



REVA
UNIVERSITY

Bengaluru, India

SCHOOL OF COMMERCE

B.COM (Industry Integrated) HAND BOOK

2018-19



School of Commerce

B Com – Industry Integrated

HAND BOOK

2018

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Rukmini Educational
Charitable Trust

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Chancellor's Message

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

- Nelson Mandela.

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



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

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

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

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

Dr. P. Shyama Raju

The Founder and Hon'ble Chancellor, REVA University

Vice-Chancellor's Message

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards interdisciplinary 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 – Industry Integrated program is designed keeping in view the current situation and possible future developments, both at national and global levels. This program 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.

These are termed as Hard Core courses. There are 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. These are known as Soft Core courses. 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.

The Curriculum caters to and has relevance to Local, Regional, National, Global Development needs.

Maximum number of courses are integrated with cross cutting issues with relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability.

The benefits of choosing B Com 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 - Industry Integrated 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 I.I.Sc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

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

also introduced “**REVA Award of Excellence**” in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

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

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 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) 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--
6303102
13. **Mr. Nagaraj Kulkarni .**
Director, Compgece, Bengaluru
14. **Reshma Srinivasan,**
Founder and Managing Director, WeCare Learning Private Limited, # 901, Senswe Block, Elan Homes, Sarjapur Road, Bangalore – 560 035.

B Com – Industry Integrated Program

Programme Overview:

Bachelor of Commerce –Industry Integrated is an undergraduate degree programme 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 – Industry Integrated programme has been created to meet the objectives of access and quality in higher education.

Realising this vital need, the School of Commerce at the REVA UNIVERSITY, Bengaluru, is offering B.Com – Industry Integrated degree programme to meet the human resources requirement across sectors of society.

B.Com – Industry programme 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 – Industry Integrated 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 undergo certificate courses offered by professional organisations. In addition students are trained in communication skills and interdisciplinary topics to enhance their scope. The above mentioned features of the programme, advanced teaching and learning resources, and experience of the faculty members with their strong connections with industry and business organizations makes this programme unique.

Programme 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 Programme 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

Programme 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. Analyze 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
10. Choose an appropriate online educational programmes for further learning, participate in seminars and conferences.

Program Specific Outcomes – PSO

PSO1 Demonstrate understanding of the basic concepts and theoretical knowledge used in the different commerce and business-related areas.

PSO2 Apply different tools and techniques in solving problems related to Business.

PSO3 Develop ideas for start-ups through knowledge and skills developed during the course of the degree.

B. COM -INDUSTRY INTEGRATED PROGRAM

Scheme of Instruction

Duration: 6 Semesters (3 Years)

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC	Credit Pattern				Total Hours
				L	T	P	Total	
FIRST SEMESTER								
1	B18BC1010	Communicative English	CC	2	0	0	2	2
2	B18BC10 21/22/23	Language – II: K / H / AE	CC	2	0	0	2	2
3	B18BC1030	Financial Accounting	HC	3	0	1	4	5
4	B18BC1040	Indian Economy	HC	3	1	0	4	5
5	B18BC1050	Management of Banks	HC	3	1	0	4	5
6	B18BC1060	Indian Constitution and Human Rights	FC	2	0	0	2	2
7	B18BC1070	Skill Development Course	RULO	0	0	2	2	2
8	B18BC1080	Sports/Yoga/Dance/Music/Theatre	RULO	0	0	2	2	2
Total Credits				14	2	6	22	25
SECOND SEMESTER								
1	B18BC2010	Business Communication	HC	2	1	0	3	4
2	B18BC20 21/22/23	Language – II: K / H / AE	CC	2	0	0	2	2
3	B18BC2030	Business Statistics	HC	3	0	1	4	5
4	B18BC2040	Corporate Accounting –I	HC	3	0	1	4	5
5	B18BC2050	Human Resources Management	HC	2	1	0	3	4
6	B18BC2060	Environmental Studies	FC	2	0	0	2	2
7	B18BC2070	Skill Development Course	RULO	0	0	2	2	2
8	B18BC2080	Self-Study Component (online course)	RULO	0	0	2	2	2
9	B18BC2090	Minor Project -I (Summer Internship)	HC	0	0	4	4	4
Total Credits				14	2	10	26	30
THIRD SEMESTER								
1	B18BC3010	Cost Accounting	HC	3	0	1	4	5
2	B18BC3020	Corporate Accounting-II	HC	3	0	1	4	5
3	B18BC3030	Auditing and Corporate Governance	HC	2	1	0	3	4
4	B18BC3040	Marketing Management	HC	2	1	0	3	4
5	B18BC3050	Computer Applications in Business	FC	1	0	1	2	2
6	B18BC3060	Open Elective – E-Commerce	OE	3	1	0	4	5
7	B18BC3070	Skill Development Course	RULO	0	0	2	2	2
8	B18BC3080	Soft Skill Training (Placement Department)	RULO	0	0	2	2	2
Total Credits				15	3	6	24	29
FOURTH SEMESTER								
1	B18BC4010	Costing Methods	HC	3	0	1	4	5
2	B18BC4020	Financial Management	HC	3	0	1	4	5

3	B18BC4030	Soft Skill Training (Placement Department)	RULO	0	0	2	2	2
4	B18BC4040	Skill Development Course	RULO	0	0	2	2	2
5	B18BC4050	Self-study Component (online Course)	RULO	0	0	2	2	2
6	B18BC4060	Minor Project -II (Summer Internship)	HC	0	0	4	4	4
Specializations (Soft Core Courses(SC)); * Choose any ONE of the following specializations								
I. Accounting and Taxation Specialization								
II. Finance Specialization								
III. Banking and Insurance Specialization								
IV. Human Resource Specialization								
V. Marketing Specialization								
I. Accounting and Taxation Specialization								
7	B18BC4111	Advanced Accounting	SC	2	0	1	3	4
	B18BC4112	Goods and Services Tax-I	SC	2	0	1	3	4
II. Finance Specialization								
8	B18BC4211	Corporate Financial Policy	SC	2	0	1	3	4
	B18BC4212	International Finance	SC	2	1	0	3	4
III. Banking and Insurance Specialization								
9	B18BC4311	Introduction to Banking and Insurance	SC	2	1	0	3	4
	B18BC4312	International Banking and Forex Management	SC	2	1	0	3	4
IV. Human Resource Specialization								
10	B18BC4411	Strategic Human Resource Management	SC	2	1	0	3	4
	B18BC4412	Compensation Management	SC	2	1	0	3	4
V. Marketing Specialization								
11	B18BC4511	Retail Marketing	SC	2	1	0	3	4
	B18BC4512	Consumer Behavior	SC	2	1	0	3	4
Total Credits				10	2	12	24	28
FIFTH SEMESTER								
1	B18BC5010	Tax Law and Practices-I	HC	3	0	1	4	5
2	B18BC5020	Management Accounting	HC	3	0	1	4	5
3	B18BC5030	Business Research Methodology	HC	3	1	0	4	5
4	B18BC5040	E-Commerce and Tally	HC	2	0	1	3	4
5	B18BC5050	Soft Skill Training (Placement Department)	RULO	0	0	2	2	2

6	B18BC5060	Skill Development Course	RULO	0	0	2	2	2
Specializations (Soft Core Courses(SC)); Choose any ONE of the following specialization								
I. Accounting and Taxation Specialization								
6	B18BC5111	Goods and Services Tax-II & Custom Law	SC	2	0	1	3	4
	B18BC5112	International Financial Reporting Standards and Ind-AS	SC	2	1	0	3	4
II. Finance Specialization								
7	B18BC5211	Financial Markets and Services	SC	2	1	0	3	4
	B18BC5212	Security Analysis and Portfolio Management	SC	2	0	1	3	4
III. Banking and Insurance Specialization								
8	B18BC5311	Laws Related to Banking and Insurance	SC	2	1	0	3	4
	B18BC5312	Customer Relationship Management in Banking and Insurance.	SC	2	1	0	3	4
IV. Human Resource Specialization								
9	B18BC5411	Employee Welfare and Social Security	SC	2	1	0	3	4
	B18BC5412	Organizational Change and Development	SC	2	1	0	3	4
V. Marketing Specialization								
10	B18BC5511	International Marketing	SC	2	1	0	3	4
	B18BC5512	Advertising and Media Management	SC	2	1	0	3	4
Total Credits				17	3	5	25	31
SIXTH SEMESTER								
1	B18BC6010	Tax Law and Practices-II	HC	3	0	1	4	5
2	B18BC6020	Legal System in Business	HC	3	1	0	4	5
3	B18BC6030	Stock and Commodity Markets	HC	3	1	0	4	5
4	B18BC6040	Entrepreneurship Development	HC	2	1	0	3	4
5	B18BC6050	Skill Development Course	RULO	0	0	2	2	2
6	B18BC6060	Major Project (Based on Specialization)	HC	1	0	5	6	6
Total Credits				12	3	8	23	27
Total Credits of all Semesters							144	

