Technical Analysis	SC	2	1	0	3	4
	B18CH5612	Derivative Market operations	SC	2	1	0	3	4
Total Credits				17	3	5	25	35
SIXTH SEMESTER								
1	B18CH6010	Income Tax and Practice –II	HC	3	0	1	4	5
2	B18CH6020	Legal Aspects of Business	HC	3	1	0	4	5
3	B18CH6030	Entrepreneurship Development	HC	3	1	0	4	5
4	B18CH6040	International Operations Management	HC	2	1	0	3	4
5	B18CH6050	Skill Development Course	RULO	0	0	2	2	2
6	B18CH6060	Major Project (Based on Specialization)	HC	1	0	5	6	11
Total Credits				12	3	8	23	32
Total Credits of all Semesters							150	

Semester-wise Summary of Credit Distribution

Semester	L	T	P	Total	Total Hours
I	14	2	6	22	27
II	15	1	10	26	35
III	17	4	6	27	37
IV	12	3	12	27	42
V	17	3	5	25	35
VI	12	3	8	23	32
Total Credits	87	16	47	150	208

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	RULO	FC	CC	TOTAL
I	12	-	-	4	2	4	22
II	16	-	-	4	2	4	26
III	17	-	4	4	2	-	27
IV	15	6	-	6	-	-	27
V	15	6	-	4	-	-	25
VI	21	-	-	2	-	-	23
Total	96	12	4	24	6	8	150

B. COM (HONORS) PROGRAM

DETAILED SYLLABUS

FIRST SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH1010	16 Weeks	Communicative English-I	2	0	0	2

Course Outline:

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

Course Objectives:

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

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	Duration	Course Title	L	T	P	C
B19BC1021	16 Weeks	Language – II: Kannada	2	0	0	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.

- ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.
- ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.
- ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ
- ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.

Course Outcomes:

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

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

Course Content:

Unit	Description	Topics	
I	ಜನಪದ/ಪ್ರಾಚೀನ/ ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ	1. ಉತ್ತರದೇವಿ 2. ಸೊಲ್ವಡೆಯಲಪ್ಪುದು ಕಾಣಾ ಮಹಾಚಿರಂಗದೊಳ್? 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 ಪಂಜರದೊಳ್ಳಿಲ್ಲ	ಕುಮಾರವ್ಯಾಸ ಸರ್ವಜ್ಞ ರತ್ನಾಕರವರ್ಣಿ ಪುರಂದರದಾಸರು
III	ಸಣ್ಣ ಕಥೆಗಳು	9. ಗಂಭೀರೆಯೆಂಬ ಬಿದಿಯ ಕಥೆ 10. ಕಮಲಾಪುರದ ಹೊಟ್ಟಿನಲ್ಲಿ 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 ಶಾಸ್ತ್ರಿ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
9. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
10. ಸಂ. ಬಸವರಾಜು ಎಲ್. ಸರ್ವಜ್ಞನ ವಚನಗಳು, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2012
11. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
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14. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ನಾಟಕ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
15. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
16. ವಸಿಷ್ಠ., ರತ್ನಾಕರವರ್ಣಿಯ ಭರತೇಶ ವೈಭವ, ಪ್ರಕಾಶಕರು ಚೇತನ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 1999

17. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು - 2014

18. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು.

Course Code	Duration	Course Title	L	T	P	C
B18CH1022	16 Weeks	Language – II: HINDI	2	0	0	2

ಪಾಠ್ಯಕ್ರಮರೂಪರೇಖಾ:

ಯಹಪಾಠ್ಯಕ್ರಮನೌಸಿಖಿಯಾ ,ಅಪನಿಭಾಷಾಕೀಕ್ಷಮತಾಕಾವಿಕಾಸಕರನೇಹೇತುತಥಾವಿಭಿನ್ನಸಾಹಿತ್ಯಿಕಪ್ರಕ್ರಿಯಾओंद्वारासमाज ,
|झनेहेतुअभिकल्पितहैसंस्कृतिएवंजीवनकेमूल्योंकोसम

ಪಾಠ್ಯಕ್ರಮಉದ್ದೇಶ್ಯ:

- ಸಂದರ್ಭಾನುಸಾರಉಚಿತಭಾಷಾಕಾಪ್ರಯೋಗಕರನೇಕೀದಕ್ಷತಾಕೋಛಾತ್ರोंमेंउत्पन्नकरना |
- ಸಾಹಿತ್ಯಕೇಮಾಧ್ಯಮಸೇಸಮಾಜएवंमानवीयमूल्योंकोसमझाकर, उनमूल्योंकीरक्षाहेतुप्रेरितकरना |
- ಛಾತ್ರोंमेंपुस्तकपठनएवंलेखनकीअकृतिमप्रवृत्तिस्थापितकरना |
- ಅಧ್ಯಯತಾओंमेंसाहित्यकेमाध्यमसेप्रभावीएवंकुशलसंचारकಾವಿಕಾಸಕರನಾ |

ಅಧಿಗಮಪರಿಣಾಮ:

ಅಧ್ಯಯನಕೀಸಮಾಪ್ತಿपरअध्येता –

- ಸಾಮಾಜಿಕಮೂಲ್ಯएवंनैतिकजवाबदेहीकोस्वीकारकरसकताहै |
- ಸಾಹಿತ್ಯಕೀಪ್ರಾಸಂಗಿಕತಾकोजीवनमेंसमझनेकीदक्षतारखताहै |
- ಸಮಾಜमेंअंतर्निहितपद्धतियाँएवंविचारधाराओंकाव्याख्यानकरनेमेंसक्षमबनसकताहै |

ಅಧ್ಯಯನವಿಷಯಸೂಚಿಪಾಠ್ಯಕ್ರಮ /

ಇಕಾರ್ಡ್-1 :ಕಹಾನಿ,ವ್ಯಂಗ್ಯರಚನಾ

ಅಧ್ಯಾಪನಅವಧಿಯಾँ.hrs 12 :

- 1.ಕಹಾನಿ - ನಮಕಕಾದಾರೋಗಾ-ಪ್ರೇಮಚಂದ
- 2.ಉಸಕೀರೋತಿ-ಮೋಹನರಾಕೇಶ
- 3.ವ್ಯಂಗ್ಯರಚನಾ-ವೈಷ್ಣವಕೀಫಿಸಲನ-ಹರಿಶಂಕರಪರಸಾಝೆ

ಇಕಾರ್ಡ್-2:ಕಹಾನಿ, ನಿಬಂಧಅಧ್ಯಾಪನಅವಧಿಯಾँ.hrs 12 :

- 4.ಕಹಾನಿ-ಪರದಾ-ಯಶಪಾಲ
- 5.ಕಹಾನಿ-ಮೇರಿಮಾँकहाँ-कृष्णासोबती
- 6.ನಿಬಂಧ-अच्छीहिन्दी-रविन्द्रनाथत्यागी

ಇಕಾರ್ಡ್-3:ಕಹಾನಿ ಅಧ್ಯಾಪನಅವಧಿಯಾँ.hrs 12 :

- 7.ಕಹಾನಿ-गुंडा- जयशंकरप्रसाद
- 8.ಕಹಾನಿ-जल्लाद-पांडेयबेचनशर्मा'उग्र'

इकाई-4: अनुवाद, पत्र-लेखन अध्यापन अवधियाँ hrs 12 :

पत्रलेखन- : बैंकसंबंधी पत्र | नपत्र बीमा पत्र और आवेद ,

सन्दर्भग्रन्थ:

- पाठ्यपुस्तक-रेवा विश्वविद्यालय
- सुबोधव्यवहारिक हिन्दी – डॉ. कुलदीपगुप्त
- अभिनवव्यवहारिक हिन्दी – डॉ. परमानन्दगुप्त
- हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
- आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चनसिंह
- हिन्दी साहित्य का नवीन इतिहास - डॉ. लालसाहबसिंह
- शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
- कार्यालय अनुवाद निदेशिका

Course Code	Duration	Course Title	L	T	P	C
B18CH1023	16 Weeks	Language – II: ADDITIONAL ENGLISH	2	0	0	2

Course Objectives:

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

Course Outcomes:

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

- Demonstrate ethical responsibilities in taking cognizance of issues relating to society and values.
- Develop an understanding of literature in context.
- Interpret and paraphrase their ideas logically and cohesively.
- Illustrate the systems and ideologies inherent in the society.

Course Content:

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 & SuperNatural**12 Hrs**

Literature: John Keats – La Belle Dame Sans Merci Charles Dickens – The Signal Man
Hans Christian Anderson – The Fir Tree William Shakespeare – An Excerpt from *The Tempest*
Language: Collective Nouns

Unit-III: Travel and Adventure**12 Hrs**

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

Writing Skills: Travelogue

Unit-IV: Success Stories**12 Hrs**

Literature: Emily Dickinson – Success is Counted Sweetest Rupert Brooke – Success
Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from *The Story of My Life*

Writing Skills: Brochure & Leaflet

Reference Books:

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, Arun Kolatkar, Dilip Chitre, 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. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004

Course Code	Duration	Course Title	L	T	P	C
B18CH1030	16 Weeks	Financial Accounting	3	0	1	5

Course Objectives:

- Familiarize the students with the basic accounting concepts and the functioning of financial accounting standards.
- Understand the Concept of Hire purchase system, acquaint the students with the knowledge of Inland branches.

Course Outcomes:

By the end of the course, the students will be able to

- Describe the accounting concepts and various financial accounting standards.
- Record the transactions relating to conversion of a firm.
- Enumerate the concept of HPS and Installment purchase.
- Illustrate the working of Inland branch accounts.

Level of knowledge: Analytical

Course Content:

Unit-1	Introduction	14Hrs
	<ul style="list-style-type: none"> • Theoretical Framework Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India, Distinction between Indian accounting standards (IND AS) and Accounting standards (AS). International Financial Reporting Standards (IFRS) • Accounting process From recording of a business transaction to preparation of trail balance including adjustments: Capital and Revenue expenditures & Receipts. Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only) 	
Unit-2	Conversion Of Partnership Firm Into A Limited Company	14Hrs
	Meaning – Need for conversion - Purchase Consideration – Mode of Discharge of Purchase Consideration – Methods of calculation of Purchase Consideration – Net Payment Method – Net Assets Method –Journal Entries and Ledger Accounts in the books of Vendor – Treatment of items: Dissolution Expenses, Unrecorded Assets and Liabilities, Assets and Liabilities not taken over by the Purchasing Company, Contingent liabilities, Incorporation entries and preparation of balance sheet of the purchasing company under vertical format.	
Unit-3	Accounting For Hire Purchase And Installment System	14 Hrs
	Calculation of interest, partial and full repossession.Hire purchase trading (total cash price basis), stock and debtors system.Concepts of operating and financial lease(Theory).	

Unit-4 Accounting For Inland Branches**14 Hrs**

Concept of dependent branches: accounting aspects: debtors system, stock and debtors system, branch final accounts system and whole sale basis system, Independent branches, Concept accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

Reference Books

1. Monga, J.R. Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi 6th edition 2018.
2. Shukla, M.C., Grewal, T.S., and Gupta, S.C. Advanced Accounts. Vol-I 11th edition 2019. S. Chand & Co., New Delhi.
3. [Dr S N Maheshwari](#), [CA Sharad K Maheshwari](#) & [Dr Suneel K Maheshwari](#) Financial Accounting. 6th edition 2018 Vikas Publishing House, New Delhi.
4. Tulsian, P.C. and Bharath Tulasian Financial Accounting B.Com Hons. 2nd Edition 2016 S Chand Publishing, New Delhi
5. Jain, S.P., and Narang, K.L. Financial Accounting. Kalyani Publishers, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH1040	16 Weeks	Industrial Economy of India	3	1	0	5

Course Objectives:

- To receive the knowledge of industrial economics.
- To comprehend concept of theories of firm
- To analyze various concepts of labor market and wages
- To evaluate industrial policy of 1991 in India & to interpret the dynamics of industries, with a special emphasis on organizational dynamics and the role of innovation.

Course Outcomes:

By the end of the course, the students will be able to

- Identify the industrial economics objective and structure.
- Explain the concept of theories of firm
- Illustrate the purpose of labor market and wages
- Be analyze the India's industrial policy of 1991

Course Content:**Unit-1 Introduction****12 Hrs**

Meaning-Nature-Scope-Significance-Framework of Industrial Economics-The Relationship between Industrial Economics and Micro Economics. Role of Industry in Economic Development-Industrial Structure-Private and Public Sector, MSME in India

Course Outcomes:

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

- Explain basic statistical concepts such as statistical collection, species characteristics, statistical series, tabular and graphical representation of data.
- Measures of central tendency, dispersion and asymmetry, correlation and regression analysis, time series analysis
- Independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
- Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

Course Content:

Unit-1	Measures Of Central Tendency	12 Hrs
	Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications. Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (Including graphic determination).	
Unit-2	Measures Of Dispersion And Skewness.	16 Hrs
	Meaning–Calculation of Absolute and Relative measures of dispersion -Range – Quartile Deviation –Mean Deviation –Standard Deviation and Coefficient of Variation. Measures Of Skewness: Meaning of Skewness-Symmetrical & Skewed Distributions-Measures of Skewness - Absolute and Relative Measures of Skewness –Karl Pearson’s Coefficient of Skewness and Bowley’s Coefficient of Skewness.	
Unit-3	Time Series Analysis	14 Hrs
	Time Series Data: Components of time series, Additive and multiplicative models Trend analysis. Fitting of trend line using principle of least squares-linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages Seasonal variations -Calculation of seasonal indices using simple averages, Ratio-to-trend, Ratio-to-moving averages methods, Uses of seasonal Indices	
Unit-4	Index Numbers	14 Hrs
	Meaning and uses of index numbers. Construction of index numbers: Fixed and chain base: univariate and composite. Aggregative and average of relatives- simple and weighted Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY.	

Reference Books:

1. S P Gupta (2018), 45th edition, Statistical Methods-Sultan Chand, Delhi
2. Dr. C.R. Reddy (2017), 1st edition, Quantitative Methods for Management Decisions, Himalaya Publishing House.
3. Dr. B N Gupta (2018) Business Statistics, Sahitya Bhavan Publications Agra.
4. R.S Bhardwaj (2009), 2nd edition, Business Statistics, Excel Books
5. Chikodi & Prasad –Quantitative Method for Business –II
6. Statistical Methods, Gupta S.P., 45th Revised Edition 2017, Reprint 2018-Sultan Chand.
7. Statistics, Freedman, Pisani, Purves, 4th Edition.
8. S P Gupta: Statistical Methods, 39th Edition, Sultan Chand, Delhi.
9. Richard I. Levin, David S. Rubin (2011) 7th edition, Statistics for Management, Pearson Education India.

Course Code	Duration	Course Title	L	T	P	C
B18CH1060	16 Weeks	Indian Constitution and Human Rights	2	0	0	2

Level of Knowledge: Basic/Conceptual.

Course Objectives:

- To acquire the knowledge of evolution of the Indian constitution and to comprehend the union and state executive, legislature and judiciary function.
- To discuss the concepts and development human rights in India and to describe the protection of Human Right Act and evolution of human right in India.

Course Outcomes:

- The students can acquire the knowledge of preamble, fundamental rights and duties.
- The students can identify and recognize how state legislature and judiciary function.
- The students can aware the knowledge about of Human Rights Act.
- The students can understand the evolution, protection and judiciary activities of Human Rights in India.