Semester-wise Summary of Credit Distribution

Semester	L	T	p	Total	Total Hours
I	14	2	6	22	25
II	14	2	10	26	30
III	15	3	6	24	29
IV	10	2	12	24	28
V	17	3	5	25	31
VI	12	3	8	23	27
Total	82	15	47	144	170

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	RULO	FC	CC	TOTAL
I	12	-	-	4	2	4	22
II	18	-	-	4	2	2	26
III	14	-	4	4	2	-	24
IV	12	6	-	6	-	-	24
V	15	6	-	4	-	-	25
VI	21	-	-	2	-	-	23
Total	92	12	4	24	6	6	144

B. COM (INDUSTRY INTEGRATED) PROGRAM

DETAILED SYLLABUS

FIRST SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BC1010	16 Weeks	Communicative English	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
B18BC1021	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 ಮನೋಭಾವವನ್ನು ಬೆಳೆಸುತ್ತದೆ.
- 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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13. ನರಸಿಂಹಾಚಾರ್. ಡಿ.ಎಲ್., ಪಂಪ ಭಾರತ ದೀಪಿಕೆ, ಪ್ರಕಾಶಕರು ಡಿ.ವಿ.ಕೆ ಮೂರ್ತಿ ಪ್ರಕಾಶನ, ಮೈಸೂರು. 2012
14. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ನಾಟಕ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
15. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
16. ವಸಿಷ್ಠ, ರತ್ನಾಕರವರ್ಣಿಯ ಭರತೇಶ ವೈಭವ, ಪ್ರಕಾಶಕರು ಚೇತನ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 1999
17. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು - 2014

18. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Code	Duration	Course Title	L	T	P	C
B18BC1022	16 Weeks	Language – II: Hindi	2	0	0	2

पाठ्यक्रम रूपरेखा :

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

पाठ्यक्रम उद्देश्य :

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

अधिगम परिणाम :

अध्ययन की समाप्ति पर अध्येता –

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

अध्ययन विषय सूची / पाठ्यक्रम

इकाई –1: कहानी, व्यंग्य रचना

अध्यापन अवधियाँ : 12 hrs.

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

इकाई –2: कहानी, निबंध अध्यापन अवधियाँ : 12 hrs.

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

इकाई –3: कहानी अध्यापन अवधियाँ : 12 hrs.

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

इकाई –4: अनुवाद, पत्र-लेखन

अध्यापन अवधियाँ : 12 hrs.

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

सन्दर्भ ग्रन्थ :

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

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B18BC1023	Additional English	CC	2	0	0	2	2

Course Objectives:

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

Course Outcomes:

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

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

Course 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 & Super Natural**12 Hrs**

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

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

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

Writing Skills: Travelogue

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

Literature: Emily Dickinson – Success is Counted Sweetest Rupert Brooke – Success

Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from *The Story of My Life*

Writing Skills: Brochure & Leaflet

Reference Books:

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
B18BC1030	16 Weeks	Financial Accounting	3	0	1	4

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 Royalty Accounts and to Preparation of the Consignment accounts.

Course Outcomes:

- Describe the accounting concepts and various financial accounting standards.
- Determine the computation of HPS.
- Enumerate the concept of royalty accounts.
- Illustrate the working of consignment accounts.

Course Content:**Unit 1 Theoretical Framework: 14 Hrs**

- i) Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. The nature of financial accounting principles, Accounting Equations.
- ii) IND – AS Needs, Procedure. Accounting Process. International Financial Reporting Standards (IFRS): - Need and procedures.

Unit 2 Accounting for Hire Purchase Systems: 14 Hrs

Introduction-meaning- hire purchase agreement-Difference between hire purchase and Installment purchased-calculation of Hire purchase price, Cash price-Hire price charges-Net cash price, interest- Journal entries and ledger accounts in the books of hire purchaser (asset accrual method only)

Unit 3 Royalty Accounts: 16 Hrs

Introduction – Meaning – Royalty – Landlord – Tenant – Minimum rent –Short workings – Recoupment of short working under fixed period – Floating period – Recoupment within the life of a lease –Journal Entry in the books of lessee (tenant) – When royalty is less than minimum rent –When royalty is equal to minimum rent – When the right of recoupment is lost- when minimum rent account method is followed – Preparation of ledger accounts – Royalty account-Landlord account – Short workings account - Minimum rent account when minimum rent account is followed.

Unit-4 Consignment Accounts: 12 Hrs

Introduction-Meaning-Consigner-Consignee-Goods Invoiced at Cost Price-Goods Invoiced at Selling price-Normal Loss-Abnormal Loss- Valuation of Stock- Stock Reserve- Journal entries- Ledger Accounts in the books of Consigner and Consignee.

Reference Books:

1. Tulsian, P.C. Financial Accounting, 20th Edition, Pearson Education.
2. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. 5th Edition, Vikas Publishing House, New Delhi.
3. Accounting theory and practices – Dr. Jawaharlal, 4th Edition, HPH.

Unit-3 Indian Agriculture and Rural Development: 16 Hrs

Role-Nature and cropping pattern -causes of low productivity and measures to raise productivity in India. Agriculture finance-Sources of rural credit –, Role of NABARD. Agriculture marketing-Problems in Agricultural Marketing system and its remedial measures. Policies for Sustainable Agriculture, Contract Farming, Community Farming, Crop Insurance and Livestock Insurance, Problems of Agricultural Labour, Agricultural Crisis in India

Unit-4 Indian Industries and Foreign Trade: 16 Hrs

Need, Importance and Role of Industries in Economic Development, Concept of Disinvestment, Public Private Partnership (PPT), Industrial Policies of India. Privatization, Liberalization and Globalization.

Salient features of India's foreign trade, composition, direction and organization of trade, recent changes in trade policy, balance of payments, Multilateral and Bilateral trade of India, India's Free Trade and Preferential Trade Agreements and its impact on Indian Economy. India and World Trade Organization.

Reference Books:

1. Uma Kapila (2008). Indian Economy since Independence (Ed), 19th Edition, Academic Foundation.
2. Misra, S.K. and V.K. Puri (2018), Indian Economy – Its Development Experience, Himalaya, Publishing House, Mumbai
3. Dutt and K.P.M. Sundaram 2018 : Indian Economics, S. Chand & Company Ltd., New Delhi
4. Agarwal A.N. (2017), Indian Economy: Problems of Development and Planning, New age international publishers, Delhi
5. Jhingam, Bhatt B.K & J.N. Desai. (2003), Demography, Vrinda Publications (P) Ltd. Delhi.
6. Dhingra, I.C.- "Indian Economy", Sultan Chand Publication , New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18BC1050	16 Weeks	Management of Banks	3	1	0	4

Course Objectives:

- To gain knowledge of services offered by various categories of banks and to understand operations and procedures of banks
- To discuss bank marketing and study on banking relationships and to gain an idea of Asset liability and nonperformance assets of banks

Course Outcomes:

- Students can relate the evolution of banking services to various banks and role played in India.
- Helps to identify various operations and functioning of the banks
- Relate to the functions of the bank assets and the impact of non- performing assets
- Students can analyze and implement strategies in the bank marketing and banking relationship

Course Content:

Unit-1 Introduction to Banking: 16 Hrs

Introduction to Banking - Evolution of Banking - Banking Structure – Management of private sector banks and public sector banks – Management of banks in rural areas – Banking Sector reforms – Based Committees.

Bank Management: Functions of Bank Management – Planning, Organizing, Directing, Coordinating, Controlling – Hierarchy of Management and functions at Each Level – Strategic Planning in Banks – Budgeting in Banks – RBI Act: features and its Role in Bank Management and Regulation, Prevention of Money laundering Act, 2002.

Unit-2 CRM in Banks: 16 Hrs

CRM in Banks Customer Relationship Management in banks – Meaning and objectives of CRM in banks - Strategies for Expanding Customer Base – Services to Different Categories of Customers: Retail, Corporate, International, Rural – Banking Ombudsman Scheme – KYC Norms – Customer Retention – Handling Customer Grievances.

Investment Management - Nature and significance of investment management in commercial banks – Fundamental principles of security investment by commercial bank.

Unit-3 Asset Liability Management and Non-Performing Assets: 10 Hrs

Concept of ALM – Objectives – Functions – Process – ALM organization-Composition of ALCO, ALM information system , Measurement and Management of Risks Concept of NPAs, Distinction between GNPA & NNPA, NPAs in Indian commercial banks, Causes, Suggestions and steps for containing NPAs, Prudential norms, securitization, SARFAESI Act . Overview of demonetization – Concepts, Advantages & disadvantages.

Unit-4 Bank Marketing: 14 Hrs

Concept Of Bank Marketing: Concept of bank marketing –Marketing trends in banking industry, Bank marketing process-Bank marketing mix, Challenges of bank marketing, Formulating and implementing marketing strategies for a commercial bank

Relationship Banking- Concept, Distinguishing features, Utility, Fundamentals of relationship banking, Process of developing relationship with customers, Formulating relationship banking strategy.