Course Content:

Unit-1	Indian Constitutional Philosophy	08 Hrs
	a) Features of the Constitution and Preamble	
	b) Fundamental Rights and Fundamental Duties	
	c) Directive Principles of State Policy	
Unit-2	Union and State Executive, Legislature and Judiciary	10 Hrs
	a) Union Parliament and State Legislature: Powers and Functions	
	b) President, Prime Minister and Council of Ministers	

- c) State Governor, Chief Minister and Council of Ministers
- d) The Supreme Court and High Court: Powers and Functions

Unit-3 Concept and Development of Human Rights 06 Hrs

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

Unit-4 Human Rights in India 06 Hrs

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

Course Code	Duration	Course Title	L	T	P	C
B18CH1070	16 Weeks	Skill Development Course	0	0	2	2

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

Course Code	Duration	Course Title	L	T	P	C
B18CH1080	16 Weeks	Sports/Yoga/Dance/Music/ Theatre	1	0	1	3

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

- To develop skills in passing, setting, serving, spiking, and blocking.
- To learn basic offensive and defensive patterns of play.
- 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:

- Learn basic skills and knowledge associated with volleyball.
- Apply these skills while playing volleyball and exhibit improved performance
- Improve physical fitness and practice positive personal and lifestyle.
- 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-UnderArmService,TennisService,SideArmSpinService,RoundArmService, High spin service, Asian serve / American serve(floating)
- Setting the ball- Set for attack, Back set, Jump set

Unit-III

- Smash/Spike-Straightsmash,Bodyturnsmash,Wristoutwardsmash,Wristinwardsmash
- 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:

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

Course Outcomes:

On completion of the course learners will be able to:

- Learn basic skills and knowledge associated with basketball.
- Apply these skills while playing basketball and exhibit improved performance
- Improve physical fitness and practice positive personal and lifestyle.
- 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, Overhead pass, Underhand pass, Hook Pass, Behind the back pass, Baseball pass, Side arm pass and passing in running.
- Receiving-TwoHandreceiving,onehandreceiving,Receivinginstationaryposition, 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 theball.
- Offensive drills, Fast break drills, Team Defense/Offense, Team Tactics

Unit-IV

- Court marking, Rules and the interpretations

D. FOOTBALL

Course Objectives:

- To learn the rules, fundamental skills, and strategies of football.
- To develop skills in passing, receiving, controlling the ball, dribbling, shielding, shooting, tackling, beating a defender and heading in football.
- To learn basic offensive and defensive patterns o play
- To use different parts of the body in utilizing the above skills while playing football
- 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:

- Learn basic skills and knowledge associated with football.
- Apply these skills while playing football and exhibit improved performance
- 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.
- Improve physical fitness and practice positive personal and lifestyle.
- 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 withsole

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:

- To teach students the skilled techniques in sprints, relay running, hurdles, long jump, high jump, and shot put and practice them.
- To develop competence among students in demonstrating all the techniques covered in the course.
- To make students understand some of the scientific and empirical principles and their rationale underlying the development of skilled performance.
- To inculcate among students the habit of team work and cooperative learning and develop competence in detecting / correcting technique errors.
- 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:

- Display competencies in executing basic techniques and skills associated with select track and field events.
- Develop basic skills and techniques to improve one's running posture and take-off position for different jumps.
- Learn regular practice of select track and field events and improve physical fitness
- 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. I.A.A.F. Level-II (2001). Text Book on Jumping Event.
10. 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 Olieket 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: Unit1

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

Unit2

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 ChandrabhagaDevi*
2. *Classical Dances –Sonal Mansingh, AvinashParischa*
3. *Kuchipudi – Sunil Kothari*
4. *Bharatanatyam An in depth study- Sarojavydyanathan*
5. *Mohiniyattam – Bharathi Shivaji*

H. PERCUSSION INSTRUMENT (TABLA ANDMRIDANGAM)

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 – SadanandNaimpally.
3. Theory and practice of Mridangam – Dharmala RamaMurthy
4. The Art of the Indian Tabala – SrdjanBeronja.

SECOND SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH2010	16 Weeks	Communicative English-II	2	0	0	2

Course Outline:

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

Course Objectives:

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

Course Outcomes:

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

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

Course Content:

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

Reference Books:

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

Course Code	Duration	Course Title	L	T	P	C
B18CH2021	16 Weeks	Language – II: KANNADA	2	0	0	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 ವಿಕಾಸದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.

- ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.
- ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.
- ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ
- 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 Content:

Unit	Description	Topics	
I	ನವೋದಯ-ನವ್ಯ ಕವಿತೆಗಳು	1. ಕಾಣಿಕೆ 2. ಇಂದ್ರಿಯ ಜಯ 3. ಆ ಹಕ್ಕಿ ಬೇಕಾದರೆ 4. ದೀಪದಾರಿ	ಬಿ.ಎಂ.ಶ್ರೀ. ಕುವೆಂಪು ಎ.ಕೆ. ರಾಮಾನುಜನ್ ಚನ್ನವೀರ ಕಣವಿ
II	ನವ್ಯ-ನವ್ಯೋತ್ತರ ಕವಿತೆಗಳು	5. ಸಾವಿರಾರು ನದಿಗಳು 6. ಸಮಗಾರ ಭೀಮವ್ವ 7. ನೋಡಬಾರದು ಚೀಲದೊಳಗನು 8. ದಾಂಪತ್ಯ	ಸಿದ್ದಲಿಂಗಯ್ಯ ಎಚ್.ಎಸ್.ಶಿವಪ್ರಕಾಶ್ ವೈದೇಹಿ ಪ್ರತಿಭಾ ನಂದಕುಮಾರ್
III	ಲೇಖನಗಳು	9. ಪಶ್ಚಿಮ ಘಟ್ಟಗಳ ಪತನ 10. ಮೆಕಾಲೆಯ ಮಕ್ಕಳು 11. ವ್ಯವಹಾರ ಪತ್ರಗಳ ಸ್ವರೂಪ ಮತ್ತು ವಿಧಗಳು 12. ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಕನ್ನಡ ಜಗತ್ತು	ನಾಗೇಶ್ ಹೆಗಡೆ ಡಿ.ಆರ್. ನಾಗರಾಜ್ ವಾಣಿಜ್ಯ ಪತ್ರಗಳು ವಿ. ಚಂದ್ರಶೇಖರ ನಂಗಲಿ
IV	ಕಾದಂಬರಿ	13. ಚಂದ್ರಗಿರಿಯ ತೀರದಲ್ಲಿ	ಸಾ ರಾ ಅಬೂಬಕ್ಕರ್

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು :

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
3. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್. ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಶಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಸಂ. ಬಿ.ಎಸ್. ಕೇಶವರಾವ್. ಕೈಲಾಸಂ ಕನ್ನಡ ನಾಟಕಗಳು, ಪ್ರಕಾಶಕರು ಅಂಕಿತ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2005
8. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014

9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004
10. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Code	Duration	Course Title	L	T	P	C
B18CH2022	16 Weeks	Language – II: HINDI	2	0	0	2

ಅಧ್ಯಯನವಿಷಯಸೂಚಿಪಾಠ್ಯಕ್ರಮ /

ಇಕಾರ್ಡ್-1:ಪ್ರಾಚೀನಕವಿತಾಆಧುನಿಕಕವಿತಾ ,**ಅಧ್ಯಾಪನಾವಧಿಯೆ** .hrs 12 :

- 1.ಕಬೀರಕೆದೋಹೆ-ಕಬೀರದಾಸ
- 2.ಕವಿತಾ-ಪಾಷಾಣಿ-ನಾಗಾರ್ಜುನ
- 3.ಕವಿತಾ-ವೀರೋಕಾಕೈಸಾಹೋವಸಂತ -ಸುಭದ್ರಾಕುಮಾರಿಚೌಹಾನ

ಇಕಾರ್ಡ್-2:ಮಧ್ಯಕಾಲೀನಕವಿತಾಆಧುನಿಕಕವಿತಾ ,**ಅಧ್ಯಾಪನಾವಧಿಯೆ** .hrs 12 :

- 4.ರಹೀಮಕೆದೋಹೆ-ರಹೀಮ
- 5.ಕವಿತಾ-ಕಿಸಕೊನಮನಕರೂಮೆ?ರಾಮಧಾರಿಸಿಂಹದಿನಕರ-
- 6.ಕವಿತಾ-ಕರ್ಮವೀರ-ಅಯೋಧ್ಯಾಸಿಂಹಉಪಾಧ್ಯಾಯ”ಹರಿಔಧ್“

ಇಕಾರ್ಡ್-3 :ಮಧ್ಯಕಾಲೀನಕವಿತಾಆಧುನಿಕಕವಿತಾ , **ಅಧ್ಯಾಪನಾವಧಿಯೆ** .hrs 12 :

- 7.ಮೀರಾಕೆಪದ-ಮೀರಾಬಾಔ
- 8.ಕವಿತಾ-ಁಚಾರ್ಡ್- ಅಟಲಬಿಹಾರಿವಾಜಪಾಔ
- 9.ಕವಿತಾ-ಮಾಁ- ನರೇಶಮೇಹತಾ

ಇಕಾರ್ಡ್-4:ಅನುವಾದ, ಸಂಕ್ಷೇಪಣ **ಅಧ್ಯಾಪನಾವಧಿಯೆ** .hrs 12 :

ಅನುವಾದ :ಹಿನ್ದಿ-ಅಂಗ್ರೇಜಿ

ಅನುವಾದ :ಅಂಗ್ರೇಜಿ-ಹಿನ್ದಿ(ಶಬ್ದಁವಂಅನುಚ್ಛೇದ(

ಸಂಕ್ಷೇಪಣ:ಪರಿಚ್ಛೇದಕಾಁಕತಿಹಾರ್ಡ್ಭಾಗಮೆ |

ಸನ್ದರ್ಭಗ್ರನ್ಥ:

- ಪಾಠ್ಯಪುಸ್ತಕ - ರೇವಾವಿಶ್ವವಿದ್ಯಾಲಯ
- ಸುಬೋಧವ್ಯವಹಾರಿಕಹಿನ್ದಿ-ಡಾಕುಲದಿಪಗುಸ್ತ .
- ಅಭಿನವವ್ಯವಹಾರಿಕಹಿನ್ದಿ - ಡಾ.ಪರಮಾನನ್ದಗುಸ್ತ
- ಹಿನ್ದಿಸಾಹಿತ್ಯಕಾಔತಿಹಾಸ - ಡಾ. ನಾಗೇನ್ದ್ರ
- ಆಧುನಿಕಹಿನ್ದಿಸಾಹಿತ್ಯಕಾಔತಿಹಾಸ - ಡಾ. ಬಚ್ಛನಸಿಂಹ
- ಹಿನ್ದಿಸಾಹಿತ್ಯಕಾನವೀನಔತಿಹಾಸ - ಡಾ. ಲಾಲಸಾಹಬಸಿಂಹ
- ಶುಬ್ಧಹಿನ್ದಿಕೈಸೇಬೋಲೆಕೈಸೇಲಿಖೆ- ಪೃಥ್ವೀನಾಥಪಾಣ್ಡೆ
- ಕಾರ್ಯಾಲಯಅನುವಾದನಿಢೇಶಿಕಾ
- ಸಂಕ್ಷೇಪಣಁರಪಲ್ಲವನ - ಕೆ.ಸಿ.ಭಾಟಿಯಾ&ತುಮನಸಿಂಗ

Course Code	Duration	Course Title	L	T	P	C
B18CH2023	16 Weeks	Language – II: ADDITIONAL ENGLISH	2	0	0	2

Course Objectives:

- To help the student understand the multiple values of the society.
- To develop a cultural understanding in the student to sharpen his/her social skills.
- To ensure a gradual development of literary interest in the student.

Course Outcomes:

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

Course Content:

Unit-1: 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-2: 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-3: 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-4: 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

Reference Books:

1. Agrawal, K.A. *Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study*. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). *The Poetry of Robert Frost*. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. *A Study Guide for Tomas Rivera's The Harvest*. Gale, Study Guides, 2017.

4. Basu, Tejan Kumar. *The Life and Times of C.V. Raman*. PrabhatPrakashan,2016.
5. Rozewicz, Tadeusz. *New Poems*. Archipelago,2007.

Course Code	Duration	Course Title	L	T	P	C
B18CH2030	16 Weeks	Statistics for Business –II	3	0	1	5

Level of Knowledge: Analytical.

Course Objectives:

- To comprehend about correlation and regression analysis.
- To formulate the Linear programming.
- To understand the significance of Interpolation and Extrapolation.

Course Outcomes:

- Explain basic statistical concepts such as simple correlation and regression analysis.
- Measures of central tendency, dispersion and asymmetry, correlation and regression analysis, time series analysis
- To find the solutions for the problems on Linear programming.
- Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

Course Content:

Unit-1	Simple Correlation and Regression Analysis Correlation Analysis: Meaning of Correlation: simple, multiple and partial: linear and non-linear, Correlation and Causation, Scatter diagram, Person's co-efficient of correlation: calculation and properties (proofs not required). Correlation and Probable error: Rank Correlation Regression Analysis: Principle of least squares and regression lines, regression equations and estimation: Properties of regression coefficients. Relationship between Correlation and Regression coefficients: Standard Error of Estimate.	14 Hrs
Unit-2	Linear Programming Meaning and uses .Linear programming, problems formulation, graphical method and simplex method of solution,	14 Hrs
Unit-3	Interpolation And Extrapolation Meaning - Significance – Assumptions - Methods of Interpolation – Binomial expansion (Interpolating method one and two missing values only) - Newton's Advancing Differences Method - Problems.	14 Hrs
Unit-4	Vital Statistics Meaning, sources and uses.	14 Hrs

Mortality rates- Crude Death Rate, Age Specific Death Rate, Standardized Death Rate, (Direct method of standardization), Infant Mortality Rate, Maternal Mortality Rate.

Fertility Rates- Crude Birth Rate, Age Specific Fertility Rate, General Fertility Rate & Total Fertility Rate.

Reference Books:

1. S P Gupta (2018), 45th edition, Statistical Methods-Sultan Chand, Delhi
2. Dr. C.R.Reddy (2017), 1st edition, Quantitative Methods for Management Decisions, Himalaya Publishing House.
3. Dr. B N Gupta (2018) Business Statistics, Sahitya Bhavan Publications Agra.
4. R.S Bhardwaj (2009), 2nd edition, Business Statistics, Excel Books
5. Chikodi & Prasad –Quantitative Method for Business –II
6. Statistical Methods, Gupta S.P., 45th Revised Edition 2017, Reprint 2018-Sultan Chand.
7. Statistics, Freedman, Pisani, Purves, 4th Edition.
8. S P Gupta: Statistical Methods, 39th Edition, Sultan Chand, Delhi.
9. Richard I. Levin, David S. Rubin (2011) 7th edition, Statistics for Management, Pearson Education India.
10. Richard I. Levin, David S. Rubin (2011) 7th edition, Statistics for Management, Pearson Education India.

Course Code	Duration	Course Title	L	T	P	C
B18CH2040	16 Weeks	Corporate Accounting –I	3	0	1	5

Level of Knowledge: Analytical.

Course Objectives:

- The presentation and understanding of financial reporting for the companies as well as for external users.
- The concepts and standards underlying the accounting procedures used to measure business performance. And also the use of accounting information for business decisions as a basic language of business.

Course Outcomes: By the end of the course, the students will be able to :

- Understand the procedure for calculation of goodwill
- An understanding of the regulatory environment in which the companies are formed and operate in India.
- Select the appropriate accounting techniques, as prescribed by the relevant accounting standards, and perform the accounting treatment for each type of inter-entity relationship (including preparing consolidated financial statements).
- Communicate accounting policy choices and strategic recommendations and justify conclusions with reference to relevant laws and accounting standards.

Course Content:

Unit-1 Valuation of Goodwill and Shares

14 Hrs

Course Code	Duration	Course Title	L	T	P	C
B18CH2050	16 Weeks	Office Management and Secretarial Practice	3	1	0	5

Level of Knowledge: Conceptual

Course Objectives:

- The purpose of this course is to familiarize the students with the activities in a modern office.
- Smooth functioning of any organization depends upon the way various activities are organized,
- To know facilities provided to the staff working in the office, the working environment and the tools and the equipment used in office.

Course Outcomes:

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

- Students will learn to handle tools and equipment used in modern offices.
- To know the requirements a good system
- To understand importance of office automation
- To understand the roles and responsibilities of a Personal Secretary

Course Content:

- Unit-1 Office Management 14 Hrs**
 Introduction to office organization and management, Forms and Types of organization, Centralization and Decentralization, Objectives and Principles of office Management, Functions of Office Manager, Qualities required for Office manager, Duties of the Office Manager.
- Filing and Indexing**
 Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalizing and retrieval of records, Weeding of old records, meaning and need for indexing, various types of indexing.
- Unit-2 Mailing Procedures and Forms and Stationary 14 Hrs**
 Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, inward and Outward mail, Courier services, Office Forms- advantages and disadvantages of using, type of forms and form control. Stationary- essential requirements for a good system of dealing with stationary, purchase procedure, standardization of stationery. Importance of Software’s in office management.
- Unit-3 Modern Office Equipment 14 Hrs**
 Introduction, meaning and importance of office automation, Objectives of office mechanization, advantages and disadvantages, factors determining office mechanization, Kind of office machines.

Unit-4 Role of Secretary in office Management**14 Hrs**

Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal secretary, Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting, Agenda and minutes of Meeting, drafting, Fax-messages, email, Maintenance of appointment diary.

Reference Books:

1. Ghosh, P.K. Office Management (2015) 12th edition, Sultan Chand & Sons New Delhi.
2. Guggal, B. Office Management & Commercial Correspondence, New Delhi; Kitab Mahal
3. Pillai, R.S.N and Bagavati (2013) 8th edition, Office Management, S. Chand & Company Limited New Delhi.
4. Chopra R.K and Priyanka Gauri (2015) 17th edition, OfficeManagement, Himalaya Publishing House.
5. Bhatia, R.C (2014), Principles of OfficeManagement, Lotus Press, Daryaganj, New Delhi.
6. Kuchhal, M.C. 18th edition, Secretarial Practice, Vikas Publishing House, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH2060	16 Weeks	Environment and Public Health	2	0	0	2

Level of Knowledge: Basic**Course Objectives:**

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

Course Outcomes:

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

- Understand multidisciplinary nature of environmental studies
- Articulate the interdisciplinary context of environmental issues.
- Understand core concepts and methods from ecological and physical sciences and their application in environmental problem solving
- Students will have mastered foundational knowledge enabling them to make sound life decisions as well as enter a career in an environmental profession.

Course Content:

- Unit-1 Linkages between Environment and Health 08 Hrs**
Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio –cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health.
Climate Change and Implications on Public Health
Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain.
- Unit-2 Diseases in Contemporary Society 08 Hrs**
Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet.Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol.
Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.
- Unit-3 Perspectives and Interventions in Public Health 07 Hrs**
Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical-chemical and biological, Occupational diseases-prevention and control.
- Unit-4 Environmental Management Policies and Practices 07 Hrs**
Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules.
Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.