Reference Books:

1. M. Y. Khan, Indian Financial System, 6TH Edition, Tata McGraw Hill.
2. Justin Paul and Padmalatha Suresh, Management of Banking and Financial Services, 4th Edition, New Delhi: Pearson Education.
3. Principles and Practices of Banking, Indian Institute of Banking and Finance, 3rd Edition, Macmillan
4. Gerald Hatler, Bank Investments and Funds Management, Macmillan.
5. E Gardon & K Natarajan, Banking theory, law and practice, HPH.
6. Principles and Practices of Banking, Indian Institute of Banking and Finance, Macmillan.

Course Code	Duration	Course Title	L	T	P	C
B18BC1060	16 Weeks	Indian Constitution and Human Rights	2	0	0	2

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: 06 Hrs

- Features of the Constitution and Preamble
- Fundamental Rights and Fundamental Duties
- Directive Principles of State Policy

Unit-2 Union and State Executive, Legislature and Judiciary: 10 Hrs

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

Unit-3 Concept and Development of Human Rights: 08 Hrs

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

Unit-4 Human Rights in India: 06 Hrs

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

Reference Books:

1. M.P. Singh (ed.), V.N. Shukla, Constitutional Law of India (2000), Oxford.
2. S.C Kashyap, Human Rights and Parliament (1978) Metropolitan, New Delhi.

3. Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi.
4. Subash Kashyap, Indian Constitution, National Book Trust.

Course Code	Duration	Course Title	L	T	P	C
B18BC1070	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
B18BC1080	16 Weeks	Sports/Yoga/Dance/Music/Theatre	1	0	1	2

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

A. YOGA FOR HEALTH

Course Objectives:

Following are the Course Objectives.

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-I:

Yoga: Introduction , Surya Namaskara:- 12 counts.

Unit-II:

Asanas: Sitting- Vajrasana, Dandasana, Padmasana, Matsyasana, Paschimottasana, Shirasasana. Asanas: Standing- Tadasana, Trikonasana, Parshwa konasana, Veerabhadrasana.

Unit-III:

Asanas: Prone Position- Bhujangasana, Dhanurasana.
Asanas: Supine Position- Sarvangasana, Halasana. Mudras-
Dhyana mudra, , Namaste mudra, Nasika mudra

Unit-IV:

Pranayams:- Anuloma – Viloma, Basthrika, Bhramari.
Dhyana & its types: Competition format, Rules and their interpretations

B. VOLLEYBALL**Course Objectives:**

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

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:**Unit-I**

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

Unit-II

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

Unit-III

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

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

Unit-IV

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

C. BASKETBALL

Course Objectives:

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

- Court marking, Rules and their interpretations

D. FOOTBALL

Course Objectives:

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-I

1. Football: Introduction

- Kicks- Inside kick, Instep kick, Outer instep kick, Lofted kick, Chipping, Volley, Half Volley
- Trapping- Trapping rolling the ball, Trapping bouncing ball with sole

Unit-II

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

Unit-III

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

Unit-IV

- Ground marking, Rules and their interpretations.

E. ATHLETICS (TRACK AND FIELD)

Course Objectives:

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

Course Outcomes:

On completion of the course learners will be able to:

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

Course Content:

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Reference Books:

1. Arthur E. Ellison (ed) (1994). Athletic Training and Sports Medicine.
2. Ballisteros, J.M. (1998). Hurdles Basic Coaching Manual, IAAF.
3. Bosen K.O. (1993). Teaching Athletics Skills and Technique.
4. Bosen K.O. (1990). Study Material on Hurdles for the Regular Course Students.
5. Doherty K. (1995). Track and Field Omni book.
6. Martin, David E. Peter N. Coe (1991). Training Distance Runner.
7. Howard S. (1981). Science of Track and Field Athletics.
8. Briggs Graeme (1987). "Track and field coaching Manual", Australian Track and Field Coaches Association. Rothmans Foundation National Sports Division.
9. 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, stagecrafting, music, dance, costume and lighting.

Course Content:

UNIT – 1

Working on Body:

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

UNIT – 2

Sound and Movement:

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

UNIT – 3

Characterization and Improvisation:

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

UNIT – 4

Group work and Production:

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

Reference Books:

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

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

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

Note: Non-classical dancers can also join.

Course Objectives:

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

Course Outcomes:

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

Course Content:**Unit 1**

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

Unit 2

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

Unit 3

Adavus –II (Bharathanatyam , Kuchipudi, Mohiniyattam)

Unit 4

Learn a basic composition in the chosen dance form.

Reference Books

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

H. PERCUSSION INSTRUMENT (TABLA AND MRIDANGAM)

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

Course Objectives:

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

Course Outcomes:

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

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

Course Content:**UNIT- 1**

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

UNIT - 2

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

4. Definitions and recitation of different gathis

UNIT- 3

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

UNIT - 4

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

Reference Books:

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

Business Letters:

Trade enquiries and replier – Offers and quotations, Terms used in offer and quotation-Orders and their executions –Complaints and adjustments – Business circular letters. How to write an E-Mail, Drafting an E-Mail.

Unit-4

Credit Letters:

08 Hrs

Requisition for credit sales – Requisition for bank credit – Trade and bank references – Status enquiry and reply – Granting or refusal of credit. Invitation for share application – Letter of allotment – Letter of regret – Notice for company meeting – Agenda for company meetings – Minutes writing.

Reference Books:

- 1 Lesikar, Raymond V., John D Pettit, and Mary E Flatly Lesikar's, 'Basic Business Communication', 10th edition. Tata McGraw-Hill, New Delhi
2. Bovee, Courtland and John V Thill, 'Business Communication Today', 8th edition Pearson Education, New Delhi.
3. Meenakshi Raman, Prakash Singh, 'Business Communication', 3rd edition, Oxford University Press.

Course Code	Duration	Course Title	L	T	P	C
B18BC2021	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-ನವ್ಯೋತ್ತರ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ವಿವಿಧ ಲೇಖನಗಳು, ವ್ಯವಹಾರ ಪತ್ರಲೇಖನ ಹಾಗೂ ಕಿರು ಕಾದಂಬರಿಯನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.

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

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

Course Content:

Unit	Description	Topics
I	ನವೋದಯ-ನವ್ಯ ಕವಿತೆಗಳು	1. ಕಾಣಿಕೆ 2. ಇಂದ್ರಿಯ ಜಯ 3. ಆ ಹಕ್ಕಿ ಬೇಕಾದರೆ 4. ದೀಪದಾರಿ 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 ದೇಸಿ 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
B18BC2022	16 Weeks	Language – II: Hindi	2	0	0	2

ಅಧ್ಯಯನ ವಿಷಯ ಸೂಚಿ / ಪಾಠ್ಯಕ್ರಮ

ಐಕಾಓ -1: ಪ್ರಾಚೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾ : 12 hrs.

- 1.ಕವೀರ ಕೆ ದೋಹೆ -ಕವೀರದಾಸ
- 2.ಕವಿತಾ - ಪಾಷಾಣಿ - ನಾಗಾರ್ಜುನ
- 3.ಕವಿತಾ - ವೀರೊ ಕಾ ಕೆಸಾ ಹೊ ವಸಂತ - ಸುಭದ್ರಾಕುಮಾರಿಚೌಹಾನ

ಐಕಾಓ -2: ಮಧ್ಯಕಾಲೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ

ಅಧ್ಯಾಪನ ಅವಧಿಯಾ : 12 hrs.

- 4.ರಹೀಮ ಕೆ ದೋಹೆ - ರಹೀಮ
- 5.ಕವಿತಾ - ಕಿಸಕೊ ನಮನ ಕಠು ಮೆಂ?-ರಾಮಧಾರಿ ಸಿಂಹ ದಿನಕರ
- 6.ಕವಿತಾ - ಕರ್ಮವೀರ - ಅಯೋಧ್ಯಾಸಿಂಹ ಉಪಾಧ್ಯಾಯ "ಹರಿಔಧ"

ಐಕಾಓ -3: ಮಧ್ಯಕಾಲೀನ ಕವಿತಾ, ಆಧುನಿಕ ಕವಿತಾ **ಅಧ್ಯಾಪನ ಅವಧಿಯಾ :** 12 hrs.

- 7.ಮೀರಾ ಕೆ ಪದ - ಮೀರಾಬಾಓ
- 8.ಕವಿತಾ - ಁಚಾಓ - ಅಟಲ ಬಿಹಾರಿ ವಾಜಪಾಓ
- 9.ಕವಿತಾ - ಮಾ - ನರೇಶ ಮೆಹತಾ

ಐಕಾಓ -4: ಅನುವಾದ, ಸಂಕ್ಷೇಪಣ **ಅಧ್ಯಾಪನ ಅವಧಿಯಾ :** 12 hrs.

ಅನುವಾದ : ಹಿಂದಿ-ಅಂಗ್ರೆಜಿ

ಅನುವಾದ : ಅಂಗ್ರೆಜಿ - ಹಿಂದಿ(ಶಬ್ದ ಂವ ಅನುಚ್ಛೇದ)

ಸಂಕ್ಷೇಪಣ : ಪರಿಚ್ಛೇದ ಕಾ ಂಕ ತಿಹಾಓ ಭಾಗ ಮೆ |

ಸಂದರ್ಭ ಗ್ರಂಥ :

- ಪಾಠ್ಯ ಪುಸ್ತಕ - ರೆವಾ ವಿಶ್ವವಿದ್ಯಾಲಯ

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

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B18BC2023	Language – II: Additional English	CC	2	0	0	2	2

Course Objectives:

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

Course Outcomes:

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

Course Content:

Unit-I: Ecology & Environment

12 hrs

Literature: Toru Dutt - Casuarina Tree, Robert Frost – Stopping by Woods on a Snowy Evening Tomas Rivera–The Harvest, C.V. Raman – Water – The Elixir of Life, Language: Degrees of Comparison

Unit-II: Voices from the Margin

12 hrs

Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance, Harriet Jacobs – Excerpt from *Incidents in the Life of a Slave Girl*

Language: Prefix and Suffix

Unit-III: Women & Society

12 hrs

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

Unit-IV: Popular Culture

12 hrs

Literature: Rudyard Kipling – The Absent-minded Beggar, Sir Arthur Conan Doyle – The Hound of the Baskervilles, Aldous Huxley – The Beauty Industry, Writing Skills: Story Writing

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*. Prabhat Prakashan, 2016.
5. Rozewicz, Tadeusz. *New Poems*. Archipelago, 2007.

Course Code	Duration	Course Title	L	T	P	C
B18BC2030	16 Weeks	Business Statistics	3	0	1	4

Course Objectives:

- To comprehend about mathematical averages like arithmetic mean, geometric mean and harmonic mean and positional averages like median and mode.
- To apply the absolute and relative measures of dispersion and skewness and analyze trend analysis and seasonal variations and to evaluate the uses and the construction of index numbers.

Course Outcomes:

- 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 Introduction to Statistics: 15 Hrs**

Meaning and Definition- functions-limitations. Organization of data: collection of data – classification of data-Tabulation of data Diagrams (All data's and Diagrams)

Measures of Central Tendency: Introduction –types of average- Mean (Simple and weighted) Median- Mode (including Missing frequency)

Unit-2 Measures of Dispersion and Skewness: 15 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 Correlation and Regression Analysis: 14 Hrs
 Correlation Analysis–Meaning & Definition -Uses –Types –Probable error – Karl Pearson’s & Spearman’s Rank Correlation (Excluding Bi-variate and multiple correlations).
 Regression Analysis:–Meaning and Definition, Regression Equations Problems.

Unit-4 Index Numbers: 12 Hrs
 Meaning & Definition –Uses –Classification –Construction of Index Numbers – Methods of constructing Index Numbers –Simple Aggregate Method –Simple Average of Price Relative Method –Weighted Index numbers–Fisher’s Ideal Index (including Time and Factor Reversal tests)–Consumer Price Index – Problems.

Reference Books:

1. Statistical Methods, Gupta S.P., 45th Revised Edition 2017, Reprint 2018-Sultan Chand.
2. Statistics, Freedman, Pisani, Purves, 4th Edition.
3. S P Gupta: Statistical Methods, 39th Edition, Sultan Chand, Delhi.
4. S C Gupta: Business Statistics, 7th Edition, Himalaya Publication.

Course Code	Duration	Course Title	L	T	P	C
B18BC2040	16 Weeks	Corporate Accounting -I	3	0	1	4

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:

- 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 Code	Duration	Course Title	L	T	P	C
B18BC2050	16 Weeks	Human Resources Management	2	1	0	3

Course Objectives:

- Understand the challenging and complex task of a manager with generational differences. Gain knowledge on Employee acquisition through strategic recruiting and selection.
- 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: 08 Hrs

Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between H/RM and HRP, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Generational Differences, Future Trends in Human Resource Management, Job analysis, Job Evaluation and Job specification and Talent Management, Impact of HRM practices on organizational performance.

Unit-2 Recruitment, Selection and Training: 08 Hrs

Recruitment, Meaning, Methods of Recruitment, Selection, Meaning, Steps in Selection Process, Induction. Meaning and purpose of Induction, Problems Involved in Induction: Training- Need for training, steps involved in training process, methods of training, benefits and drawbacks of training.

Unit-3 Performance Appraisal and Compensation: 10 Hrs

Introduction, Meaning, Objectives, Methods of Performance Appraisal, Benefits limitations of performance appraisal: Compensation, Meaning, Objectives of Compensation, factors affecting compensation, Fringe benefits, various types of fringe benefits and Attrition and compensation management.

Unit-4 Employee Mobility: 16 Hrs

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 Development and IHRM: Meaning of HRD, Role of training in HRD, An overview: Grievance handling and redressal, Industrial disputes: Causes and settlement machinery. Introduction to IHRM, Approaches to IHRM, Practices in IHRM/ Impact of Globalisation on HRM.

Reference Books:

1. Dessler, G., and Varkkey. B. Human Resource Management Pearson Education, 14TH Edition Delhi.
2. Aswathappa. K. Human Resource Management, 8th Edition, Tata McGraw-Hill, New Delhi.
3. V S P Rao, Human Resource Management, 2nd Edition, Excel Books.
4. Mathis, Robert L and John H Jackson, Human Resource Management, 14th Edition, Stanford CT Cengage Learning.
5. David A Decenzo, Stephen P Robbins and Susan L Verhulst, Human Resource Management 11th Edition, Wiley India Pvt.Ltd.
6. Edwin Flippo, Personnel management, 5th Edition, McGraw Hill.

Course Code	Duration	Course Title	L	T	P	C
B18BC2060	16 Weeks	Environmental Studies	2	0	0	2

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:

- 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 Introduction to environmental studies: 7 Hrs
 Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development.
 Ecosystems: Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem., Grassland ecosystem, Desert ecosystem
- b) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-2 Natural Resources: Renewable and Non-renewable Resources: 8 Hrs

- Land Resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Heating of earth and circulation of air; air mass formation and precipitation.
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit-3 Biodiversity and Conservation: 8 Hrs

- Levels of biological diversity :genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-4 Environmental Policies and practices: 7 Hrs

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC).
- Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context

Reference Books:

1. Desai R.G. - Environmental studies. Himalaya Pub. House.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of

California Press.

5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J. Gary K. Meffe and Carl Ronald Carroll Principles of Conservation Biology.

Course Code	Duration	Course Title	L	T	P	C
B18BC2070	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
B18BC2080	16 Weeks	Self-study Component (online course)	0	0	2	2

MOOC/ SWAYAM:

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

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

Course Code	Duration	Course Title	L	T	P	C
B18BC2090	16 Weeks	Minor Project -I (Summer Internship)	0	0	4	4

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
B18BC3010	16 Weeks	Cost Accounting	3	0	1	4

Course Objectives:

- To develop an understanding of students to utilize cost data in planning and control & to Identify and calculate different types of costs and inventory valuation.
- To apply various incentive schemes available for the labour and solve the different methods of overhead distribution.

Course Outcomes

- Express the place and role of cost accounting in the modern economic environment & Differentiate methods of schedule costs per unit of production.
- Compute the value of Inventory.
- Solve the Problems on Labour Cost
- Differentiate methods of overhead distribution.

Course Content:

Unit-1 Introduction to Cost Accounting: 15 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 and Cost Control: 15 Hrs

Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – levels settings – EOQ – 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: 12 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 Merricks 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– Machine Hour Rate – Problems on Machine Hour Rate.

Reference Books:

1. Principles and Practices of Cost Accounting, Bhattacharyya A K 3rd Edition, PHI.
2. Cost Accounting, Jawahar Lal, 3rd Edition, TMH.
3. Cost and Management Accounting, Ravi M Kishore, 4th Edition, Taxman.
4. Jain / S Narang, Advanced Cost Accounting, 13th Revised Edition, Kalyani Publications.
5. Principles and Practices of Cost Accounting, Jain, Narang and Simmi Agrawal, 25th Revised Edition, Kalyani Books.
6. Principles and Practices of Cost Accounting, M N Arora, 12th revised Edition, Vikas Publishing House.

Course Code	Duration	Course Title	L	T	P	C
B18BC3020	16 Weeks	Corporate Accounting -II	3	0	1	4

Course Objectives:

- To enable the students to be well equipped in the accounting system at different situations taken place in business. To enable the students to deal the accounting treatment at the time of incorporation, amalgamation, absorption, takeover and merger,
- To enable the students to successfully complete the accounting procedures the time of internal and external reconstructions and to enable the students to successfully and legally closing the accounting procedures at the time of liquidation.

Course Outcomes:

- Students will be able to deal the accounting treatment at the time of incorporation, amalgamation, absorption, takeover and merger,
- Students will be able successfully complete the accounting procedures at the time of internal reconstructions.
- Students can successfully and legally close the accounting procedures at the time of liquidation.
- They are able to be understood various accounting methods and procedures required at different conditions in the business.

Course Content:

Unit-1 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-2 Mergers and Acquisition of Companies: 16 Hrs

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

Unit-3 Internal Reconstruction: 12 Hrs

Meaning – Objective – Procedure – Form of Reduction –Passing of Journal Entries – Preparation of Reconstruction accounts – Preparation of Balance Sheet after Reconstruction. (Vertical Format) Problems.