Reference Books:

1. Desai R.G. - Environmental studies. Himalaya Pub. House.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd.,
4. Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi.
5. Rao M N. &Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt

Course Code	Duration	Course Title	L	T	P	C
B18CH2070	16 Weeks	Skill Development Course	0	0	2	3

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

Course Code	Duration	Course Title	L	T	P	C
B18CH2080	16 Weeks	Self-study Component (online course)	0	0	2	3

ONLINE COURSE (MOOC/ SWAYAM, etc.,)

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

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

Course Code	Duration	Course Title	L	T	P	C
B18CH2090	16 Weeks	Minor Project -I (Summer Internship)	0	0	4	8

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

THIRD SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH3010	16 Weeks	Corporate Accounting –II	3	0	1	5

Level of Knowledge: Analytical.

Course Objectives:

- To help the students to acquire the conceptual knowledge of the mergers and acquisitions .
- To learn the accounting treatment when the shares are redeemedunderwritten& Liquidation of Companies

Course Outcomes:

At the end of the course students are able to:

- Understand the types of amalgamation
- Know the process of redeeming the shares.
- Know the process of Liquidating the company.
- Understand the process of underwriting of shares

Course Content:

Unit-1: Mergers And Acquisition Of Companies

16 Hrs

Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger -Recent mergers in Market– Amalgamation in the nature of Purchase - Methods of Purchase Consideration –Calculation of Purchase Consideration (Ind AS 103) (Old AS14), Net asset Method - Net Payment Method, Accounting for Amalgamation - Entries and Ledger Accounts in the Books of Transferor Company and Transferee Company – Preparation of new Balance sheet. (Vertical Format)

Unit-2: Redemption Of Preference Shares

14 Hrs

Meaning – legal provisions – treatment regarding premium on redemption – creation of Capital Redemption Reserve Account– Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for redemption – issue of bonus shares – preparation of Balance sheet (vertical forms) after redemption.

Unit-3: Underwriting Of Shares

14 Hrs

Meaning – Underwriting Commission – Underwriter – functions - Advantages of Underwriting, Types of Underwriting – Marked and Unmarked Applications – Problems (Excluding Journal entries).

Unit-4: Liquidation Of Companies**12 Hrs**

Meaning–Types of Liquidation – Order of Payment - Calculation of Liquidator's Remuneration –Preparation of Liquidators Final Statement of Account.

Reference Books:

1. Nirmal Gupta Ms. Chhavi Sharma, Corporate Accounting: Theory & Practice - 2nd Ed, 2016 Ane Books Pvt. Ltd.
2. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
3. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.
4. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
5. V.K. Goyal and Ruchi Goyal,. Corporate Accounting. PHI Learning.
6. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
7. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House
8. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
9. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education

Course Code	Duration	Course Title	L	T	P	C
B18CH3020	16 Weeks	Cost Accounting	3	0	1	5

Level of Knowledge: Analytical**Course Objectives:**

- To acquaint the students with basic concepts used in cost accounting
- To know various methods involved in cost ascertainment systems and
- To understand the use of costing data for planning, control and decision-making.

Course Outcomes:

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

- To understand the significance of Cost accounting and relevant data for Managerial decision making in manufacturing industries and service industries like Hotels, Transport Power supply etc.
- The students will be in a position to understand the implications of cost and will also be able to control cost effectively
- Solve the Problems on Labour Cost
- Differentiate methods of overhead distribution.

Course Content:

- Unit-1 Introduction To Cost Accounting 14 Hrs**
Introduction – Meaning & Definition of Cost, Costing and Cost Accounting - Objectives of Costing – Comparison between Financial Accounting and Cost Accounting – Designing and installing a Cost Accounting System – Cost Concepts – Classification of Costs – Cost Unit – Cost Centre – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.
- Unit-2 Material Cost Control 14 Hrs**
Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – levels settings – EOQ – ABC Analysis – VED Analysis – Just in Time – Perpetual Inventory System – Documents used in Material Accounting – methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method – Problems.
- Unit-3 Labour Cost Control 14 Hrs**
Meaning – Types: Direct Labour, Indirect Labour – Timekeeping – Time booking – Idle Time – Overtime – Labour Turn Over methods, Methods of Labour Remuneration: Time Rate System, Piece Rate System, Incentive Systems (Halsey Plan, Rowan Plan & Taylor's and Merrick's Differential Piece Rate System) – Problems.
- Unit-4 Overheads Cost Control 14 Hrs**
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 - Method of Absorption(Theory only) – Machine Hour Rate – Problems on Machine Hour Rate.

Reference Books:

1. Cost Accounting: A Managerial Emphasis by Charles T. Horngren, Srikant M. Datar, and George Foster.
2. Cost Accounting : Theory & Practice, 3rd ed. by - Nirmal Gupta, Chhavi Sharma. Ane Books Pvt. Ltd
3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
4. Cost Accounting A Managerial Emphasis– Charles T. Horngren, Srikant M. Datar and George M Foster, Prentice Hall of India; 14th Edition , 2015
5. Cost accounting & Financial Management– Ravi M Kishore, Taxman Allied Services Ltd.; 6th Edition, 2016
6. Cost Accounting, Charles T. Horngren, Stanford University Srikant M. Datar, Harvard University Madhav V. Rajan, Stanford University Pearson publication 15th Edition

Course Code	Duration	Course Title	L	T	P	C
B18CH3030	16 Weeks	Marketing Management	2	1	0	4

Course Objective:

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Course Outcomes:

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

- Understand the Concepts of Marketing.
- Know the nature and principles of marketing.
- Have familiarity in using recent developments in marketing.

Course Content:

Unit -1 Introduction to Marketing 08 Hrs

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

Unit-2 Marketing Environment and Consumer Behavior 12 Hrs

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

Unit-3 Marketing Mix 12 Hrs

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

Unit-4 Market segmentation and Recent developments in marketing 10 Hrs

Concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation Social Marketing, online marketing, direct marketing, Services marketing, green marketing, Rural marketing, influencer marketing, Video Marketing, Visual search; Consumerism

Reference Books:

1. Marketing Management by Philip Kotler, Kevin Lane Keller 16th edition Prentice Hall publications
2. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. Principles of Marketing, . Pearson Education.16th edition
- 3.
4. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and MithileshwarJha, Marketing Management: A South Asian Perspective, Pearson Publishing House, New Delhi.
5. Dr. K. Karunakaran, Marketing management, HPH.
6. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK.
7. Lamb, Charles W. Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio.
8. Armstrong & Kotler, Marketing : An Introduction, Pearson Publishing House, New Delhi

Course Code	Duration	Course Title	L	T	P	C
B18CH3040	16 Weeks	Principles of Banking	2	1	0	4

Level of knowledge: Conceptual

Course Objectives:

- To discuss the Structure and System of Banking in India.
- To discuss the relationship between banker & customer.
- To familiarize the students with banking technology, services & retail lending.

Course Outcomes:

At the end of the course students are able to:

- Understand the banking system in India.
- Know the nature of banker – customer relationship.
- Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS & retail lending.

Course Content:

Unit-1	Banking system and structure in India	12 Hrs
	Evolution of Indian Banks-Types of banks- Credit creation - Role of Reserve Bank and GOI as regulator of banking system.	
	Commercial banking: Structure, Functions - Primary & secondary function, Role of commercial banks in socio economic development, Services rendered.	
	The Negotiable Instruments Act 1881: The Paying Banker and the Collecting Banker- Negligence- Bills of exchange and promissory note.	

- Discuss techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

Course Outcomes:

- Determine the scarce human capital and will be affective in human resource planning with generational differences
- Illustrate the hiring and recruitment process and also in training the workforce.
- Enumerate the significance of Performance management system and comprehensive evaluation of the human resources in the organization as soon as they step out of the educational institution.
- Adapt the skill to focus on employee mobility and retention of employees

Course Content:

Unit-1	Introduction Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between HRM and HRP, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Generational Differences, Future Trends in Human Capital and Talent Management, Impact of HRM practices on organizational performance.	10 Hrs
Unit-2	Recruitment, Selection And Training Recruitment, Meaning, Methods of Recruitment, Selection, Meaning, Steps in Selection Process, Induction, Problems Involved in Placement. Meaning and purpose of Induction: Training- Need for training, methods of training.	10 Hrs
Unit-3	Performance Appraisal And Compensation Introduction, Meaning, Objectives, Methods of Performance Appraisal, Compensation, Meaning, Objectives of Compensation, factors affecting compensation, Fringe benefits, and Attrition and compensation management.	08 Hrs
Unit-4	Employee Mobility Meaning of Promotion, Purpose, basis of promotion, Meaning and reasons for demotion, Meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, need for right sizing. Human Resource Maintenance And Development Meaning of HRD, Role of training in HRD, Employee health and safety: Employee welfare: Social security (excluding legal provisions), Employer- employee relations- An overview: Grievance handling and redressal, Industrial disputes: Causes and settlement machinery.	14 Hrs

Reference Books:

1. Zorlu Senyucel, Managing the Human Resource in the 21st century
2. Dessler, Gary. Human Resource Management. 14th ed. Upper Saddle River, NJ: Prentice Hall, 2014.

3. Mathis, Robert L., and John H. Jackson. Human Resource Management. 14th ed. Stamford, CT: Cengage Learning, 2014.
4. Noe, Raymond A., John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright. Human Resource Management: Gaining a Competitive Advantage. 8th ed. New York: McGraw-Hill/Irwin, 2013.
5. Aswathappa. K. Human Resource Management, 8th Edition, Tata McGraw-Hill, New Delhi.
6. V S P Rao, Human Resource Management, 2nd Edition, Excel Books.
7. Mathis, Robert L and John H Jackson, Human Resource Management, 14th Edition, Stanford CT Cengage Learning.
8. David A Decenzo, Stephen P Robbins and Susan L Verhulst, Human Resource Management 11th Edition, Wiley India Pvt.Ltd.
9. Edwin Flippo, Personnel management, 5th Edition, McGraw Hill.

Course Code	Duration	Course Title	L	T	P	C
B18CH3060	16 Weeks	Computer Applications in Business	2	0	0	2

Level of knowledge: Application

Course Objective:

- To provide basic knowledge of computer and its usage

Course Outcome:

- The students will get overall idea about business computing skills along with their understanding of how such skills could be applied in a business environment.

Course Content:

- Unit-1 Introduction to Computers 08 Hrs**
 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 08 Hrs**
 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 07 Hrs**
 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.

Goal Setting: Meaning of goal and goal setting – Short, medium and long term goals – importance of goal setting – Choices/selection of setting goals – Steps for goal setting – SMART goals.

Creativity: Meaning of Creativity – Difference with Innovation – Barriers to Creativity – Steps to stimulate Creativity – Understanding and importance of human values – Difference with ethics, deals in life – Becoming a role model

Unit-2 Interpersonal Skills- 14 Hrs
Meaning of Interpersonal Skills – Need to develop Interpersonal Skills – Components of Interpersonal Skills – Techniques required to improve skills – Benefits of effective Interpersonal Skills.
Stress Management- Meaning of stress – Factors causing stress – Positive and negative types of stress – Effects of stress on body and mind – Stress removal techniques.

Unit-3 Time Management: 12 Hrs
What and why of Time Management – Necessity and benefits of Time Management – Tools of Time Management – How to manage time wisely

Unit-4 Leadership Development: 14 Hrs
Meaning and Importance – Types of leadership styles – Theories of leadership. Social Leadership
Effective leadership and management: Understanding and influencing the dynamics of organizations

Reference Books:

1. Vikas (Life Skills Manual) : Published by: Member Secretary & Executive Director, Karnataka Jnana Aayoga(Karnataka Knowledge Commission) Govt of Karnataka, Copy Right: 2010 Karnataka Jnana Aayoga
2. Manika Ghosh, “Positivity – A way of life”, Published by Orient Blackswan Pvt Ltd
3. Swami Vivekananda, “Personality Development”, Published by Ramakrishna Math and Ramakrishna Mission (December 2011)

Course Code	Duration	Course Title	L	T	P	C
B18CH3080	16 Weeks	Skill Development Course	0	0	2	4

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

Course Code	Duration	Course Title	L	T	P	C
B18CH3090	16 Weeks	Soft Skill Training (Placement Department)	0	0	2	4

Course Objectives:

Following are the Course Objectives.

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-1

6 Hrs

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

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

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

Extempore – Communication General Evaluation

Unit-2

6 Hrs

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

Listening Skills - Active listening, Barriers of Active Listening

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

Unit-3

8 Hrs

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

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

Self Analysis – SWOT

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

Unit-4

8 Hrs

Presentation Skills – Introduction (Different methodologies to give effective presentation)

Self and Cross Introduction – Practice

FOURTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH4010	16 Weeks	Fundamentals of Financial Management	3	0	1	5

Level of Knowledge: Analytical

Course Objectives:

- To familiarize the students with the principles and practices of financial management. To gain knowledge about the how finance is the life blood of the business. To know detail about the time value of money. To get an idea how to maintain the capital structure in a company.
- To get an idea about the investment decisions of a company plays a key role for the development of the company. To know about the dividends and benefits of giving the dividends to the company.

Course Outcomes:

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

- To give a thorough knowledge as to the applications of Strategic Finance in various decision making process.
- To orient the students as to the latest developments occurring in the field of Finance with regard to Investments and Risk undertaking.
- Helps to maintain the capital structure and the dividend policies of the company
- Relates to the working capital and its requirement in the company

Course Content:

Unit-1	Introduction Nature, Scope and objectives of financial management, Agency problem, Time value of money, Risk and Return-Concept and Calculation (including Capital Asset Pricing Model).	14 Hrs
Unit-2	Capital Budgeting The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value(NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Risk.	12 Hrs
Unit-3	Financing Decision and Dividend Decision Sources of long-term financing, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach), Operating and Financial leverage, Determinants of capital structure.	16 Hrs

Dividend Decision

Theories for Relevance and Irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends, Dividend policies in practice and Determinants of Dividend.

Unit-4 Working Capital Management 14 Hrs
Concepts of Working Capital, Operating and cash cycles, Risk-return trade off, sources of short term finance, Working Capital Estimation, Cash Management, Receivables Management, Inventory Management. (Problems only on estimation of working capital requirements & Operating Cycle)

Reference Books:

- 1) Financial Management – Text, Problems and Cases – M.Y. Khan and P.K. Jain, Tata Mc Graw Hill Publishing Company Ltd.; 5th Edition.
- 2) Financial Management – I.M. Pandey, Vikas Publishing House Pvt. Ltd.; 10th Edition.
- 3) Fundamentals of Financial Management – Prasanna Chandra, Tata Mc Graw Hill Publishing Company Ltd.; 4th Edition.
- 4) Fundamentals of Financial Management – Eugene F. Brigham and Joel F. Houston, Thomson South- Western; 12th Edition.
- 5) Fundamentals of Financial Management – J. Van Horne and John M. Wachowicz, Prentice Hall; 13th Edition.
- 6) Khan, M.Y. and Jain, P.K, Financial Management: Text and Problems. Tata McGraw Hill.
- 7) Horne, Van., James, C., and John, Wachowicz. Fundamentals of Financial Management. Pearson Education.
- 8) Ross, Stephen A., Westerfield, Randolph., and Jeffrey. Jaffe. Corporate Finance, Tata McGraw Hill.
- 9) Srivastava, Rajiv., and Mishra, Anil. Financial Management, Oxford University Press, UK.
- 10) Singh, Preeti, Financial Management. Ane Books Pvt. Ltd, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH4020	16 Weeks	Methods and Techniques of Costing	3	0	1	5

Level of Knowledge: Analytical

Course Objectives:

- To gain knowledge about the how Costing Methods Useful for manufacturing companies, Job costing is useful when the company accepts to do particular job and Batch costing is useful in pharmacy companies.
- To get an idea about the Process Costing and an idea about the by- products and the Contract Costing and its applications.
- To know about the Operating costing, standard costing and to know about the need of Transport Costing.

Course Outcomes:

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

- Students can understand about different costing methods and its applicability in the present scenario of manufacturing companies and Service Sector.
- Helps to know the applicability of process costing and normal loss and abnormal loss.
- Relates to the Contract costing and its applicability
- Students will know the uses of Operating Costing and Marginal Costing.

Course Content:

Unit-1	Process Costing Introduction- meaning , features, application of process costing –differences between job costing and process costing – procedure – process costing when there is no process loss and or Gain: Process costing when there is process loss and or gain – Normal and Abnormal loss and Abnormal gain- Inter process profit – Equivalent production – By product and joint product costing – Problems	14 Hrs
Unit-2	Contract Costing Introduction – Definition, features, Differences between contract costing and Job costing- Ascertainment of Contract cost- Cost of sub contracts- certification of work done and Retention money, Profit on incomplete contracts, valuation of work in progress, escalation clause, Cost plus contracts.	12 Hrs
Unit-3	Operating Costing & Marginal Costing Introduction, Meaning and application of Operating Costing, - Power house costing or boiler house costing, canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing. Marginal Costing Absorption versus Variable Costing, Distinctive features and income determination. Cost Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods .Angle of incidence, margin of safety, determination of cost indifference point.	16 Hrs
Unit-4	Activity Based Costing Introduction - Weakness of conventional system – concept of ABC – Kaplan and Cooper’s Approach – cost drivers and cost pools – allocation of overheads under ABC – Characteristics of ABC – Steps in the implementation of ABC – Benefits from adaptation of ABC system – difficulties faced by the industries in the successful implementation of ABC - Problems on ABC.	14 Hrs

Reference Books:

1. Advanced Cost And Management Accounting Problems And Solutions – V.K.Saxena & C.D.Vashist, Sultan Chand & Sons; 20th Edition, 2015
2. Jawahar Lal, Cost Accounting. 5th Edition 2013 McGraw Hill Education
3. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning
4. Rajiv Goel, Cost Accounting. International Book House
5. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. 13th Edition Kalyani Publishers 2016
6. Principles and Practices of Cost Accounting, M N Arora, 12th revised Edition, Vikas Publishing House.
7. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.2017
8. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
9. H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd. Principles and Practices of Cost Accounting, Bhattacharyya A K 3rd Edition, PHI.

Course Code	Duration	Course Title	L	T	P	C
B18CH4030	16 Weeks	Goods and Services Tax	2	1	0	4

Level of knowledge: Conceptual and Analytical

Course Objectives:

- To provide an in depth study on the various provisions of GST law and their impact on Business Environment.
- To provide the students, an ability to understand the basic principles underlying the Indirect Taxation Statutes with reference to Customs Act 1962,
- To equip students with the various provisions.
- To provide an insight into practical aspects and apply the provisions of GST Laws to various situations.

Course Outcomes:

- To understand the concepts of Indian GST law.
- Understand the scope of GST and exempted supply
- Computation of CGST, SGST and IGST, Computation of Net GST Payable & Provide the practical aspects to learn the Output tax liability of CGST and SGST
- To Understand the basic principles of Customs Act

Course Content:**Unit-1****Fundamentals Of GST****12 Hrs**

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)Overview of GST Act 2017- Salient features of CGST Act, SGST Act (Karnataka State), IGST Act. Important Definitions under GST Act- Actionable claim, Address of Delivery, Aggregate Turnover, Agriculturalist, Associated enterprises, Business, GST Council, Credit note and Debit note, Deemed Exports, Draw-back, Electronic Credit Ledger, Exempt supplies, Input, Input service, ISD, Input tax,Input Tax Credit, Job work, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.

- Unit-2 Levy And Collection Of Tax 10 Hrs**
Introduction-Supply: meaning and Scope of Supply, types of supply, treatment of mixed & composite, Location of Supplier of Service-Location of recipient of service
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. 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.
- Unit-3 Assessment And Returns 12 Hrs**
Input Tax Credit: 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).
Assessment & Returns: 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.
- Unit-4 Customs Act 1962 08 Hrs**
Introduction & Definitions-Types of Duties-Notified Goods, Specified Goods-Import & Export procedure under Customs-Exemptions from Custom duty-Special Provisions relating to Baggage-Computation of Assessable Value and Custom Duty Payable.

Reference Books:

1. GST ready- Reckoner: V S Datey.10 th Edition 2019
2. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
3. Deloitte: GST Era Beckons, Wolters Kluwer 2015
4. Goods and Services Tax, Wolters Kluwer. Madhukar N Hiregange:
5. Goods & Services Tax – CA. Rajat Mohan,
6. Goods & Services Tax: Dr. Sanjiv Agrawal & CA. Sanjeev Malhotra.
7. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,
8. Indirect Tax Laws, Taxman Allied Services. B.K. Ghargava
9. Goods & Services Tax- Singhania K vinod-Taxmann publications, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH4040	16 Weeks	Soft Skill Training (Placement Department)	0	0	2	4

Course Objectives:

Following are the Course Objectives.

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-1

6 Hrs

Training Introduction, Communication skills: Soft skills and its importance, Accent Neutralization

Communication Skills – Concepts of Body language, Cultural Difference in Body Language, Different types of BL

Communication Skills – Definition of Just a Minute(JAM) concept, Different topics, Do's and Don'ts, Practice, General Evaluation

Unit-2

8 Hrs

Selling Skills – Sell a product, Advertising and salesmanship, Practice and Evaluation

Email Writing Etiquette – how to write an effective professional email and Elements of email, best practices and Do's and Don'ts, Practice on Email writing

Resume Writing – Difference between Resume, CV and Bio-data, Tips on Objective Writing, Do's and Don'ts of Resume, Collecting first draft of Resume from each individual in the class, Different types of cover letters

Unit-3

6 Hrs

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

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

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

Unit-4

8 Hrs

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

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

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

Reference Books:

You are born to blossom - APJ Abdul Kalam
Power of positive Thinking - Norman Vincent Peale
Attitude is everything - Jeff Keller
A Complete Kit for Group Discussion - S. Hundiwala

Course Code	Duration	Course Title	L	T	P	C
B18CH4050	16 Weeks	Skill Development Course	0	0	2	4

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

Course Code	Duration	Course Title	L	T	P	C
B18CH4060	16 Weeks	Self-study Component (online Course)	0	0	2	4

ONLINE COURSE (MOOC/ SWAYAM, etc.,)

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

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

Course Code	Duration	Course Title	L	T	P	C
B18CH4070	16 Weeks	Minor Project -II (Summer Internship)	0	0	4	8

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

SOFT COURSES (Specialization Courses)

Accounting Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4111	16 Weeks	Advanced Accounting	2	0	1	4

Level of Knowledge: Analytical.

Course Objectives:

To help the students to acquire the conceptual knowledge of

1. The provisions followed in Banking and Insurance companies accounting and to learn the contemporary application of accounting in various fields

2. The accounting process followed in Banking and Insurance companies
3. Inflation, farm and investment accounting.
4. Risk protection for Individuals and companies.

Course outcomes:

On completing this course the student would be able

- To understand the various provisions of Banking regulations Act of 1949.
- To learn the preparation of statements relating to General and Life Insurance.
- To aware the knowledge about farm accounting and to ascertain the value of assets
- To analyse and solve valuation and investment accounting problems

Course Content:

Unit-1	Accounts of Banking Companies Business of banking companies, some important provisions of Banking Regulation Act of 1949, brokerage, discounts, statutory reserves, cash reserves, books of accounts, special features of bank accounting, final accounts , balance sheet and profit and loss account, interest on doubtful debts, rebate on bill discounted, acceptance, endorsement and other obligations, problems as per new provisions.	12 Hrs
Unit-2	Accounts Of Insurance Companies Life Insurance Accounts: Introduction Classes of Insurance Business Explanation of terms (Claim, Premium, bonus, surrender, value, annuity, etc.). The forms of revenue account and balance sheet. Explanation of items (Including journal entries for adjustment like outstanding claims bonus in reduction of premium, interest accrued on investments. outstanding premium and claims on the reinsertion) problems Ascertainment of profit of a Life Insurance Company Accounting procedure relating to preparation of valuation balance sheet and statement showing results of valuation problems. Account of General Insurance Company: Preparation of final accounts Calculation of insurance claims Method of calculating annuities rates and ratios in mortality, expose to risk aggregate rates, life year and other rate intervals.(Simple Problems)	12 Hrs
Unit-3	Inflation Accounting And Farm Accounting: Need-Meaning-Importance-Role-Objectives-Merits and Demerits- Problems on current purchasing method(CPP) and current cost accounting method(CCA). Farm Accounting- Meaning-Need& Purpose- Characteristics of farm Accounting- Nature of Transactions- Cost and revenue- Apportionment of Common cost-by product costing- farm accounting- recording of transactions- Problems	10 Hrs
Unit-4	Investment Accounting Introduction – classification of Investment – Cost of Investment – cum-interest and ex-interest – securities – Bonus shares- right shares – disposal of Investment – valuation of investments – procedures of recording shares – problems.	08 Hrs

Reference Books:

1. Students' Guide to Accounting Standards – D.S. Rawat, Taxmann; 20th Edition, 2016
Made Gowda – Advanced Accounting, HPH
2. S.N. Maheswari , Advanced Accountancy, Vikas Publishers, Volume-1, 11/e 2018
3. S. P. Jain and K. L. Narang – Advanced Accountancy Vol No- II, Kalyani publishers 2014
4. R L Gupta, Problems and Solutions in Advanced Accountancy 4th Edition, Sultan Chand, New Delhi
5. M.C.Shukla, T.S. Grewal and S.C Gupta – Advanced Accounts, Volume II S Chand publishing 2019.
6. Advanced Accounting, R L Gupta and M Radhaswamy, 17thEdition, Sultan Chand & sons publications.
7. Advanced Accounts (COMPLETE), S C GUPTA, M C SHUKLA, T S GREWAL, 18th Edition, Sultan Chand & sons publications. =
8. Advanced Accountancy, S.N. Maheshwarim, 11th Edition 2018, Vikas Publishing.

Course Code	Duration	Course Title	L	T	P	C
B18CH4112	16 Weeks	IFRS and Ind-AS	2	1	0	4

Level of Knowledge: Analytical.

Course Objectives:

- To help the students to acquire the basic knowledge International Financial Reporting Standards and to know the presentation of financial statements as per IFRS and also Ind-AS.
- To help the students to acquire the basic knowledge IFRS
- To know the presentation of financial statements as per IFRS and also Ind-AS.

Course Outcomes:

On completing this course the student would be able to

- Get on exposure of IFRS
- Understand Accounting and reporting for business combinations..
- Understand the elements of financial statement as per IFRS and its presentation.
- Understand the preparation of consolidated balance sheets

Course Content:

Unit-1 International Financial Reporting Standards: 10 Hrs
International Financial Reporting Standards, First time adoption (IFRS 1) – Convergence with IFRS – Stage-wise Approach, Advantages of converting to IFRS, Significant, Criticisms of IFRS, Key Business issues that will need to be addressed for successful

implementation of IFRS, challenges and opportunities faced by India in the implementation of IFRS - An overview of IND ASs: list of converged Indian Accounting.

Unit-2 Accounting And Reporting For Business Combinations (AsPerIndAs):10 Hrs
 Relevant terms, types of merger, methods of accounting, treatment of goodwill arising on merger, purchase consideration and settlement, accounting in books of vendor/ transferor company, accounting for investment in subsidiary, accounting for holding companies, corporate financial restructuring, reconstructions schemes, de-merger.

Unit-3 Presentation Of Financial Statements: 12 Hrs
 Outline for the preparation of financial statements - Statement of financial position; Comprehensive income statement; Statement of changes in equity , IAS 18 – Revenue. Elements of financial statements as per IFRS – Non-current assets; current assets; equity; non current liability; current liability; revenue; cost of sales; distribution costs; administrative expenses; financial costs – profits attributable to owners of controlling interest and non-controlling interest – Practical problems on each element.

Unit-4 Consolidated Income Statements: 10 Hrs
 Balance sheet and cash flow statement for group companies, impact of group financial statements at the point of acquisition, treatment of investment in associates in consolidated financial statements, compare and contrast acquisition and equity methods of accounting, treatment of investment in joint ventures in consolidated financial statements.

Reference Books:

1. A Student’s Guide to IFRS Third Edition- Clare Finch
2. Roadmap of Convergence of Indian Accounting Standards with IFRS- EduPristine 2015
3. Elliott, B. & Elliott, J. (2009) financial accounting and reporting. 13th ed. Essex, England: Prentice Hall/Financial Times.
4. Atrill, P. and McLaney, E. J. (2015a) Accounting and finance for non-specialists. Ninth edition. Harlow, England: Pearson.
- 5.. IFRS concepts and applications - Kamal Garg, Bharath, law house private limited latest edition
4. Elliott, B. and Elliott, J. (2015) financial accounting and reporting. Seventeenth edition. Harlow: Pearson.
5. Accounting theory and practices – Dr. Jawaharlal, HPH

Finance Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4211	16 Weeks	Stock and Commodity Market	2	1	0	4

Course Objectives:

- To Building knowledge on functions of primary and secondary markets. To Comprehend the understanding of stock and derivative market

- To explore patterns of Trading and settlement procedures. To Gain understanding on commodity market and its types.

Course Outcomes:

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

- Relate to the difference between stock and commodities market
- Identify and recognize the stock exchanges in India
- Express the settlement procedures and types of speculations
- Interpret the difference between physical and futures markets

Course Content:

Unit-1	Introduction Meaning & Definition-Primary and Secondary Market-Differences-Issues Mechanism in Securities Market-Trading Procedure in Stock Market-Stock Exchange & its Functions-NSE-BSE: Regulatory Institution-SEBI-Objectives & Powers of SEBI.	10 Hrs
Unit-2	Trading in Stock Market Pattern of Trading & Settlement in Stock Market- Types of Trading –Speculations-Insider Trading-Book Building Process-Bases of Allotment-Classification of Brokers-NSDL-CSDL-Role & its Functions. (Briefly)	10 Hrs
Unit-3	Commodity Market Introduction-Meaning & Definition of Commodity Market-Origin of Commodity Market in India-Products-Participants and Functions-Commodity Exchanges in India and International-Stock Exchange Platform-MCX, NCDEX, ICEX, NMCE & its Membership.	12 Hrs
Unit-4	Trading in Commodity Market Pattern of Trading & Settlement in Commodity Market-Efficiency of Commodity market-Types of transactions in Commodity market-Benefits of Commodity Market.	10 Hrs

Reference Books:

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

Course Code	Duration	Course Title	L	T	P	C
B18CH4212	16 Weeks	Financial Derivatives	2	1	0	4

Level of Knowledge: Analytical

Course Objectives:

- To understand the basic concepts of Forwards Trading & Futures Trading.
- To understand the basic concepts of Options & Option Pricing Models (Binomial and Black Scholes).
- To understand the basic concepts of Currency and Commodity derivatives and apply them to hedge risk exposure.

Course Outcomes:

On completing this course the student would be able to

- Get on exposure of trading with Forwards, Futures & Options Trading
- Understand and evaluate different swaps & commodity derivatives.
- Understand the structure of swaps.
- Understand the trading and settlements in commodity derivatives.
- Understand the process of hedging risk

Course Content:

Unit-1	Financial Derivatives Introduction- Fundamental linkages between spot & Derivative Markets -economic benefits of derivatives - types of financial derivatives - features of derivatives market - factors contributing to the growth of derivatives - functions of derivative markets – the role of derivatives market- traders in derivatives markets - Derivatives market in India.(Theory only)	10 Hrs
Unit-2	Forwards and Futures Trading and differences between them: Trading in Forwards. Futures: theory, pricing, mechanics of buying & selling futures and hedging strategies, Commodity futures, Index futures &Interest rate futures. (Theory & Problems)	10 Hrs
Unit-3	Options Types of options- options vs. futures- option pricing- factors affecting option pricing. Concept of exotic option. Hedging & trading strategies involving options- valuation of option: basic model, Binomial Analysis & Black and Scholes Model. (Theory & Problems)	10 Hrs

Unit -4 Swaps Markets &Commodity derivatives**12 Hrs**

Swaps Markets: Structure, types (currency, interest-rate, equity and commodity Swaps), Pricing of swaps.

Commodity derivatives:Introduction,trading and settlements – physical delivery of commodities. (Theory & Problems)

Reference Books:

1. Financial Derivatives- Bishnupriya Mishra, SathyaSwaroopDebasish-Excel Books India, 2009
2. Financial Derivatives-Theory, Concepts & Problems by S.L Guptha, PHI Publications.
3. Financial Derivatives: Risk Management by V.K Bhalla, S. Chand Limited.
4. C.P. Jones, *Investments Analysis and Management*, Wiley, 8th ed.
5. Prasanna Chandra, *Investment Analysis and Portfolio Management*, McGraw Hill Education
6. R.P. Rustogi, *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
7. N.D. Vohra and B.R. Bagri, *Futures and Options*, McGraw Hill Education
8. Mayo, *An Introduction to Investment*, Cengage Learning

International Business Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4311	16 Weeks	International Business Environment	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

1. The purpose of this paper is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations.
2. To learn the Structure and technological innovations in Global Business Environment.
3. To Know the various International Business Environments

Course Outcomes:

This course makes students

1. To acquaint with the nature and structure of International business and also implications of WTO on International business environment.
2. To acquaint the students with the nature and structure of International business
3. To understand the significance of geographical and cultural Environment of International Business.
4. To understand political vulnerability and statutory governing structure.
5. To understand the economic global environment

Course Content:

Unit-1	Introduction Nature and Significance of Global Business Environment; Structure of Global Business Environment; Globalisation and Global Business Environment; Impact of Protectionism on Global Business Environment; Technological Innovations and Global Business Environment.	10Hrs
Unit-2	Geographical and Cultural Global Environment Need for and Significance of its Study; Climate and Topography; Population and its Structure; Physical and Human Resources; World Trade Routes; Culture and its Elements; Characteristics of Culture; Cultural Knowledge and Values; Business Customs and Ethics.	10Hrs
Unit-3	Political and Legal Global Environment Political Systems and Stability of Government Policies; Nationalism; Political Risks in Global Business; Assessing Political Vulnerability; Reducing Political Vulnerability; Legal Systems; Jurisdiction in International Legal Disputes; Protection of Intellectual Property Rights; Commercial Laws within Countries; Grey Market; Money Laundering; Antidumping; Counterfeiting.	10 Hrs
Unit-4	Economic Global Environment The World Economy-A Brief Study Only; Economic Systems; Levels of Economic Growth; Economic Groups and Business Environment; Economic Policies-A Brief Discussion Only. Multinational Organisations and Institutions : IMF and World Bank in Global Business-Role, Functions and Structure; GATT and UNCTAD; World Trade Organisation (WTO) – Objectives, Functions and Structure; Implications of WTO on International Business Environment.	12 Hrs

Reference Books:

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

Course Code	Duration	Course Title	L	T	P	C
B18CH4312	16 Weeks	Forex Management	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

- To understand the system of Foreign Exchange Market in India
- To understand the Forex risk and its Management

Course Outcomes:

- Know the foreign exchange market of India.
- Should be able to determine the foreign exchange rates.
- Should have the knowledge on how to manage and hedge the risk associated with foreign trade.
- Understand the concept of Exchange rate management.