Unit-4 Liquidation of Companies: 14 Hrs

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

Reference Books:

1. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. 4th and 5th Edition Vikas Publishing House, New Delhi.
2. Patric A, Gaughal, Mergers, Acquisitions and corporate Restructuring, 7th Edition, Willy India Pvt Limited.
3. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
4. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
5. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
6. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
B18BC3030	16 Weeks	Auditing and Corporate Governance	2	1	0	3

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 Introduction to Auditing: 10 Hrs

Introduction – Meaning - Definition – Objectives – Differences between Accountancy and Auditing –Types of Audit - Advantages of Auditing – Preparation before commencement of new Audit – Audit Notebook – Audit Working Papers – Audit Program, Recent Trends in Auditing: Nature & Significance of Tax Audit – Cost Audit - Management Audit.

Unit-2 Internal Control: 12 Hrs

Internal Control: Meaning and objectives. Internal Check: Meaning, objectives and fundamental principles. Internal Check as regards: Wage Payments, Cash Sales, Cash Purchases.

Vouching: Meaning - Definition – Importance – Routine Checking and Vouching – Voucher -Types of Vouchers – Vouching of Receipts: Cash Sales, Receipts from debtors, Proceeds of the sale of Investments. Vouching of Payments: Cash Purchases, Payment to Creditors, Deferred Revenue Expenditure.

Unit-3 Corporate Governance: 10 Hrs

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.

Unit-4 Corporate Social Responsibility (CSR): 10 Hrs

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.

Reference Books:

1. Corporate Governance in India, An evaluation, Subhash Chandra Das, Third Edition, PHI.
2. Corporate Governance-Principles, Policies and Governance, 2nd Edition, A C Fernando, Pearson Publication.
3. A Handbook for Practical Auditing, BN Tandon, S Sudharsanam, S Sundharabahu, revised edition, Sultan Chand.
4. Corporate Governance- Robert A G Monks, Nell Minon – 5th Edition, Wiley.

Course Code	Duration	Course Title	L	T	P	C
B18BC3040	16 Weeks	Marketing Management	2	1	0	3

Course Objectives:

- To understand the basic concepts of marketing, Consumer Behavior and Advertisement Strategies and impart in depth knowledge about Market Segmentation, Market targeting and Product Positioning.
- To impart the depth knowledge about the Marketing Mix and Global Market Environment and understand the concept of types of marketing and its issues.

Course Outcomes:

- Able to know the strategies of advertising and Consumer behavior process.
- Know about the Target Market Selection and Strategies of Product Positioning.
- Know the techniques of 7P's of Marketing Mix and Social Media Marketing in Global Environment
- Know different types of marketing and distribution system in India.

Course Content:

- Unit-1 Introduction to Marketing: 08 Hrs**
Meaning, Evolution of marketing concepts, functions, marketing environment- Micro and Macro environmental factors, Consumer Behavior – Consumer buying process, Factors influencing consumer buying decisions. Marketing-Nature and Scope of Marketing; Marketing Promotional Strategies Advertising Strategies for Promoting New Product Vs Existing Products Advertising Structure-Source-Advertising Budget.
- Unit-2 Segmentation Targeting Positioning: 10 Hrs**
Market segmentation – concept, importance and bases, Target market selection: Positioning concept, importance and bases: Product differentiations. Retaining Customer & STP Market Segmentation: Levels –Importance-Procedures-Types of Segmentation-Market Targeting-Procedures-Product Positioning Objectives-Differentiating the Product-Product Positioning Strategies Procedure for Creating Customer Relation Management Database-E-Trading.
- Unit-3 Marketing Mix: 12 Hrs**
Marketing Mix 7Ps and 4As-New Challenges of Marketing Field-The Functions of Marketing Management-Understanding Marketing Management

in the context of National and Global Market Environment Social Media Marketing.

Marketing Promotional Strategies: Advertising Strategies for Promoting New Product Vs Existing Products. Advertising Structure-Types of Advertisement-Measuring Effectiveness of Advertisement-DAGMAR approach: Kinds of Promotion-Tools and Techniques of sales promotion-Push-Pull Strategies of Promotion-Personal Selling.

Unit-4 **Developments & Issues in Marketing:** **12 Hrs**
Distribution System and Recent Trends in Marketing: Online Marketing – Merits and Demerits-E-Tailer-Impact of FDI in to Indian –Cloud Sourcing-Meaning and Purpose of Channel of Distribution-Managing Distributing Channels-Channel Alternatives Factors affecting Channel Choice-Direct Marketing and E-Commerce Managing Retailing-Wholesaling and Logistics, Retail Distribution System in India.

Reference Books:

1. Principles of Marketing, Philip T. Kotler, 16th Edition, Pearson Publishing House.
2. A Framework for Marketing Management, Armstrong Gary, Kotler Philip 13th Edition, Pearson Education.
3. Marketing Management Global Perspective Indian Context, V S Rama swamy & S Nama kumari, 4th Edition, MACMILLAN Publishers INDIA Ltd.
4. William Stanton, Bruce Walker, Michael Etzel, Ajay Pandit, Marketing Concepts and Cases,13th Edition, Tata McGraw - Hill.
5. Marketing Management: A South Asian Perspective, Philip Kotler, Abraham Koshy, Mithileswar Jha, Kevin Lane Keller,13th Edition Pearson.

Course Code	Duration	Course Title	L	T	P	C
B18BC3050	16 Weeks	Computer Applications in Business	1	0	1	2

Course Content:

Unit- 1 **Introduction to Computers**
General features of a computer – Generations of computers - Personal computer – Workstation– Mainframe computer and super computers. Computer applications – Data processing – Information processing – Commercial – Office automation – Industry and engineering – Healthcare – Education – Graphics and multimedia.

Unit-2 **Computer Organization**
Central processing unit – Computer memory – Primary memory – Secondary memory – Secondary storage devices – Magnetic and optical media – Input and output units – OMR – OCR – MICR – Scanner – Mouse - Modem.

Unit-3 **Computer Hardware and Software**
Machine language and high level language – Application software – Computer program – Operating system – Computer virus -Antivirus and computer security – Elements of MS

DOS and Windows OS – Computer arithmetic – Binary - Octal and Hexadecimal number systems – Algorithm and flowcharts – Illustrations – Elements of database and its applications.

Unit-4 Microsoft Office

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

REFERENCE BOOKS:

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

Course Code	Duration	Course Title	L	T	P	C
B18BC3060	16 Weeks	E-Commerce	3	1	0	4

Course Objectives:

- To acquire the knowledge of e-commerce and its significance and to analyze security aspects of various communication channels under e-business.
- To explore various portals of e-payment and to comprehend concepts of CRM and e-marketing technologies

Course Outcomes:

- Identify different e-commerce business models.
- Recognize and list out the security portals available for e-business
- Discover trending modes of e-payment
- Compare and differentiate e-business and marketing technologies.

Course Content:

Unit-1 Introduction to E-Commerce: 14 Hrs

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce. Comparison of traditional commerce and e-commerce. E-Commerce business models emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

- Unit-2 Security for E-Business: 14 Hrs**
 Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures
- Unit-3 E-Payments: 14 Hrs**
 E-payment systems – An overview. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol
- Unit-4 E- Business Marketing Technologies: 14 Hrs**
 E-Commerce and marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

Reference Books:

1. Laudon Kenneth C. and Carol Guercio Traver (2002) E-Commerce: Business, Technology, Society.(New Delhi : Pearson Education).
2. Awad Elias M.(2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
3. Kalakota Ravi and Marcia Robinson (2001), Business 2.0: Roadmap for success (Nw Delhi : Pearson Education).
4. Smith P.R. and Dave Chaffey (2005), E-marketing, excellence; The Heart of E-Business (UK : Elsevier Ltd.).
5. Lewicki Roy et.al : ‘Negotiation ; Mcgrew Hill Education India Pvt. Ltd. (5th Edition) New Delhi – 2013.

Course Code	Duration	Course Title	L	T	P	C
B18BC3070	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
B18BC3080	16 Weeks	Soft Skill Training	0	0	2	2

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:

- Communicate in English to express their thoughts and make others understand
- Develop presentation skills and public speaking ability
- Become self-disciplined and matured adult
- Possess 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	<p>Training Introduction: Four different aspects of soft skills and its importance Basics of communication – Types of communication tools and appropriate use of those.</p> <p>Communication Barriers - Barriers of Communication and How to overcome it. Extempore – Communication General Evaluation</p>	6 Hrs
Unit-2	<p>Non Verbal Communication – Introduction (Facial expressions, gestures, postures etc)</p> <p>Listening Skills - Active listening, Barriers of Active Listening Team formation and Branding - Demonstrate Team Dynamics, Strategic team building and dealing with conspiracy</p>	6 Hrs
Unit-3	<p>Etiquettes & Manners - Classroom Etiquettes Social Etiquettes, Mistakes in Modern manners</p> <p>Assertiveness – Developing assertive skills in one's own personal and professional situations</p> <p>Self-Analysis – SWOT. Self and Cross introduction - Do's and Don'ts</p>	8 Hrs
Unit-4	<p>Presentation Skills – Introduction (Different methodologies to give effective presentation) Self and Cross Introduction – Practice</p>	8 Hrs

FOURTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BC4010	16 Weeks	Costing Methods	3	0	1	4

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 and know about the Operating costing, standard costing and to know about the need of Transport Costing.