Course Content:

- Unit-1 Foreign Exchange And Markets 10 Hrs**
Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates.
- Unit-2 Forex Market In India 10Hrs**
Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.
- Unit-3 Forex Risk Management 10Hrs**
Meaning, Definition, Participants, Types of Exchange risks, Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.
- Unit-4 Exchange Rate Management 12Hrs**
Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting. Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements (FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps.

Reference Books:

1. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
2. Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
3. Avadhani B.K, International Finance Theory and Practice.
4. Somanatha: International Financial Management I.K. International Publishers
5. Aseem Kumar, Export and import management, Excel Books
6. Foreign Trade Policy, 2005-2009

Human Resource Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4411	16 Weeks	International Human Resource Management	2	1	0	4

Level of Knowledge: Conceptual

Course Objective:

- The objective of this course is to achieve integration of human capital in different units operating in multiple national locations.

Course Outcomes:

- This course makes students intends to acquaint the students with the concepts and strategies of international human resource management
- To enhance their skill to effectively manage human resource in international perspective.

Course Content:

Unit-1 International HRM 10Hrs
Introduction to IHRM; Human Resource Management in the International Firm- The Framework; Cross national differences in personnel and organisations- Cultural factor in human resource policies; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM.

Unit-2 International Staffing 10 Hrs
Hiring– sources of international human resource power; Staffing for international operations; Selection strategies for overseas assignments; Hiring HCN's and TCN's; International transfers; Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems.

Unit-3 International Training, Development and Compensation 10 Hrs
Training and development for expatriates; Training and development for international staff; Compensation in International Perspective- Factors, package, methods and trends; International reward system; Motivation in cross-cultural context.

Unit-4 Industrial Relations and Other Issues in IHRM 12 Hrs
 A framework for international industrial relations; Employees participation – Practices in various countries; Cross border ethics management; Designing organisations for dynamic international environment; Comparative study of HRM practices in major global economies; HRM in cross border mergers and acquisitions; Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

Reference Books:

1. Dowling P. J., International human resources management, Cengage EMEA.
2. Harzing, A. W. and Pinnington, A., International human resource management, Sage Publication, London.
3. Saini, D. S. and Sami A. K., Human resource management – Perspectives for the new era, Response Books (A Division of Sage), New Delhi.
4. Aswathappa, K. and Dash, S., International human resource management, McGrawHill Education India.
5. Hollinshead, G., International and comparative human resource management, McGrawHill Education India.

Course Code	Duration	Course Title	L	T	P	C
B18CH4412	16 Weeks	Industrial Relations and Labour Law	2	1	0	4

Level of knowledge: Conceptual

Course Objective:

- To enable the students to understand the basic concepts of industrial relations & to familiarize the students with the relevant frame work and their influence on workers.

Course Outcomes:

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

- acquire knowledge on industrial relations, trade union and the various skills to handle the grievances.
- Demonstrate an understanding of relevant theories and apply them given the background
- Context of a particular work situation.
- Demonstrate an understanding of how to apply knowledge necessary for effective work performance.

Course Content:

Unit-1 Introduction to Industrial Relations 12 Hrs
 Definition and meaning, Concepts; Nature of industrial relations; Importance of industrial relations; Objective of Industrial relations; Factors affecting IR in changing environment, Approaches to industrial relations, human resource management and IR role of ILO in

Industrial relations, the labor movement, characteristics of Indian Labour, International dimensions of IR.

- Unit-2 Trade Unions 10 Hrs**
Nature of trade Unions; functions of trade union; objectives & importance of trade Union: Trade Union movement: Reasons for employees to join trade Unions; factors affecting growth of trade union in India, trade union movement; problems of Trade Unions and remedies: major provisions of trade union Act 1926; Trades Union Movement in India.
- Unit-3 Discipline And Grievance Redressal: 10 Hrs**
Discipline, Causes of discipline, maintenance of discipline, misconduct, highlights of domestic enquiries, principle of natural justice, labour turnover, absenteeism.
Grievance, meaning of grievance, grievance redressal machinery in India, grievance handling procedure, salient features of industrial employment (standing orders) act 1946.
- Unit-4 PAYMENT OF WAGES ACT – 1936 10 Hrs**
Definitions; responsibility for payment of wages; fixation of wage period; Time of payment of wages; mode of payment, Deduction from wages for absence from duty; damage or loss for services rendered; maintenance of registers and records; penalty for offences; payment of undisbursed wages in case of death.
Esi Act -1948
Definitions, Contributions- who is to be insured, principal employer to pay contribution in the first instance, general provisions as to payment of contributions, method of payment, benefits-sickness benefit, maternity benefit, disablement benefit, presumptions as to accidents arising in course of employment, dependents benefit, medical benefits, penalties- punishment for false statement, punishment for failure to pay contributions and prosecutions.

Reference Books:

1. Daver, Personnel management and Industrial Relations.
2. C. B. Memoroia- Dynamics of Industrial relations in India;
3. Johnson introduction to industrial relations
4. Sharma A. M, Industrial Relations
5. Biswath Ghosh, Personnel Management and Industrial Relations
6. Bhawanth- Flippo, personnel management and Industrial relations.

Marketing Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4511	16 Weeks	Brand Management	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

- To help students in acquire the basic understanding of branding
- To help students to explore various brand strategies and its architecture

Course Outcomes:

- To understand the concept of branding and its management.
- To understand various brand strategies.
- To understand process of Brand Adoption
- To understand brand extension decision making and architecture of brand.

Course Content:

Unit-1	Introduction to the Concept of Brand	10 Hrs
	Basics understanding of Brands-Functioning of Brands-Significance of Brands-Different Types of Brands-Store Brands-Brand Relativity-Brand Values and Image.	
Unit-2	Brand Management	10 Hrs
	Objectives-Brand Planning-Brands and Consumer psychology model of buyer behavior-Brand Challenges and opportunities –Role of Brand Manager.	
Unit-3	Brand Strategies and communication	10
Hrs	Strategic brand Management Process-Brand Positioning-Brand Vision-Brand Equity-Brand Building –Measuring Brand personality Brand promotion Method.	
Unit-4	Brand Extension and Architecture.	12 Hrs
	Brand Adoption practice-Factor influencing decisions for extension-rebranding and relaunching, Brand Architecture-Meaning Choosing Branding Strategies and Brand outcomes.	

Reference Books:

1. SA Chunawalla-Compendium of Brand Management-2013-HPH.
2. Sunil B Rao-GhouseBhasa-D N Kumar-2015-Vision.
3. Harsh V Verma-Brand Management-Excel Books-2013.
4. Ramesh Kumar-Managing Indian Brands-2002 Vikas.
5. Brand Management-The Indian Context Vikas Publishing House-2003-YLR Moorthi.
6. Startegic Brand Management-Pearson Publisher-2010, Kelvin Lane Keller,Parameshwaran,Isaac Jacob.

Course Code	Duration	Course Title	L	T	P	C
B18CH4512	16 Weeks	Marketing Metrics	2	1	0	4

Level of Knowledge: Conceptual

Course Objective:

- To provide insights in to accurately measuring marketing performance and ROI.

Course Outcomes:

- Understand the concept of marketing metrics and Share of Hearts.
- Know the Product and its portfolio management
- Know the methods of pricing strategy.
- Understand the concept of Advertising and Web Metrics

Level of Knowledge: Conceptual

Course Content:

- Unit-1 Introduction, Share of Hearts 10 Hrs**
 Introduction: What is a metric? Why do you need metrics? Marketing Metrics: Opportunities, Performance and Accountability. Share of Hearts, Minds, and Markets: Customer perceptions, market share, and competitive analysis.
- Unit-2 Margins and Profits, Product and Portfolio Management 10 Hrs**
 Margins and Profits: Revenues, cost structures, and profitability. Product and Portfolio Management: The metrics behind product strategy, including measures of trial, growth, cannibalization, and brand equity.
- Unit-3 Sales Force and Channel Management, Pricing Strategy 10 Hrs**
 Sales Force and Channel Management: Sales force organization, performance, and compensation. Distribution coverage and logistics. Pricing Strategy: Price sensitivity and optimization, with an eye toward setting prices to maximize profits.
- Unit-4 Promotion, Advertising Media and Web Metrics 12 Hrs**
 Promotion: Temporary price promotions, coupons, rebates, and trade allowances. Advertising Media and Web Metrics: The central measures of advertising coverage and effectiveness, including reach, frequency, rating points, and impressions. Models for consumer response to advertising. Specialized metrics for Web-based campaigns. Marketing and Finance: Financial evaluation of marketing programs.

Reference Books:

1. Bendle, N.T., Farris, P.W., Pfeifer, P.E. and Reibstein, D.J., 2016. Marketing metrics: The manager's guide to measuring marketing performance. Pearson Education, Incorporated.
2. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion : An
3. Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.
4. S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
5. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
6. Batra, Myers and Aakers. Advertising Management. PHI Learning.
7. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
8. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
9. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. Principles of Marketing. 13th edition. Pearson Education.

Capital Markets Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH4611	16 Weeks	Marketing of Financial Services	2	1	0	4

Course Objectives:

The overall objective of the Course is as follows:

- To understand the basic concepts of marketing of banking and financial services.
- To impart in depth knowledge about customer relationship management.

Course Outcomes:

By the end of the course, the students will...

- Able to know techniques related to market segmentation and marketing mix.
- Know about the different Communication models for sales promotion and advertising.
- Know the techniques of promotion and distribution of banking services.
- Know different aspects related to CRM (Customer Relationship Management)

Course Content:**Unit - 1 Introduction:****10 Hrs**

Defining Marketing, Marketing the starting point, The Marketing Concept, Marketing Research, Consumer behavior, Marketing Segmentation and Product Development, Overview, Market Segmentation, Positioning, Product Development, Understanding Consumer, Product Mix, Promotion Mix.

Unit- 2 Marketing Communication:**10 Hrs**

Marketing Communication, Analysing Business Markets, Identifying Market Segments and Targets, Communication Models, Advertising, Sales Promotion, The Sales Force, Direct marketing, Public Relations.

Unit -3 Marketing of banking Services and Financial products:**12 Hrs**

Marketing of Banking products and services, Distribution, Pricing and Promotion Strategy for Banking Services, Attracting and Retaining bank customers, Marketing strategy of credit cards and debit cards, Marketing strategy of current and saving accounts and different types of loans, Marketing strategies of mutual funds, Marketing of insurance products, Marketing of Pension Funds.

Unit-4 Customer Relationship Management:**10 Hrs**

Introduction, Strategy and Organization of CRM, Marketing Aspects of CRM, Analytical CRM, CRM Subsystems, Application of CRM, Ethical Issues in CRM. E-CRM-Technology Selection, Integration of CRM with ERP and ERP II.

Reference Books:

1. Collins, J.C & Lazieer, W.C Beyond Entrepreneurship-Turning your business into an enduring great company, Prentice Hall
2. A., Brown, A & Chalender, Marketing, Prentice Hall
3. Managing and Marketing of Financial Services, Taxmann

Course Code	Duration	Course Title	L	T	P	C
B18CH4612	16 Weeks	Fundamental Analysis	2	1	0	4

Course Objectives:

The overall objective of the Course is as follows:

- To get an overview of EIC framework.
- To understand the components and valuation of Economic, Industry and Company analysis.

Course Outcomes:

By the end of the course, the students will ...

- Understand the concepts related to fundamental analysis.
- Know the components of economic and industry analysis.
- Know different aspects related to company analysis.
- Know the methods of valuation of securities.

FIFTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH5010	16 Weeks	Income Tax and Practice -I	3	0	1	5

Level of Knowledge: Analytical

Course Objectives:

- To know about the history of income tax act and various basic concepts used in income tax act. Focus on giving finance professionals an overview of various taxation laws related to Direct Taxes, and Regulatory aspects.
- To understand the concept of salaries and computation of salary income, treatment of allowances, perquisites and profits in lieu of salary and to understand the concept of House property and computation of taxable income from House property

Course Outcomes:

- Understand fundamental concepts of Indian income tax law.
- Understand the scope of income, taxable and nontaxable incomes.
- Analyze the salary income computation of individuals.
- Compute taxable income from salary and taxable income from House property.

Course Content:

- Unit-1 Introduction To Income Tax 14 Hrs**
Brief History of Indian Income Tax - Legal Frame Work – Types of Taxes - Canons of Taxation – Important Definitions: Assessment, Assessment Year, Previous Year (including Exceptions), Assessee, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration – Theory Only) – Scheme of taxation. Meaning and classification of Capital & Revenue. Income tax authorities: Powers & functions of CBDT, CIT & A.O.
- Unit-2 Exempted Incomes 12 Hrs**
Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assessee.
Residential Status
Residential Status of an Individual –Determination of Residential Status – Incidence of Tax – Problems.
- Unit-3 Income From Salary 16 Hrs**
Meaning – Definition - Basis of Charge– Advance Salary – Arrears of Salary – Allowances – Perquisites– Provident Fund - Profits in Lieu of Salary – Gratuity - Commutation of Pension -Encashment of Earned leave - Compensation for voluntary retirement - Deductions from Salary U/S 16 – Problems on Income from Salary.

Unit-4 Income From House Property**14 Hrs**

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

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.
6. 7 Lectures – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications.

Course Code	Duration	Course Title	L	T	P	C
B18CH5020	16 Weeks	Management Accounting	3	0	1	5

Level of Knowledge: Analytical**Course Objectives:**

- Fund flow portrays the relationship between the financing, investments, liquidity and dividend decision of the firm during the given point of time.
- The preparation/analysis of cash flow statement help management in taking a decision and making a plan by providing current information on cash inflow and outflow of any accounting period. Ratio analysis helps in knowing the solvency position of a firm, bankruptcy position of a firm, and chances of corporate sickness.

Course Outcomes:

- Evaluate and understand the relationship between financial accounting ,management and cost accounting and helps out in comparing various financial statements
- Apply and interpret the statement of sources and application funds
- Analyze the preparation of cash flow statement which helps out firm in taking decision and making future plans for the company
- Interpret the result of a firm and which helps out in inculcating the solvency position of a company

Course Content:**Unit-1 Introduction to Management Accounting****12 Hrs**

Meaning, Definition, Objectives, Nature and Scope, Role of Management accountant in Decision making, Tools and Techniques of Management Accounting, Management Accounting v/s Financial Accounting and Cost Accounting.

Financial statement analysis: Meaning, objectives, Methods of Financial Analysis,- Comparative Statement Analysis, Common size Statement and Trend Analysis (Problems).

Unit-2 Fund flow Statement And Cash flow Statement 16 Hrs
Fund flow Statement: Meaning, Uses and Limitations of Fund Flow statement, Procedure of Fund flow statement, Statement of Changes in Working capital. (Simple Problems)
Cash flow Statement: Meaning, Definition, Uses, Limitations of Cash flow statement, Differences between Cash flow statement and Fund flow statement, Procedure of Cash flow statement, Preparation of Cash flow statement as per Ind AS-7. (Indirect Method)

Unit-3 Standard Costing 12 Hrs
 Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour overheads and sales variances. Disposition of Variances, Control Ratios.

Unit-4 Budgetary Control 16 Hrs
 Introduction – Meaning & Definition of Budget and Budgetary Control – Objectives of Budgetary Control – essential requirements of budgetary control – advantages and disadvantages of budgetary control – Meaning, Types of Functional Budgets - Flexible Budgets, Cash Budgets, sales budget and production budget. Problems on Flexible budgets and Cash budgets.

Reference Books:

1. Lal, Jawahar., and Srivastava, Seema, Cost Accounting, McGraw Hill Publishing Co., New Delhi.
2. Arora, M.N. Management Accounting, Himalaya Publish House.
3. Jhamb, H.V Management Accounting, Ane Books Pvt. Ltd. New Delhi
4. Nigam, B.M. Lall., and Jain, I.C. Cost Accounting-Principles andPractice Hall of India, New Delhi.
5. Khan, M.Y. and Jain, P.K. Management Accounting. Tata McGraw Hill Publishing Co., New Delhi.
6. Usry, Milton E., and Lawrence, H. Hammer, Cost Accounting, Planning and Control South Western Publishing Co

Course Code	Duration	Course Title	L	T	P	C
B18CH5030	16 Weeks	Business Research Methodology	3	1	0	5

Level of Knowledge: Application

Course Objectives:

- To help students acquire the knowledge of Research Process

- To help students to learn the tools used in the research application.

Course Outcomes:

Understand the concept of Research Methodology

- Understand various measuring techniques and sampling
- Understand the hypothesis testing
- Understand the concept of report preparation

Course Content:

Unit 1: Introduction 14 Hrs
 Meaning of research: Scope of Research in Business: Purpose of Research – Exploration, Description, Explanation: Unit of Analysis – Individual, Organization, Groups and Data Series: Conception, Construct, Attributes Variables.
 • **Research Process**
 An Overview: Problem Identification and Definition; Selection of Basic Research Methods-Field Study, Laboratory Study, Survey Method, Observational Methods, Existing Data Based Research, Longitudinal Studies, Panel Studies.

Unit-2 Measurement 14 Hrs
 Definition: Designing and writing items; Uni-dimensional and Multi-dimensional scales; measurement Scales- Nominal, interval, Ratio; Rating and Ranking Scale. Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling Steps. Types Sample Size Decision; Secondary data sources.

Unit-3 Hypothesis Testing 14 Hrs
 Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests, assumptions of Classical Normal Linear Regression.(Problems)

Unit-4 Report Preparation 14 Hrs
 Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

Reference Books:

1. Babbie, Earl R. The Practice of Social Research, Wadsworth publication
2. Chawla, Deepak and Sondhi, Neena Research Methodology: Concept and Cases.

Course Code	Duration	Course Title	L	T	P	C
B18CH5040	16 Weeks	Auditing and Corporate Governance	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

- Comprehending the grounded knowledge of Auditing, its requirements, process and its provisions. To understand the internal control system and types of vouching, To analyze verification and valuation of assets and liabilities

- Appreciating significant trends and recurring issues in Corporate Governance(CG), analyzing the common governance problems among the various corporate failures and to Study CG Models and CSR models.

Course Outcomes:

- Describe the purpose of internal control system and types of vouching, understand the concept the auditing.
- Summarize the authenticity and validity of assets and liabilities.
- Understand the concept of CG.Understand CG models and CSR models.
- Understand the Auditing and assurance standards.Analyze the reasons behind corporate governance failures.

Course Content:

Unit-1	<p>Introduction to Auditing 12 Hrs</p> <p>Basic Principles and Techniques: Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit: Audit Procedure – Vouching and verification of Assets & Liabilities:</p> <p>Company Auditor – Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties: Auditor’s Report – Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013</p> <p>Special Areas of Audit: Cost audit, Tax audit and Management audit: Recent Trends in Auditing: Basic considerations of audit in EDP Environment: Relevant Auditing and Assurance Standards (AASs).</p>
Unit-2	<p>Corporate Governance 10 Hrs</p> <p>Meaning, Theories, Models and Benefits of Corporate Governance: Politics and Governance: Board Committees and their functions: Insider trading: Rating Agencies: Green Governance E-Governance: Revised Clause 49 of Listing Agreement: Corporate Governance in Public Sector Undertaking: Corporate Funding of Political Parties: Class Action: Whistle Blowing: Shareholders Activism.</p>
Unit-3	<p>Major Corporate Governance Failures 10 Hrs</p> <p>BCCI (UK), Maxwell Communication& Mirror group (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA)m Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd. And Kingfisher Airlines, Ram Sumiran Pal, Speak Asia, Sudipta Sen, Saradha Chit Fund : Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance: Initiative in India.</p>
Unit-4	<p>Corporate Social Responsibility (CSR) 10 Hrs</p> <p>Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000:2010</p>

Reference Books:

1. Institute of Chartered Accountants of India. Auditing and Assurance Standards, ICAL, New Delhi.
2. Relevant Publications of ICAI on Auditing (CARO)
3. Gupta, Kamal., and Arora, Ashok, Fundamentals of Auditing. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
4. Ghatalia, S.V. Practical Auditing. Allied Publishers Private Ltd., New Delhi.
5. Singh, A.K., and Gupta, Lovleen, Auditing Theory and Practice, Galgotia Publishing Company.
6. Mallin, Christine A. Corporate Governance (Indian Edition) Oxford University Press, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH5050	16 Weeks	Soft Skill Training (Placement Department)	0	0	2	4

Course Objectives:

Following are the Course Objectives.

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:**Unit-1****8 Hrs**

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

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

Mock GD – GD evaluation and Feedback on individual performance

Unit-2**8 Hrs****Leadership Skills** – Types of Leadership styles and top 10 qualities of leader (Activity)**Grooming** – Professional grooming and its importance**Mock Interview** – Personal Interview, Telephone Interview and Technical Interview Practicing**Unit-3****6 Hrs****Problem Solving and Decision making** – Activity**Entrepreneurship Skills** – Inspiring business leaders and Creative Business Ideas. Process involved in designing a business plan**Resume** – Final drafting and submission**Unit-4****6 Hrs****Overview of Industries** – Various Industries and the top performing MNCs in all the industries**Career Options** – Job opportunities in various industries and the basic requirement expected from the candidate. Options for higher studies and the scope for the courses**Internship** - Various sources to fetch the internship jobs. Dos and Don'ts in Internship

Course Code	Duration	Course Title	L	T	P	C
B18CH5060	16 Weeks	Skill Development Course	0	0	2	4

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

Accounting Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH5111	16 Weeks	Accounting Theory and Standards	2	0	1	4

Level of Knowledge: Analytical**Course Objectives:**

- To help students to gain knowledge on contemporary accounting and accounting theory.
- To the accounting standards from AS-1 to AS- 29.

Course Outcomes:

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

- To understand the concepts of accounting and accounting theory.
- To understand the treatment in the books of accounts according to the accounting standards.

- To understand share based payments
- To know Government Accounting Standards Issued by Government Accounting Standards Advisory Board (GASAB).

Course Content:

Unit-1	Accounting Theory & Accounting	10 Hrs
	Nature; Classifications of Accounting Theory; Different Approaches to Theory Construction; Factors Influencing Accounting Environment; Measurement in Accounting. Accounting Principles: Generally Accepted Accounting Principles; Selection of Accounting Principles, Indian Accounting Standards. Accounting Equations, Accounting Standard Setting: Benefits; Standard Setting in India	
Unit-2	Accounting Standards (AS-1 to AS-6)	12 Hrs
	An overview, Working knowledge of: AS 1: Disclosure of Accounting Policies; AS 2: Valuation of Inventories; AS 3 Cash Flow Statements; AS 4: Contingencies and Events occurring after the Balance Sheet Date; AS 5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies; AS 6: Depreciation Accounting. (Theory and Problem)	
Unit-3	Accounting Standards (AS-7 to AS-29)	10 Hrs
	Working Knowledge of AS 7: Construction Contracts ; AS 9: Revenue Recognition; AS 10: Accounting for Fixed Assets; AS 12: Accounting for Government Grants; AS 13: Accounting for Investments; AS 15: Employee Benefits, AS 16: Borrowing Costs; AS 19: Leases; AS 20: Earnings Per Share; AS 26: Intangible Assets; (Theory and Problem)	
Unit-4	Share Based Payments in Ind AS & Government Accounting in India	10 Hrs
	Meaning, Equity settled transactions, Transaction with employees and non-employees, Determination of fair value of Equity Instruments, Vesting conditions, Modification, Cancellation and Settlement & Disclosures. Government Accounting in India, General Principles of Government Accounting, Methods of Government Accounting, Comparison with commercial accounting, Role of Public Accounts Committee, Government Accounting Standards Issued by Government Accounting Standards Advisory Board (GASAB). (Theory and Problem)	

Reference Books

1. E.S. Hendriksen, Accounting Theory, Richard D. Irwin.
2. M.W.E. Glautier and B. Underdown, Accounting Theory and Practice.
3. Ahmed RiahiBelkaoui, Accounting Theory, Thomson Learning.
4. Henry I- Wolk, Jere R. Francis and Michael G- Tearney, Accounting Theory: A Conceptual and Institutional Approach, South Western Publishing Co.
5. Robert Bloom and Pieter T. Elagers, Accounting Theory and Policy, Harcourt Brace Joranovich.
6. L.S. Porwal, Accounting Theory, McGraw Hill Education (India) Ltd.

Reference Books:

1. IFRS for India, Dr. A.L. Saini, Snow white publications
2. Roadmap to IFRS and Indian Accounting Standards by CA Shibarama Tripathy
3. IFRS explained – A guide to International financial reporting standards by BPP learning Media
4. IFRS for finance executives by Ghosh T P, taxman allied services private limited
5. IFRS concepts and applications by Kamal Garg, Bharath law house private limited
6. IFRS: A Quick Reference Guide by Robert J. Kirk, Elsevier Ltd.
7. First lesson to International Financial Reporting Standards beginners guide by MP Vijay Kumar, prime knowledge services.

Finance Specialization

Course Code	Duration	Course Title	L	T	P	C
B18CH5211	16 Weeks	Financial Markets and Services	2	1	0	4

Level of Knowledge: Conceptual**Course Objectives:**

- Helps to students to get a glimpse of Indian financial system
- To understand the various financial services

Course Outcomes:

- Understand the concepts of Indian financial system.
- Will know the functioning process of financial markets.
- To understand about mutual funds.
- Understand the non-banking financial intermediaries and the mutual funds.

Course Content:

Unit-1	Financial System Introduction – Meaning – Classification of Financial System, Financial system and economic development. An overview of Indian financial system.	10 Hrs
Unit-2	Financial Markets: Money market-functions, organization and instruments. Role of central bank in money market; Indian money market. Capital Markets-functions, organization and instrument. Primary and secondary markets; Role of stock exchanges in India. Primary Market - Meaning – Features - Players of Primary Market – Instruments in Primary Market - SEBI guidelines towards the issue of Equity Shares and Debentures - Merits and Demerits of Primary Markets. Secondary	12 Hrs

Market – Meaning – Functions – Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market.

Unit-3 Non-Banking Financial Intermediaries: 10 Hrs
Investment & Finance Companies - Hire Purchase Finance - Lease Finance – consumer finance- Housing Finance - Venture Capital Funds and Factoring services.
Mutual Funds
Concept of Mutual Funds - Growth of Mutual Funds in India – features of mutual fund- Mutual Fund Schemes – Functioning of Mutual Funds in India.

Unit-4 Financial Services: 10 Hrs
Meaning, Features, importance, Classification of financial services-Fund based and fee based financial services, **Merchant banking-** pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.

Reference Books:

1. Bhole, L.M. Financial Markets and Institutions. Tata Mcgraw Hill Publishing Company.
2. Khan, M.Y. Indian Financial System-Theory and Practice. New Delhi: Vikas Publishing House.
3. Sharma, G.L., and Singh, Y.P. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.
4. Khan and Jain. Financial Services. Tata Mcgraw Hill
5. E Gardon & K Nat Financial Markets & Services, HPH
6. Meir Kohn: Financial Institutions and Markets, Tata McGraw Hill
7. M Y Khan: Indian Financial System, TMH

Course Code	Duration	Course Title	L	T	P	C
B18CH5212	16 Weeks	Corporate Financial Policy	2	1	0	4

Level of Knowledge: Conceptual & Analytical

Course Objectives:

- Familiarize the corporate financial goals of both single and multi-Product Company. Understand the concept and different types of cost of capital
- Impart the students with the types of business combinations with exchange ratio. Acquaint the students with the types of corporate valuation, Bond valuation, and Share valuation.

Course Outcomes:

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

- Describe corporate financial Policies and Calculate the EPS.
- Enumerate Debt Financing & Internal Financing and Cost of Capital.
- Ascertain the goals of corporate finance both profit and wealth.
- Illustrate the corporate valuation and its different approaches

Course Content:

- Unit-1 Introduction to Corporate Financial System 10 Hrs**
The functions of corporate financial manager. The role of capital market in explaining corporate performance: main assumptions. The differences between financial models of corporate analysis.
Decision in Corporate Financing Policy – Debt Financing – Internal Financing - Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.
- Unit-2 Cost Of Capital 10 Hrs**
Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Cost of Retained earnings- Weighted Average Cost of Capital – Problems.
- Unit-3 Corporate Financial Goals & Corporate Valuation 10 Hrs**
Profit Maximization - Wealth Maximization – Economic & Business Environment– Sustained Growth Approach – Maximizing Growth - Growth Potential of a Single Product Company - Growth Potential of Multi Product Company.
Meaning of Corporate Valuation – Different approaches for Corporate Valuation - Valuation of Bonds and Intangible assets– Valuation of Bonds and Shares – Problems.
- Unit-4 Mergers And Acquisitions 12 Hrs**
Meaning - Reasons – Types of Combinations - Forms of Merger – Motives and Benefits of Merger –Financial Evaluation of a Merger - Merger Negotiations - Meaning and Significance of P/E Ratio. Problems on Exchange Ratio and Impact of Merger on EPS and Market Price.

Reference Books:

1. I M Pandey, Financial management, Vikas Publication
2. R P Rustagi, Financial management, Sultan Chand
3. J C Vanhorne, Financial management, PHI
4. K. Venkataraman, Corporate Financial Policy, SHBP.
5. Sudhindra Bhat; Corporate Finance, PHI
6. Nishikanta Jha ; Mergers Acquisitions and Corporate Restructurings
7. Shashi K Gupta : Corporate Financial Policy ,Kalyani Publication

International Business Specialization:

Course Code	Duration	Course Title	L	T	P	C
B18CH5311	16 Weeks	IMPEX Procedures and Documentation	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

- To expose students to the interest of import-export procedures and documentation
- To enable students to use the above knowledge in managing an International Business

Course Outcomes:

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

- To understand the Export documentation.
- Understand the Procedure of shipment of export cargo and the documents required.
- To know the cargo insurance with respect to the export of goods.
- To understand the Pre-inspection procedure

Course Content:

Unit-1	Export Documentation	10 Hrs
	Framework – Standardized Pre-shipment Export Documents – Commercial and Regulatory Documents – Export credit instruments and procedure – Letters of credit and types Documents required for export credit – Central Excise and Customs clearance of export cargo – Procedure and documents.	
Unit-2	Shipment Of Export Cargo By Sea, By Air And By Post	10 Hrs
	Procedure and Documents required for shipment of cargo – Multimodal transport – procedure and documentation – Export incentives – EPCG scheme – Duty drawback – Central excise and j sales tax exemption – exemption of export profit from income tax procedure for availing export incentives – Documents required for export incentives.	
Unit-3	Cargo Insurance – Marine Insurance	10 Hrs
	Institute cargo clauses – specific policy – Open policy – procedure for cargo insurance – procedure for marine insurance claims – Necessary documents for filling claim. Export credit insurance – services of Export Credit and Guarantee corporation in export credit insurance – specific policy and small exporters policy – Guarantees – Procedure for availing credit insurance and necessary documents.	
Unit-4	Quality Control and Pre-Shipment Inspection	12 Hrs
	Quality maintenance provisions of Exports (Quality Control and Inspection) Act – Types of pre-shipment inspection Procedure and documents for pre-shipment inspection.	

Financial Assistance extended by banks for the promotion of exports & imports – Pre-shipment/packing credit finance – Post shipment finance. **Non-Fund based Facilities** Establishment of LIC/ (Letter of Credit), Issuance of Bank guarantees, Forward cover to exporters & importers.

Reference Books:

1. Pawan Kumar, —Export of India’s Major Products Problems and Prospects, New Century Publications.
2. D C Kapoor, —Export Management, Vikas 2002.
3. Francis Cherunilam, —International Trade and Export Management, Himalaya Publications 2004. Tianwah, Goh, —Export – Import Procedures & Documentation How to start, finance and manage your own import – export (revised edition), 1990.
4. Nabhi, —New Import Export Policy and Handbook of Procedures, Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
5. S. Ramakrishna & others – Quality Control and Pre-shipment Inspection for exports.
6. Johnson, Thomas E., —Export / Import Procedures and Documentation, New York,

Course Code	Duration	Course Title	L	T	P	C
B18CH5312	16 Weeks	International Financial Institutions and Markets	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

- To study the issues and concepts involved in International Finance and to study the mechanism of Foreign exchange market and its intermediaries.
- To educate the instruments in international financial markets and risk involved and to evaluate functioning of international financial institutions.

Course Outcomes:

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

- To understand foreign currency quotes
- To understand the balance of payment and foreign exchange.
- To analyze foreign exchange risk and portfolio.
- To review the growth and development of international financial institutions.

Course Content:

Unit-1 International Monetary System: 10 Hrs
 Evaluation of International monetary system, Bi-metallion; – classical gold standard – interwar period Breton woods system – The flexible exchange rate – current exchange rate regime – fixed v/s flexible exchange rates.

International financial institution - Introduction, Objectives, International Sources of finance, reforms of international financial institutions, types of International financial institutions,

Unit-2 International Financial Institutions: 10 Hrs
 The multilateral investment guarantee agency (MIGA), The World Bank, European Investment Bank, International Bank for Reconstruction and Development, International Development Association, International Finance Corporation,. International monetary fund - Origins of IMF, Members and administration, Statutory purposes, Financial Assistance, SDRs, Asian development bank (ADB).