Course Outcomes:

- 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/ Service 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.	14 Hrs
Unit-3	Operating 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.	14 Hrs
Unit-4	Standard Costing: Historical costing - Introduction – Meaning & Definition of Standard Cost and Standard Costing - Advantages & Disadvantages of Standard Costing – preliminaries in establishing system of standard costing – Variance Analysis –	14 Hrs

Material Variance, Labour Variance and Overheads Variance – Problems on
Material Variances and Labor Variances

Reference Books:

1. Jain / S Narang, Advanced Cost Accounting, 13th Revised Edition, Kalyani Publications.
2. Principles and Practices of Cost Accounting, Bhattacharyya A K 3rd Edition, PHI.
3. Cost Accounting, Jawahar Lal, 3rd Edition, TMH.
4. Cost and Management Accounting, Ravi M Kishore, 4th Edition, Taxman.
5. Cost and Management Accounting, M N Arora and Priyanka Katyal, 2017, Vikas Publishing House.

Course Code	Duration	Course Title	L	T	P	C
B18BC4020	16 Weeks	Financial Management	3	0	1	4

Course Objectives:

- 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:

- Students can understand about goals of financial management.
- Students will know the time value of money.
- 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: Finance-Meaning and Definition of Financial Management-Objectives of Financial Management-Financial Decisions-Role of Financial Manager-Financial Planning-Steps in Financial Planning-Principles of Sound Financial Plan. Time value of Money-Present Values-Future Values of Cash Flow-Doubling Period.	12 Hrs
Unit-2	Investment Decisions: Introduction –Meaning and Definition of Capital Budgeting –Features – Significance –Process –Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index-Problems. Capital budgeting under Risk– Certainty Equivalent Approach and Risk- Adjusted Discount Rate.	16 Hrs

Unit-3 Financing Decisions: 16 Hrs
Introduction of Capital Structure-Factors influencing Capital Structure- Optimum Capital Structure-Leverages: Operating & Financial Leverage- Computation & Analysis of EBIT EBT EPS- -Point of Indifference-Problems.

Unit-4 Dividend Decisions & Working Capital Management: 12 Hrs
Dividend Decision: Introduction –Meaning and Definition –Determinants of Dividend Policy –Types of Dividends –Dividend Policies in Practice. Concept of Working Capital –Significance of Adequate Working Capital –Evils of Excess or Inadequate Working Capital –Determinants of Working Capital – Sources of Working Capital-Cash Management-Inventory Management.

References Books:

1. Sudhindra Bhat – Financial Management Principles and Practices – 2nd Edition–Excel Books.
2. Prasanna Chandra, Fundamentals of Financial Management -6th Edition- McGraw Hill Education.
3. Pandey, I.M. Financial Management-11th Edition- Vikas Publications.
4. Rustagi, R.P. Fundamentals of Financial Management- 6th Revised Edition- Taxmann Publication Pvt. Ltd.
5. Levy H. and M. Sarnat . Principles of Financial Management -13th Edition- Pearson Education.

Course Code	Duration	Course Title	L	T	P	C
B18BC4030	16 Weeks	Soft skill Training	0	0	2	2

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:

- 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 Biodata, 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
B18BC4040	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
B18BC4050	16 Weeks	Self-study Component (online course)	0	0	2	2

ONLINE COURSE (MOOC/ SWAYAM, etc.,)

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

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

Course Code	Duration	Course Title	L	T	P	C
B18BC4060	16 Weeks	Minor Project -II (Summer Internship)	0	0	4	4

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

B18BC2090	16 Weeks	Minor Project -I (Summer Internship)	0	0	4	4
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Note: Format and Guidelines for the preparation of Summer Internship refer to **Annexure –II.**

Insurance Company Accounting procedure relating to preparation of valuation balance sheet and statement showing results of valuation problems.

Unit-4 Farm Accounting: 08 Hrs
 Meaning – need and purpose – characteristics of farm accounting – nature of transactions – cost and revenue – apportionment of common cost – by product costing – farm accounting – recording of transactions – problems.

Reference Books:

1. Advanced Accounting, R L Gupta and M Radhaswamy, 17th Edition, Sultan Chand & Sons Publications.
2. Advanced Accounts (Complete), S C Gupta, M C Shukla, T S Grewal, 18th Edition, Sultan Chand & Sons Publications.
3. Advanced Accountancy, S.N. Maheshwarim, 11th Edition 2018, Vikas Publishing.
4. R L Gupta, Problems And Solutions In Advanced Accountancy, Sultan Chand
5. M.C.Shukla, T.S. Grewal And S.C Gupta – Advanced Accounts, S Chand

Course Code	Duration	Course Title	L	T	P	C
B18BC4112	16 Weeks	Goods and Services Tax -I	2	0	1	3

Course Objectives:

- The objective is to equip students with the principles and provisions of goods and service tax which is implemented from 2017.
- 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
- To Provide the practical aspects to learn the Output tax liability of CGST and SGST

Course Content:

Unit-1 Fundamentals of GST: 08 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)- Powers and Functions. Taxes subsumed in GST.

Unit-2 GST ACT 2017: 12 Hrs
 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, Composite supply, Mixed Supply, Principle Supply, Casual taxable person, nonresident person, Export of goods/ services, Import of Goods/ Services, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.(Theory only)

Unit-3 Levy and Collection of Tax: 12 Hrs

Introduction-Supply: meaning and Scope of Supply, types of supply, treatment of mixed & composite Supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, List of transactions for supply of goods & services and list of transactions for non-supply of goods & services-Reverse charge Mechanism.(Theory and Problems)

Unit-4 Time of Supply: 10 Hrs

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. Assessment and Returns (Theory and Problems)

Reference Books:

1. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, 1st edition, Barat's Publication
2. All About GST: V.S Datey -2019, Taxman's.
3. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
4. Dr. Vinod K Singaniah Taxman’s Publication,

Finance Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC4211	16 Weeks	Corporate Financial Policy	2	0	1	3

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:

- 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 Code	Duration	Course Title	L	T	P	C
B18BC4212	16 Weeks	International Finance	2	1	0	3

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:

- 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 Introduction to International Finance: 08 Hrs

Issues involved in International Business and Finance, methods of payment, International Monetary system – Fundamental terms and concepts – Home currency – foreign currency – direct quote – indirect quote – bid, ask and spread spot and forward rate - appreciation and depreciation – cross currency rates.(Problems on Forward-Bid, ask and Spread).

Unit-2 International Trade Theory and Practice: 10 Hrs

Trade theory- Haberler's Opportunity Cost Theory- Heckscher - Ohlin Theorem –Recent Theories of International Trade-Gains From Trade-Terms of Trade-Dynamics of International Trade- India's Foreign Trade.

Unit-3 Balance of Payment and Restrictive Trade Practices: 10 Hrs

Balance of payments theory-Accounting aspects of BOP, India's balance of payments-Bilateralisms in foreign trade-commercial policy and theory of tariffs- international trade organizations-commercial policy in India. (Simple problems on International BOP).

Unit-4 Instruments in International Financial Markets: 14 Hrs

Meaning-Definition-International Financial Markets-Globalization of Capital markets, Innovation in foreign securities and International Portfolio Management.

Foreign Exchange Risk: Exchange risks – Hedging, Forward, Future, Swaps, Options -Valuation of future and swaps valuation of options and efficiency of the exchange market. Exchange rate theories: PPP, IRP and IFE. (Problems and Theory)

Reference Books:

1. International Finance Theory and Practice, Avadhani B.K, 7TH Edition, HPH.
2. International Finance, Keith Pilbeam, 4th Edition, McMillan.
3. International financial management, Vyuptakesh Sharan, 6th Edition, PHI Learning pvt ltd.
4. International Finance: Business Perspective, Apte P G 2nd edition, TMH.
5. International Finance Theory and Practice, Avadhani B.K, HPH (7TH EDITION)

Banking and Insurance Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC4311	16 Weeks	Introduction to Banking and Insurance	2	1	0	3

Course Objectives:

- To make the students understand the various services offered and various risks faced by bank and make them aware of various banking innovations after nationalization
- To give them an overview about insurance industry and make the students understand the various principles from provisions that govern the life and general insurance contracts

Course Outcomes:

- To familiarize the risks faced by banks and ways to overcome them.
- To adopt various banking innovations and practices
- To understand the concepts and principles of insurance
- To analyses the difference between life insurance and general insurance

Course Content:

Unit-1 Banking Scenario in India Banking Operations: 10 Hrs
 Basic Concepts; Types of accounts; Scope and Functions of Banking ; India's banking Sector - Need for banking Regulation and Supervision; Origin and growth of commercial banks in India. Current Scenario, Role of RBI; Credit rating Agencies in India.