Unit-3 International Financial System: 10 Hrs
 Introduction – role of financial markets - participants – elements – forex market – Euro currency market – Euro bond market – forward and future markets for foreign exchange. Rising of finance in international markets, Euro issues, GDR’s and ADR’s Guidelines for raising funds in international markets through various instruments.

Unit-4 Balance Of Payment And International Stock Market: 12 Hrs
 Balance of Trade, Equilibrium in BOP – Devaluation and Depreciation; Current and Capital account convertibility – Recent development in foreign capital flows. Working of International Stock exchanges with respect to their size – listing requirements – membership – clearing and settlement of New York Stock Exchange, NASDAQ, London Stock Exchange, Tokyo Stock Exchange, Luxemburg Stock exchange, German and France Stock Exchanges.

Reference Books:

1. V.K. Bhatta, International Financial Management, Anmol publication Pvt. Ltd. New Delhi.
2. MadhuVij, Multinational Financial Management, Excel Books, New Delhi.
3. Cheol S. Eun& Bruce G. Resman, International Financial Management, Tata Mc Graw Hill,
4. Apte P.G: International Financial Management, TMH
5. Lavi Maurice: International Finance, Mc Graw Hill.

Human Resources Specialization:

Course Code	Duration	Course Title	L	T	P	C
B18CH5411	16 Weeks	Talent Management	2	1	0	4

Level of Knowledge: Conceptual

Course Objectives:

This course intends

- To give insights on how to identify, integrate, and retain talent in an organization to deliver high performance.
- To analyze methods for getting team members to deliver high performance.

Course Outcomes:

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

- To understand the talent management strategies and its tools.
- To understand the concept and process of talent acquisition and retention
- Will understand the compensation and rewarding strategies
- To gain knowledge on the recent trends, Issues and challenges in the talent management.

Course Content:

Unit-1	Introduction to Talent Management	10 Hrs
	History, Scope of talent management; Need for talent management; Talent management approaches; Developing a talent management strategy; Consequences of failure in managing talent; Tools for managing talent. Top Reasons to Invest In Talent Management.	
Unit-2	Talent Acquisition, Engagement and Retention	10 Hrs
	Talent Acquisition - Recruitment and Selection Tools-Employment offers and references, Service conditions, Contract of Employment; Concept of talent engagement, retention; Best practices for talent engagement; Improving employee retention.Organizational values and vision, performance management, career pathways and succession planning.	
Unit-3	Compensation and reward strategies for effective talent management	10 Hrs
	Introduction, Effective talent management, Principles of Compensation Plans, Defining the elements of total rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable talent management and Reward Model, Strategic Compensation plan for Talent management, finding the path for success.Practical Problems of Talent Management	
Unit-4	Contemporary Talent Management Issues and Challenges	12 Hrs
	Talent management and Corporate Reconstruction, Timing the Corporate Reconstruction, Business Process Re-engineering- Organizational Issues, Talent Management Challenges, Best Practices of Talent Management, Talent Management in India.Stemming the exodus of Gen X'ers from corporate life,Redesigning talent management practices to attract and retain Gen Y's, Creating a workplace that is open to Boomers in their "second careers.	

Reference Books:

1. Varkkey, Biju and Dessler, Gary. Human Resource Management. Pearson.2010.
2. Flippo, Edwin: Principles of Human Resource Management,Prentice Hall of India Pvt Ltd., 2002
3. Amstrong, Michael. A Handbook of Human Resource Management Practices. Kogan Page Publishers
4. Richard . B Renckly : Human Resources., Barron`s Publishing.,2004

5. Gupta, Ashok Kumar. Developing Human Resource Information System, Daya Publishing House, 2005.
6. Berger, L. A. and Berger, D. R., The talent management handbook, McGraw-Hill Education India.
7. Shukla, R., Talent management: Process of developing and integrating skilled worker, Global India Publications, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH5412	16 Weeks	Human Resource Analytics	2	1	0	4

Level of Knowledge: Conceptual

Course Objective:

Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. Examine actual business cases and apply problem solving and critical thinking skills through group case studies.

Course Outcome:

By the end of the course, the students will be able:

- How to make impact with data by using effective tools for storytelling techniques in HR which gives visual look of employee and organizational performance.

Course Content:

Unit-1	Overview of HR Analytics Defining Analytics, Role of analytics in business outcomes, Need and framework of HR analytics- Connecting HR Benchmarks and Metrics, Growth of HR Analytics.	10 Hrs
Unit-2	HR reports and dashboards (Hands-on) Obtaining data, Understanding data, cleaning data, CRISP DM, Understanding descriptive statistics and Hypothesis Formulation and Testing, Multivariate Analysis, t-test, ANOVA, Pivot table using excel and SPSS	12 Hrs
Unit-3	Predictive analytics: (Hands-on) Understanding Logistic regression model and binary regression model with used cases, Decision Trees and predictive analysis model.	10 Hrs
Unit-4	The Analytics Process Model: (Hands-on) The Analytics Process Model Phases, Applying the Analytics Process Model for live projects, Effectively Presenting HR data analysis with results.	10 Hrs

Reference Books:

- HR Analytics: Understanding Theories and Applications - Book by D. K. Bhattacharyya
- The Basic Principles of People Analytics- David Green

- Winning on HR Analytics: Leveraging Data for Competitive Advantage 1st Edition-- Ramesh Soundararjan, and Kuldeep Singh

Marketing Specialization:

Course Code	Duration	Course Title	L	T	P	C
B18CH5511	16 Weeks	Service Marketing	2	1	0	4

Course Objectives:

- To provide students with an appreciation of concepts, functions, and techniques of the craft of marketing services.
- Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value;

Course Outcome:

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

- To understand the concepts of service and service marketing.
- The students will be able to explain describe and utilize key services frameworks and concepts including the 7p's of marketing
- Will help students to apply the service marketing concepts in service industry like health sector, banking, hospitality etc.
- Effectively understand what quality means in service delivery and how perceptions of service quality are developed by customers

Level of Knowledge: Conceptual

Course Content:

Unit-1	Introduction to Service And Service Marketing	10 Hrs
	Introduction, meaning of services, unique characteristics, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.	
	Services Marketing Introduction, concept and evolution of services marketing, meaning of service marketing, myths encountered in services, need for service marketing, and growth in Services Marketing.	
Unit-2	Services Marketing Mix And Service Design & Delivery	12 Hrs

- To develop an insight into rural marketing regarding different concepts and basic practices in this area.
- Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- To acquaint the students with the appropriate concepts and techniques in the area of rural marketing

Level of Knowledge: Conceptual

Course Content:

Unit-1	Rural Marketing Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.	10 Hrs
Unit-2	Rural Consumers Behaviour Rural Consumer: Characteristics, Significance of Consumer Behaviour, Factors Influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits of Rural Consumer, Rural Marketing Challenges and Opportunity.	10 Hrs
Unit-3	Marketing Mix In Rural Economy Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets, Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.	10 Hrs
Unit-4	Distribution Strategy Introduction Accessing Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Public Distribution System, Co-operative Societies Behaviour of the Channel, Distribution of fake products, Rural Communication strategy: Challenges in Rural Communication, Communication Process- Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences' rural media.	12 Hrs

Reference Books:

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG Krishnamacharya & Laitha Ramakrishna, – RURAL MARKETING, Pearson Education Asia. 2009

4. Philip Kotler, *MARKETING MANAGEMENT*, Prentice – Hall India Ltd. New Delhi
5. Agarwal A.N, *INDIAN ECONOMY*, Vikas Publication, New Delhi.
6. Ruddar Dutt Sundaram, *INDIAN ECONOMY*, Tata McGraw Hill. Publishers, New Delhi

Capital Markets Specialization:

Course Code	Duration	Course Title	L	T	P	C
B18CH5611	16 Weeks	Technical Analysis	2	1	0	4

Course Objectives:

The overall objective of the Course is as follows:

- To understand the basic concepts, techniques and indicators of technical analysis.
- To know the techniques of trading psychology and strategies.

Course Outcomes:

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

- Able to know different charts used in technical analysis.
- Know different pattern related to technical analysis.
- Get an in depth knowledge related to oscillators.
- Know different risk management techniques.

Course Content:

- Unit – 1 Introduction to Technical Analysis 10 Hrs**
 Technical analysis Meaning, basic assumptions, strengths and weakness. Dow Theory, the charts, candlestick charts analysis- One candle pattern: Hammer, Hanging man, Shooting star and inverted hammer. Two candle pattern- Bullish engulfing, Bearish engulfing, Piercing, Bearish harami, Bullish harami. Three candle pattern- Evening star, Morning star and Doji.
- Unit – 2 Pattern Study 10 Hrs**
 Support and resistance- Support and resistance zone, Change of support to resistance and vice versa, Importance of Change of support to resistance lines, Head and shoulders- Head and shoulders top reversal, Inverted head and shoulders, Head and shoulders bottom. Double top and double bottom- Double top, Double bottom and Rounded top and bottom. Gap theory- Common gaps, Breakaway gaps, Runaway/continuation gap, Exhaustion gap, Island cluster.
- Unit – 3 Indicators 10 Hrs**
 Indicators, types, benefits, comparisons. Simple moving average, exponential moving average. Trend following indicator, signals - moving average price crossover with single and multiple moving averages. Oscillators – relative strength index (RSI), momentum, applications of RSI, overbought and oversold, divergence, advanced concepts, moving

average convergence/divergence(MACD). Using multiple indicators for trading signals, price sensitive techniques, volume sensitive techniques, composite methods, bull market and bear market tool kit application.

Unit – 4 Risk Management, Trading Psychology and Trading Strategies 12 Hrs

Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, rules to stop losing money, choosing the right market to trade, importance of discipline in trading. Day trading, advantages of day trading, risks associated with trading, strategies for day trading, momentum trading strategies.

Text Books:

1. Technical Analysis, Workbook from NSE

Reference Books:

1. Robert D. Edwards. Technical Analysis of Stock Trends, NINTH EDITION,2009, Vision Book
2. Martin J Pring. Technical Analysis Explained, 4 (illustrated), 2002, McGraw Hill
3. Darrell R Jobman. Handbook of Technical Analysis,1995, Probus Pub
4. William ENG. Technical Analysis of Stocks, Option,,1988 Probus Pub.
5. Jack D. Schwager. Technical Analysis,1996, John Wiley and Sons

Course Code	Duration	Course Title	L	T	P	C
B18CH5612	16 Weeks	Derivative Market operations	2	1	0	4

Course Objectives:

The overall objective of the Course is as follows:

- To get an overview of types and trading of different derivatives.
- To understand the regulatory framework and accounting of derivatives.

Course Outcomes:

By the end of the course, the students will....

- Able to know about future and forward contracts.
- Able to know the pricing strategies of options and futures.
- Know the mechanism of trading and settlement.
- Know the terms and conditions related to regulatory framework of derivatives.

Course Content:

Unit – 1 Introduction to Derivatives: 10 Hrs

Derivatives - types, history, participants and economic functions. Understanding interest rates and stock indices - Indices construction, economic significance, application etc. Futures contracts, mechanism and pricing - forward contracts, introduction to futures, terminologies, pricing etc.

SIXTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18CH6010	16 Weeks	Income Tax and Practice –II	3	0	1	5

Course Objectives:

- To know about the history of income tax act and various basic concepts used in income tax act. Focus on giving finance professionals an overview of various taxation laws related to Direct Taxes, and Regulatory aspects.
- To understand the concept of salaries and computation of income from Capital Gains and provision for exemptions u/s 54 and
- to understand the concept of Income from other sources and computation of tax Liability

Course Outcomes:

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

- Understand the concepts of profits and gains.
- Understand the provisions of capital gains.
- Analyze the income from other sources.
- Compute the total tax Liability

Level of Knowledge: Analytical

Course Content:

- Unit-1 Profits And Gains From Business Or Profession 14 Hrs**
Meaning and Definition of Business, Profession – Vocation - Expenses Expressly Allowed –
Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis -
Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.
- Unit-2 Capital Gains 16 Hrs**
Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Capital Gains – Exemptions U/S 54, 54B, 54D, 54EC, 54F– Problems on Capital Gains.
Income From Other Sources
Incomes – Taxable under the head Other Sources – Securities – Kinds of Securities – Rules for Grossing Up – Ex-Interest Securities – Cum-Interest Securities – Bond Washing Transactions – Problems on Income from Other Sources.

4. Sharma. J.P., and Kanojia, Sunaina. Business Laws. Ane Books Pvt. Ltd., New Delhi.
5. Chadha. P.R Business Law. Galgotia Publishing House, New Delhi.
6. Maheshwari&Maheshwari. Business Law. National Publishing House, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18CH6030	16 Weeks	Entrepreneurship Development	3	1	0	5

Course Objectives:

- The objective of this course is to acquaint students with the conceptual, applied, practical knowledge and skills about entrepreneurship and small business development.
- To understand the importance of Financial and Technical and social feasibility of the Project. To know how to prepare the Business Plan & Institutional Assistance to Small Scale Enterprises in India.

Course Outcomes:

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

- Understand the development of entrepreneurship as a field of study and as a profession.
- Comprehend the SSE in the development of the Indian economy.
- Understand the business decisions involved in starting a new business venture.
- Determine the financial and non-financial assistance to SSE.

Level of Knowledge: Conceptual

Course Content:

- Unit-1 Entrepreneurship 12 Hrs**
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; Women Entrepreneur.
- Unit-2 SSI and Social Entrepreneurship 14 Hrs**
Meaning; Product Range; Capital Investment; Ownership Patterns; Meaning and importance of Tiny Industries, Ancillary Industries, and Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSIs and the steps taken to solve the problems.
- Social entrepreneurship -** Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India.
- Unit-3 Family Business 14 Hrs**
Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business, improving family business performance.

Unit-4**Sources Of Business Ideas And Tests Of Feasibility****16 Hrs**

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered).

Institutions Supporting Entrepreneurs

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

Reference Books:

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Asha R Gupta, Women Entrepreneurship and Economic Empowerment, HPH
4. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications
5. Family Business in India Sudipt Dutta SAGE Publications,
6. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
7. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems

Course Code	Duration	Course Title	L	T	P	C
B18CH6040	16 Weeks	International Operations Management	2	1	0	4

Course Objectives:

This course intends to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives. Designing the process, analysis and improvement, operating the system and making product and preparing for success and sustainability. Interface of operations management with other managerial areas.

Course Outcomes:

- Students develop an understanding of operations management at global level.
- Understand the Interface of operations management with other managerial areas.
- Understand the operations Planning and Control
- Determine the Critical path through PERT

Level of Knowledge: Conceptual

Course Content:**Unit-1****Introduction****10 Hrs**

Production and Operations Management, Systems Approach, Differentiating between Goods and Services, Production Management Vs Operations Management, Input-Output Profit (Business) Model, Stages of Development, Career Opportunities for Operations

Course Code	Duration	Course Title	L	T	P	C
B18CH6060	16 Weeks	Major Project (Based on Specialization)	1	0	5	11

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

ANNEXURE-I

List of Skill Development Courses-

- MS Office Tools
- Tally ERP(Accounts)
- Tally GST
- Advance Excel
- Analytics for Business(Beginners)
- ETL & Business Analytics
- Viz Tools

ANNEXURE-II

SUMMER INTERNSHIP

FORMAT FOR PREPARATION OF SUMMER INTERNSHIP (SIP)

SUMMER INTERNSHIP:-

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

DURATION OF SUMMER INTERNSHIP

- 4 weeks

HOW TO GET AN INTERNSHIP

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

HOW AN INTERNSHIP WILL HELP YOU?

- Prepare you for the demands of today's work force.
- Gain Valuable Work Experience.
- Explore a Career path.
- Gives you an edge in the Job market.
- Develops and refines your skills.
- In case of paid Internship you will receive financial compensation.
- Career Exploration.
- Leadership and skill development.
- Establishing networks, Mentors and references.
- Resume Enhancement.
- Professional Communication.
- Idea of what your biggest strengths are
- Areas of improvement you should work on
- Hands on Experience.
- Helps to be Proactive.
- Autonomy (or) Independence.

PREPARATION FOR SUMMER INTERNSHIP

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

WHY IS SUMMER INTERNSHIP IMPORTANT?

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

NUMBER OF PAGES IN INTERNSHIP REPORT

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

SEQUENCE OF SUMMER INTERNSHIP REPORT

- Title Page
- Certificate from the company
- Acknowledgement.
- Abstract
- Learning Experience during the course of Internship.

- Learning Outcomes achieved during course of Internship.
- SWOC Analysis – During the course of Internship.
- Future proposed plans – Based on the Experience gained through internship.

SPECIFICATIONS & FORMAT:-

- Summer internship report should be in a4 size. The report should be soft bound using flexible branded cover as per the branding requirements of REVA University.
- Line Spacing - 1.5cm, headings - 14, Content - 12, Font Style – Times New Roman.
- Title Page – Should reflect the place where the summer internship was undertaken, title page should also reflect the name, SRN of the student, Company mentor, Faculty mentor and other requirements.