Unit-2 Banking Technology: 12 Hrs
 Technological Channels for the Delivery of Financial Services - ATMs' Internet banking; Mobile banking; payment and receipts gateway; Paytm; BHIM; TEZZ etc; Card Technologies- Debit; Credit; and Smart cards ; Electronic Fund Disclosure; IMPS, NEFT and RTGS; Money Laundering; Anti-money Laundering Guidelines.
 International banking: Meaning; role and functions of foreign banks; payment systems; Exchange rates; Documentary letter of credit; financing exporters and importers; ECGC Policies and guarantees

Unit-3 Introduction to Insurance: 10 Hrs
 Need and Scope of insurance; Evolution of insurance; Principles of insurance; Types of insurance and policies; Re-insurance; Risk and Return relationship, Analysis of Indian Insurance schemes with other countries.

Unit-4 Insurance Business Environment in India: 10 Hrs
 Growth of Insurance Business; Actuarial Role; Claim and Settlement Procedures; Insurance Regulations Role of IRDA Regulatory Framework of Insurance: Role, power and functions of IRDA, IRDA Act 1999. Bancassurance

Reference Books:

1. Principles and Practices of Banking, author by IIBF, 3rd Edition, 2015 by Macmillan Publication.
2. Legal and Regulatory Aspects of Banking – JAIIB, author by IIBF, 3rd Edition, 2015 by Macmillan Publication.
3. Justin Paul and Padmalatha Suresh, Management of Banking and Financial Services, 4th Edition, New Delhi: Pearson Education.
4. Principles and Practices of Banking, Indian Institute of Banking and Finance, 3rd Edition, Macmillan.
5. Life Insurance, Kenneth Black, Jr, Herold D.Skipper, Kenneth Black, III, 14th Edition, USA.

Course Code	Duration	Course Title	L	T	P	C
B18BC4312	16 Weeks	International Banking and Forex Management	2	1	0	3

Course Objectives:

- To understand the foundations of international financial management and study banking, economic and financial issues in countries and across the global economy.
- To understand the foreign exchange market and exchange rate determination and give them an overview of RBI role and functions.

Course Outcomes:

- To have the basic knowledge about international financial management
- To understand the banking and financial issues across the globe
- To study the exchange rate determination
- To have an overview knowledge about Indian banking sector

Course Content:

Unit-1 Introduction to International Banking: 12 Hrs
 Introduction – Meaning – Functions – Financing of Exports – Financing of Imports – International Payment Systems.

International Capital Markets: Introduction – Meaning and Definition – Types – Financial market flow beyond national boundaries – Debt and non – debt flows – Volatile and stable flows – Interest Rate Differentials - Demand for and supply of funds across borders.

Unit-2 Federal Reserve System: 10 Hrs

Origin- Organizational Structure and Working, Commercial Banking in USA, Unit Banking and Branch Banking and Factors for its Growth in USA New York Money Market – Constituents and Working, Comparison between London Money Market and New York Money Market London Money Market - Market Constituents working and credit Instrument- Euro Dollar.

Unit-3 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, EMU.

Unit-4 Forex Market in India: 10 Hrs

Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange markets in India – Mechanism to settle the problems – Role of RBI in settlement of foreign exchange problems in India.

Reference Books:

1. International Banking by Indian Institute of Banking, Finance (IIBF), Macmillan Publishers India; ISBN: 9780230330580, 0230330584; Edition: 2010.
2. International Bank Management, Dileep Mehta, Hung – Gay Fung, Online ISBN: 9780470759240. Wiley.
3. Machenize K. – Banking Systems of Great Britain, French, Germany and U.S.A.
4. Somanatha: International Financial Management I.K. International Publishers

Human Resources Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC4411	16 Weeks	Strategic Human Resources Management	2	1	0	3

Course Objectives:

- To understand the Strategic HRM policies and procedures and analyses various tools and techniques in an organization
- To familiarize with various approaches and issues related to compensation and give an overview of International and transnational strategies

Course Outcomes:

- To study the relationship between HRM and performance outcome
- To adopt the conceptualization and measurement of central concepts and theoretical issues
- To understand the HR policy design by the HR department
- To understand the transnational policies

Course Content:**Unit 1: Introduction to Strategic HRM: 10 Hrs**

Strategic Role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm performance. Investment Consideration, Investments in Training and Development, Investment Practices for improved retention, Job secure workforce, Non-traditional Investment Approaches.

Unit 2: Managing Strategic Organization: 10 Hrs

Managing Strategic Organizational Renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.

Unit 3: Establishing Strategic Plans: 10 Hrs

Establishing Strategic pay plans, Determining periods, Establishing periods, Pricing Managerial and professional jobs, Compensation trends, Objectives of International Compensation, Approaches to International Compensation, Issues related to double taxation. Cases.

Unit 4: Global HRM: 12 Hrs

Managing Global Human Resources-HR and the internationalization of business, improving international assignments through selections, Training and maintaining international employees, Developing International Staff and Multinational Teams - Multinational, Global, and Transnational Strategies - Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

Reference Books:

1. Dessler, G., and Varkkey. B. Human Resource Management Pearson Education, 14TH Edition Delhi.
2. V S P Rao, Human Resource Management, 2nd Edition, Excel Books.
3. Mathis, Robert L and John H Jackson, Human Resource Management, 14th Edition, Stanford CT Cengage Learning.
4. David A Decenzo, Stephen P Robbins and Susan L Verhulst, Human Resource Management 11th Edition, Wiley India Pvt.Ltd.
5. Edwin Flippo, Personnel management, 5th Edition, McGraw Hill.
6. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2002.

Course Code	Duration	Course Title	L	T	P	C
B18BC4412	16 Weeks	Compensation Management	2	1	0	3

Course Objectives:

- This course aims to clarify the principles and basic concepts of compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation. The art and science of compensation practice.
- A Human Resource Management Approach illustrates the art and science of compensation practice and its role in promoting a company's competitive advantage.

Course Outcomes:

- To learn basic compensation concepts and the context of compensation practice
- To illustrate different ways to strengthen the pay-for-performance link. To understand the Legally required employee benefits.
- To learn the concepts of Payment and employee benefits issues for contingent workers.
- To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits

Course Content:

Unit-1 Fundamentals of Compensation: 10 Hrs

Introduction to Compensation, Framework of Compensation Policy, bases of pay, Components of Compensation Management, Wage and salary differences. Importance, scope, role and factors influencing employee compensation. Linkage of compensation with business strategy –recent trends in Compensation Management.

Unit-2 Compensation Strategy: 10 Hrs

New Thinking for the New Millennium: Pay the Person, Reward Excellence, Individualizing the Pay System, Organisational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.
Performance Linked Compensation: Performance management, Performance Appraisal and Measurement, Pay for Performance Plans, Balancing of Internal and External Equity.

Unit-3 Compensation Administration & Rewards and Recognition: 10 Hrs

Principles of Wage Administration-Wage Fixation-Components of wages – basic wages –DA, OT –Basis for calculation of wages –Incentive Schemes & Types –Fringe benefits –Preparation of pay roll –software's used in payroll.
Rewards and Recognition: Rewards –monetary and non-monetary, performance based pay system, executive compensation packages – compensation management in MNC's

Unit-4 Legal and Tax Aspects of Compensation Management: 12 Hrs

Labor laws on wages, Minimum wages –bonus, PF and gratuity –tax effects and tax Implications on compensation-Voluntary Retirement Scheme.
Individual Group Variable Compensation Pay for Performance: - Pay By Seniority - Group Piece Rate - Production Sharing Plan - Employee Profit Sharing - Employee Stock Ownership - Gain Sharing.
Incentives And Retirement Plans: - Basic Pay - Provisions For Dearness Allowance- Calculation Of Total Compensation Package - Various Methods Of Compensating Cost Of Living - Neutralization Factors. Executive Compensation Plan - Retirement Plan

Reference Books:

1. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Pearson Education.
2. Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education.
3. Compensation, Milkovich & Newman, 10th edition, TMH.
4. Compensation & Reward Management, BD Singh, 2nd Edition, Excel Books.
5. Henderson, R.I. Compensation Management in a Knowledge Based World. New Delhi: Pearson Education.

Marketing Specializations

Course Code	Duration	Course Title	L	T	P	C
B18BC4511	16 Weeks	Retail Marketing	2	1	0	3

Course Objectives:

- To understand the retail sector in India and analyze the trends prevalent in the retail sector
- To know the types of retail formats that are currently popular and understand the marketing strategies and retail planning process

Course Outcomes:

- To have basic knowledge about Retail Marketing
- To understand about Marketing environment and its dimensions
- To analyse the various channels in retail marketing
- To understand the ways that retailers use marketing tools and techniques to interact with customers

Course Content:

Unit-1 Introduction to Retailing: 08 Hrs

Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

Unit-2 Retail Marketing Environment: 12 Hrs

Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues.

The Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation.

Unit-3 Retail Marketing Mix: 14 Hrs

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal Methods.

Unit-4 Retail Marketing Strategies: 08 Hrs

Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model

Reference Books:

1. Retail Marketing, A. Siva Kumar; 1st Edition, Excel Books.
2. "The Art of Retailing", 1st edition, A.J. Lamba, Tata Mc GrawHill, New Delhi, 2003.
3. International Retail Marketing: A Case Study Approach, Margaret Bruce, Chistopher Moore, and Grete Birtwistle,
4. India Business: Finding Opportunities in This Big Emerging Market- Arun Chandra, Pradep Rau, & John K Ryans Paramount Market Publishing Inc.
5. A.J. Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003.