CERIFICATE FROM THE COMPANY

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

ACKNOWLEDGEMENT:-

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

ABSTRACT:-

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

LEARNING EXPERIENCE:-

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

LEARNING OUTCOMES:-

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

SWOC ANALYSIS:-

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

FUTURE PROPOSED PLANS:-

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

FORMAT OF DECLARATION FORM

Date:

Student Name:

SRN:

Class:

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

DECLARATION

Respected Madam,

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

I further declare that

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

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

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

Signature of the Student

ANNEXURE-III
Major Project
RESEARCH PROJECT GUIDELINES

Sl.No	TABLE OF CONTENTS	Page No
	Introduction	
	Course Objectives	
	Mentorship	
	Weekly reports	
	Course Credits	
	Evaluation of Project Report (Dissertation) <ul style="list-style-type: none"> - Important dates 	
	Ethics in Research	
	What constitutes plagiarism?	
	Publication	
	Copies of Project Report / Dissertation	
	Size & Quality of Paper	
	Chapter Scheme: <ul style="list-style-type: none"> - Executive Summary - Chapter I: 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
B.com Honors	Major Project-B18CH6060	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 using someone else's ideas or wording without giving due credit. When you present an idea in your thesis project that originated from another source (written or spoken), even if you modified the wording or parts of the idea, credit to the original source should be given. The thesis is a scholarly work, and as such, extensive citation from the literature is expected. As you make notes from a source, indicate clearly whether your notes are a direct quote or a paraphrased interpretation. If direct quotes are used, the page number is required for a complete citation. Plagiarism software is widely available and routinely used by professors and journal editors.

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

Publication

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

Copies of Project Report / Dissertation

Three bound copies of the Project Report / Dissertation must be submitted to the University (the Director of respective School through the / her Project Guide). The candidate is advised to keep a copy of the same for personal use. Along with **TWO** bound copies of the Project Report / Dissertation the electronic version of the same is to be submitted in CD in pdf format and a copy of the same is to be retained by the candidate.

Size & Quality of Paper

Good quality paper must be used printing the report. The main copy of the Project Report / Dissertation should be original. Preferably other two copies shall also be print ones. In case of photocopy, such copies shall be such that they ensure consistent quality without gray or dark casts to the background. All copies shall be on white A4 paper and printed on one side of a paper.

Chapter Scheme:

Following chapter scheme shall be used while writing the report.

Executive Summary (2-3 Pages)

A brief summary for the project in 2-3 pages. Executive summary must include a brief introduction to the study, statement of the problem, major objectives of the study, research methodology, data collection plan, data analysis and major suggestions and conclusion.

Chapter I: Introduction (8-10 Pages)

This chapter includes the introduction to the study, industry profile and theoretical background of the study.

1.1 Introduction to the study

1.2 Industry-Brief History, Industry analysis (Porter's Model), Growth and Prospects

1.3 Area of Study - Definition of the terms used, Important and other relevant aspects of the subject in line with the topic of the study.

Chapter 2: Industry and Company Profile (15-20 Pages)

2.1 Inception and History, Type, Nature, Board of Directors, Organization chart, Business operations.

2.2 Product/service profile, Market share, Competitors, Functional chart

2.3 GDP contribution

2.4 Growth and development of company and industry.

2.5 CSR of Companies

2.6 SWOT Analysis, Future prospects/growth

Chapter 3: Research Methodology (15-20 Pages)

3.0: Literature Review

Here relevant theoretical background in brief may be given by referring to some standard text books, journals, newspapers etc. Students should endeavor to collect, compile and concisely cover latest information and data by scanning latest articles published in periodicals, journal etc. Please note that the latest authentic data adds to the quality of the project report and gives a good impression to the viva-committee as well as organizations where in students are placed for summer training. Data collected from

others source should be duly acknowledged and cited. (Refer <http://www.waikato.ac.nz/library/study/referencing/styles/apa> for more details.)

3.1 Statement of the problem

3.2 Title of the study

3.3 Objectives of the study

3.4 Hypothesis if any

3.5 Research Design and Sampling

3.6 Research instruments (e.g., questionnaire)

3.7 Definitions of the terms used

3.8 Scope and Limitations of the study

3.9 Chapter scheme

Chapter 4: Data Analysis and Interpretation (25-30 Pages)

The primary and/or secondary data collected must be analyzed to standard formats such as tables /graphs /diagrams and so on and is to be presented in this chapter. This chapter shall include hypothesis testing using appropriate statistical tools. Use of advanced statistical tools to analyze your data is encouraged. Proper titles, legends, scales, source (s) etc. must be mentioned along with each diagram/table.

Data Interpretation is the most important part of the study. Students are required to apply established theoretical concepts/tools/techniques to the data presented and draw inferences. Students are required to discuss rationally for drawing inferences. For each inference, proper linkages are to be established either with the data analyzed in with the calculation (s) to be included in this chapter. Wherever, calculations are to be carried out, it must be provided before drawing any inference. The inferences are to be presented in narrative form from each data set along with limitation (s) due to data insufficiency, if any.

Each table must have

- Title of the table
- Data table (in tabular and/or visual form)
- Analysis of the table
- Inference of the table
- Source

Hypothesis testing using appropriate statistical tools also to be described here along with interpretation of results. Use excel, SPSS or R for analysis of data.

Chapter 5: Summary of Findings, Recommendations and Conclusion (4-5 Pages)

The chapter begins with objectives and scope of the study to ease the understanding of the reader. The findings should be summarized and presented in a paragraph form, numbering each of the finding. The conclusion of the project should be given so as to justify the objectives of the study.

Recommendations and Conclusion (2-3 Pages)

- Drawn with direct reference to objectives of the study.
- Find specific recommendation/suggestions to each of the objective of the study.
- These recommendations should be specific, acceptable/practical and clear.

Appendices and Annexures

- The copy of the questionnaire and any useful material collected from the organization may be annexed.
- In case of finance topics, the copies of the attested financial statements of three to five years are to be annexed.

Bibliography

- The references made from the text books, articles, journals & magazines and website must be cited both.
- Follow APA style referencing. A few citations are given below.
- India today, “The Melt down: End of good times”, Oct 27, 2008.
- James M, Kaplan; and et.al. “Managing it in a Down Turn: Beyond Cost Cutting”, Indian Management, vol.47 issue 11, Nov 08.
- <http://www.ibm.com/in> (Accessed on(mention the date))

Submission Guidelines

- The report should be printed on A4 size Executive Bond sheet.
- The font used should be Times New Roman and font size should be 12. For Heading; Times New Roman 14 in Bold and for sub heading; Times New Roman 12 in Bold.
- The top, bottom and right margins should be 1” each. The left margin should be set at 2”.
- The line spacing should be fixed at 1.5 lines.
- Table line spacing shall be single line spacing.
- Page numbers should be placed at bottom middle position.
- Chapters should be numbered as 1, 2, 3, etc. The tables and charts should be in the format of 1.1, 1.2, etc. i.e. 1.1 indicates that it is the first table in Chapter 1; 2.1 Indicates first table in Chapter 2. Similarly chart no. 1.1 indicates first chart in Chapter 1.
- The project report should be a minimum of 60 pages and should not exceed 75 pages.

- Students should submit 3 hard copies duly signed by the faculty guide and the Director and soft copy in pdf format.
- The hard copy should be in soft binding format with white thick cover as the cover page.
- Title of the study, objectives, analysis, findings and suggestions should tally.

Order of Content

- Cover Page
- Title page
- Candidate’s Declaration page - containing the signature of the candidate, guide, co-guide if any, and Director of the School.
- Certificate by the Guide and the Co-Guide if any, and the Director of the School concerned for having completed the project and prepared the report as per the requirements of the University.
- Certificate that the Project Report / Dissertation has been revised and resubmitted based on suggestions by examiners, if applicable, signed by the candidate, guide, co-guide, if any, and Director of the School.
- Preface and/or Acknowledgement
- Table of contents with page references
- List of tables with titles and page references
- List of illustrations / Screen Shots if any, with titles and page references.
- List of Symbols, Abbreviation of Nomenclature
- Abstract
- Text
- References,
- Bibliography, if any
- Appendices, if any
- Copies of articles/ Conference papers published

Format to submit Organization and topic

B18CH6060– 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

B18CH6060 – Weekly Report	
Month:	Week : I / II / III / IV
Dates (From- to):	
Details of work done in the Week:	
Job Description:	
1.
2.
3.
Achieved Outcome:	
.....	
Signature and Name of the Reporting Manager :	
Signature and Name of the Student :	
Date:	

Project Front pages:

Specimen of Cover Page

The cover page layout is enclosed in a thick grey border. At the top center is the REVA UNIVERSITY logo, consisting of a diamond-shaped grid of orange squares to the left of the text 'REVA UNIVERSITY' in orange and grey, with 'Bengaluru, India' in smaller grey text below. A horizontal double-headed arrow above the logo indicates a width of 3.012 inches. A vertical double-headed arrow to the right of the logo indicates a height of 0.839 inches.

Below the logo, the text 'Font : Roboto Slab, Bold, 17pt' is followed by 'SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY' in bold black font.

Next is 'A PROJECT REPORT' in bold black font, with 'Font : Roboto Slab, Normal, 12pt' to its right. Below it is 'ON' in bold black font, with 'Font : Roboto Slab, Bold, 14pt' to its left.

The main title is '"AN AUTOMATED ACCIDENT DETECTION SYSTEM"' in bold black font.

Below the title is 'submitted in partial fulfilment of the requirement for the award of the degree of' in normal black font, with 'Font : Roboto Slab, Normal, 10pt' to its left.

The degree name is 'MASTER OF TECHNOLOGY' in bold black font, with 'Font : Roboto Slab, Bold, 16pt' to its right. Below it is 'IN' in bold black font, and 'COMPUTER SCIENCE AND ENGINEERING' in bold black font, with a vertical double-headed arrow to its right.

The candidate information section starts with 'Submitted by' in normal black font, followed by '(Name of the candidate)' in normal black font. Below that is '(SRN)' in normal black font, with 'Font : Georgia Normal, 12pt' to its right.

The guide information section starts with 'Under the guidance of' in normal black font, followed by '(Name of the Guide)' in normal black font, with a vertical double-headed arrow to its right.

At the bottom, '2016' is in bold black font, with 'Font : Roboto Slab, Bold, 15pt' to its right. Below it is 'Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru - 560 064' in normal black font, with 'Font : Roboto Slab, Normal, 12pt' to its left.

The website 'www.reva.edu.in' is at the bottom center in bold black font, with 'Font : Roboto Slab, Normal, 16pt' to its left.

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

www.reva.edu.in

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 / Dissertation in 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 2018-19.

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>

<Co Guide name>

< Name of the Director >

Guide

Co Guide

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)

CONTENTS

Chapter	Description	Page no.
	Title Page	
	Declaration	
	Certificate from the University	
	Certificate from the Company	
	Acknowledgements	
	Contents	
	List of Tables	
	List of Graphs	
	Executive Summary	
I	Introduction	
II	Industry and Company Profile	
III	Research Methodology	
IV	Data Analysis and Interpretation	
V	Summary of Findings, Recommendations and Conclusion	
	Bibliography	
	Questionnaire	

LIST OF TABLES

Table No.	Title	Page No.

LIST OF GRAPHS

Graph No.	Title	Page No.

Synopsis Model Format



CUSTOMERS' RESPONSE TO MOBILE NUMBER PORTABILITY

-A STUDY WITH SPECIAL REFERENCE TO VODAFONE SUBSCRIBERS IN BANGALORE

(The title should be clear and specific in term of topic and area of study)

Submitted in Partial Fulfilment of the Requirement for the award of the degree

In

COMMERCE

By

Student Name

SRN:XXXXX

Under The Guidance Of

(GUIDE NAME)

School of Commerce

REVA UNIVERSITY

Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru – 560 064

Year of submission

Introduction *(Heading font size 14 and body text 12)*

Mobile number portability (MNP) enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another. MNP (Mobile number portability) is implemented in different ways across the globe. In India the Telecom Regulatory Authority of India

(TRAI) implemented the MNP facility firstly in Haryana in November 2010 and then extended to all parts of the country in January 2011. The facility is available for both pre-paid and post-paid customers across mobile operators with in the same telecom circle. (In this paragraph introduce about your topic)

Vodafone India, formerly Vodafone Essar and Hutchison Essar, is the second largest mobile network operator in India after Airtel. It is based in Mumbai, Maharashtra and which operates nationally. It has approximately 146.84 million customers as of November 2011. In terms of active subscriber base in Karnataka Vodafone is the second largest player with a market share of 19.8%. Karnataka is one of slowest growing market with high proportion of MNP requests. By March 2012, Karnataka registered 2,066,487 Mobile Number Portability (MNP) requests, resulting into churn rate of 6.08% which is one of the highest in India. (Here introduce about your special reference product or organization)

This study is an attempt to understand the customers' response towards MNP facility with special reference to Vodafone customers in Bangalore. Bangalore is one of best city in India with respect to development and generating income. (Here introduce about what you are going to do with this project)

Significance of the study (State why your study is relevant and how it will useful to various interested groups)

Active wireless subscriber base in Karnataka is 72.67% resulting in 24.72 million active mobile users. Vodafone is the second largest mobile operator in terms of active subscriber base and fastest growing wireless operator in Karnataka. By March 2012, Karnataka registered 2,066,487 Mobile Number Portability (MNP) requests, resulting into churn rate of 6.08% which is one of the highest in India. Vodafone is one of the companies which benefitted from the MNP service. So this study highly relevant and will be useful to mobile operators as well as to mobile subscribers for making informed decision regarding porting from one operator to other.

Statement of the Problem (State your hypothesis here. Hypothesis is your assumption that you are going to prove through this study)

Mobile Number Portability is a powerful tool in the hands of customers to bargain from their existing mobile operators for better quality in services and fare tariff for services. Under MNP, if the subscribers are not satisfied with the services of their service provider, they can change their service provider while retaining the existing phone number. But in India this facility has got poor response comparing to other countries because of very little pent up demand for it when compared to other countries. So this study will reveal awareness level, opinion and use of MNP facility among Vodafone subscribers in Bangalore.

Objectives of the study (Write two or three specific objectives of the study)

- To know the awareness level of MNP facility among Vodafone subscribers
- To examine the factors influencing the porting decision of mobile users
- To analyse customers satisfaction after availing MNP facility

Methodology and Data Collection

a. Scope of the study (Scope means the area of coverage. 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:

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 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.

LIST OF FACULTY MEMBERS

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OUR VISION

REVA University aspires to become an innovative university by developing excellent human resources with leadership qualities, ethical and moral values, research culture and innovative skills through higher education of global standards.

OUR MISSION

1. To create excellent infrastructure facilities and state-of-the-art laboratories and incubation centers .
 2. To provide student-centric learning environment through innovative pedagogy and educational reforms.
 3. To encourage research and entrepreneurship through collaborations and extension activities.
 4. To promote industry-institute partnerships and share knowledge for innovation and development.
 5. To organize social development programs for knowledge enhancement in thrust areas.
 6. To enhance leadership qualities among youth, to enrich personality traits and promote patriotism and moral values;
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BROAD OBJECTIVES

1. Creation, preservation and dissemination of knowledge and attainment of excellence in different disciplines.
2. Smooth transition from teacher - centric focus to learner - centric processes and activities.
3. Performing all the functions of interest to its major constituents like faculty, staff, students and society to reach leadership positions.
4. Developing a sense of ethics in the University community, making it conscious of its obligations to society and the nation.
5. Accepting the challenges of globalization to offer high quality education and other services in a competitive manner.

DO'S AND DON'TS

DO'S

1. Maintain discipline and respect the rules and regulations of the university
 2. Be regular and punctual to classes
 3. Study regularly and submit assignments on time
 4. Be respectful to your Teachers/friends and hostel staff/management.
 5. Read the notice board (both at your college and the hostel) regularly.
 6. Utilize your Personal Computer for educational purpose only.
 7. Follow the code of conduct.
 8. Visit Health Center on the campus whenever you are unwell.
 9. Be security conscious and take care of your valuables especially Cash, Mobile Phones, Laptop and other valuables.
 10. Carry your valuables along with you whenever you proceed on leave/vacation.
 11. Use electric appliances, lights and water optimally.
 12. Keep the campus clean and hygienic.
 13. Use decent dressing.
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DON'TS

1. Ragging inside / outside the campus.
2. Possession of Fire arms and daggers etc.
3. Use of Alcohols, Toxic drugs, sheesha, gutkha and hashish/heroin etc.
4. Use of Crackers, explosives and ammUNIT - ion etc.
5. Smoking and keeping any kind of such items.
6. Misusing college & hostel premises/facilities for activities other than studies.
7. Playing loud music in the room which may disturb studies of colleagues / neighbours.
8. Making noise and raising slogans.
9. Keeping electrical appliances, other than authorized ones.
10. Involvement in politics, ethnic, sectarian and other undesirable activities.
11. Proxy in any manner.
12. Use of mobiles in the academic areas.

- Note:**
1. Rules are revised / reviewed as and when required.
 2. Healthy suggestions are welcome for betterment of Institution

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