Course Code	Duration	Course Title	L	T	P	C
B18BC4512	16 Weeks	Consumer Behavior	2	1	0	3

Course Objectives:

- To introduce students to consumer behaviour and marketing strategies and discuss the principle factors that influence consumers as individuals and decision makers
- To address the importance of sub-culture and global consuming culture as marketing opportunities and understand the customer satisfaction and consumer rights

Course Outcomes:

- To have a basic knowledge on consumer behaviour and marketing strategies
- To identify the basic factors that influence the consumer decision process
- To demonstrate on global consumer perception
- To create awareness on consumer rights and consumer protection

Course Content:**Unit-1 Introduction to Consumer Behavior and Marketing Action: 10 Hrs**

- An overview - Consumer involvement - Decision-making processes - Purchase Behavior and Marketing Implications - Consumer, Environmental influences on Consumer Behavior - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences. Behavior Models.

Unit-2 Consumer buying behavior: 12 Hrs

- Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o- graphic- Consumer rights and Marketers' responsibilities. Consumer Attitudes & Beliefs: Formation and Change; Influence of Personality and Self; Concept on Buying Behavior; Brand Personality.

Unit-3 The Global Consumer Behavior and Online buying behavior: 10 Hrs

Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

Unit-4 Consumer Satisfaction & Consumerism: 10 Hrs

Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; The Indian consumer; Reasons for growth of consumerism in India; Consumer protection Act 1986.

Reference Books:

1. Satish K Batra / SHH Kazmi-Consumer Behaviour, Text & Cases-Excel Books, 2nd Edition-2008.
2. Del I Hawkins, Roger J Best, Kenneth A Coney and Amit Mookerjee, Consumer Behaviour, New Delhi: Tata McGraw Hill, 2011.
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer & Consumer Behaviour, New Delhi: Biztantra Publication, 2010.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, New Delhi: Tata McGraw Hill, 2010.

Unit-4**Income from House Property:****16 Hrs**

Meaning and Basis of charge under section 22 – Types of House properties – Property income exempted from Tax- computation of income from Let-out House property: Determination of Annual value, Gross Annual value and Deduction under section 24- computation of income from Self occupied House property- Special provisions with respect to Interest on Borrowed Capital.

References Books:

1. Institute of Chartered Accountants of India.
2. Income tax act of 1961 and Finance act 2018.
3. Vinod K Singaniah, Income Tax, Taxmann.
4. Singaniah Vinod K and Monica Singaniah, Guide to Income Tax, Taxmann.

Course Code	Duration	Course Title	L	T	P	C
B18BC5020	16 Weeks	Management Accounting	3	0	1	4

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 budgetary control techniques.
- 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:****14 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: 14 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 Budgetary Control: 14 Hrs

Budgeting and Budgetary Control-Concept of budget, budgeting and budgetary control, Objectives of Budgetary Control, Essentials of Effective Budget, Steps involved in Budgetary Control Techniques, Problems on Cash Budget and Flexible Budget.

Unit -4 Ratio Analysis: 14 Hrs

Meaning and Definition of Ratio, Classification of Ratios, Uses and Limitations, Types of Ratio Analysis- Liquidity ratio, Turnover ratio, Profitability ratio, Leverage ratio, Problems, Preparation of Balance sheet with the help of Financial Ratios.

Reference Books:

1. An Introduction to Accountancy- Dr. S N Maheshwari, CA Sharad K Maheshwari & Dr. Suneel K Maheshwari, 12th Edition, Vikas Publishing.
2. Advanced Cost & Management Accounting – Problems & Solutions, V.K. Saxena & C.D. Vashist, 7th Enlarged Revised Edition Prentice Hall of India (P) Ltd.
3. Management Accounting, M.E. Thukaram Rao, 3rd Edition, New Age International.
4. Management Accounting, R.S.N. Pillai & Bhagavati, S 4th Edition, Chand.
5. Advanced Cost & Management Accounting – V.K. Saxena & C.D. Vashist- Prentice Hall of India (P) Ltd.

Course Code	Duration	Course Title	L	T	P	C
B18BC5030	16 Weeks	Business Research Methodology	3	1	0	4

Course Objectives:

- To develop understanding of the basic framework of research process and also various research designs and techniques and identify various sources of information for literature review and data collection.
- To know and different measurements and sampling techniques, different techniques for analyzing Hypothesis and identify how to Write a research report and prepare a project report

E-Research- Online Survey, Online Focus Groups, Web Survey, Email Survey, Mixed Modes, Pop-up Survey. Software used in Research-MS Excel, SPSS and R (Taught under Practical Classes).

References Books:

1. Business Research Methodology-William G. Zikmund – Cengage Learning Publication-7th Edition, India.
2. Business Research Methodology-Donald. R. Cooper, Pamela. S. Schindler-9th Edition MC Graw Hill Publication.
3. Business Research Methodology-Alan Bryman, Emma Bell- 3rd Edition, Oxford Publication.
4. Business Research Methodology- SN. Murthy. U. Bhojanna- 3rd Edition, Excel Books.
5. Research Methodology- Deepak Chawla, Neena Sondhi- Vikas Publication

Course Code	Duration	Course Title	L	T	P	C
B18BC5040	16 Weeks	E-Commerce and Tally	2	0	1	3

Course Objectives:

- To enable the students to be well equipped in the E-commerce applications at different Field and to enable the students to deal the accounting treatment in Tally software’s
- To enable the students to successfully complete the accounting procedures in Tally software’s and to enable the students to successfully Create company, journal Entries, including Reports

Course Outcomes:

- Students will be able to deal the basic concepts of E-commerce, models of e-commerce, world wide Web
- Students will be able successfully complete installation of Tall software’s, Groups and Ledgers, vouchers.
- Students can successfully learn vouchers transactions in Tally software’s, configurations, accounting and inventory features.
- Students will be able to be understood various reports generated through Tally Software.

Course Content:

Unit-1 Introduction to E-Commerce: 12 Hrs

Introduction, E-Commerce – Definition, History of E-commerce, Difference between E – Commerce and E - Business. Comparison of traditional commerce and e-commerce Advantages/ Disadvantages of e-commerce. E-Commerce business models — emerging trends. Web auctions, virtual communities, portals, e-business revenue models. Artificial Intelligence, Machine Learning, Virtual Reality, Robotics.
Hardware and Software for E-Business
 Web server – Internet – World Wide Web - hardware and software for web servers, web hosting choices – shopping cart.

- 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	<p>Course Content 8 Hrs</p> <p>Cross Cultural Communication etiquettes – Work culture of different countries and territories and understanding the same to provide team results</p> <p>Interview facing Skills – Stages in interview, tips to clear interview and FAQ Discussion</p> <p>Mock GD – GD evaluation and Feedback on individual performance.</p>
Unit-2	<p>Course Content 8 Hrs</p> <p>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.</p>
Unit-3	<p>Course Content 6 Hrs</p> <p>Problem Solving and Decision making – Activity</p> <p>Entrepreneurship Skills – Inspiring business leaders and Creative Business Ideas. Process involved in designing a business plan Resume – Final drafting and submission.</p>
Unit-4	<p>Course Content 6 Hrs</p> <p>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</p>

Course Code	Duration	Course Title	L	T	P	C
B18BC5060	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.

Accounting and Taxation Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC5111	16 Weeks	Goods and Services Tax & Customs Law	2	0	1	3

Course Objectives:

- To understand the basic concepts and framework of the GST in India and impart in depth knowledge about Overview of GST Act 2017.
- To understand the concept about the transactions of Supply and non-supply of Goods and Services and the concept of types of charges and Vouchers.

Course Outcomes:

- Able to know the Structure of GST and its implementation in India.
- Know about the features of CGST, SGST, IGST and GST Council.
- Know the concept of taxable person and rate and value of tax.
- Know to determine the time of supply, tax assessment and returns.

Course Content:

Unit-1 Assessment and Returns: 10 Hrs

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-2 Input Tax Credit: 12 Hrs

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).(Problems)

Unit-3 GST Network and Technology: 10 Hrs

GST NETWORK: Structure, Vision and Mission, Powers and Functions, Goods & Service Tax Suvidha Providers (GSP): Concepts, Framework and Guidelines and architecture to integrate with GST system- GSP Eco system.

Unit-4 Customs Act 1962: 10 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. All About GST: V.S Datey - Taxman's.
2. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
3. Goods & Services Tax: Dr. Sanjiv Agrawal & CA. Sanjeev Malhotra.
4. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,
5. Dr. Vinod K Singaniah Taxman's Publication.

Course Code	Duration	Course Title	L	T	P	C
B18BC5112	16 Weeks	International Financial Reporting Standards & Ind-AS	2	1	0	3

Course Objectives:

- To gain knowledge about IFRS (1-15) and the list of IAS issued by IASB and familiarize the students with the various costs, provisions and employee benefits
- To learn the procedure to outline the financial statements and the elements of financial statements as per IFRS and various Accounts group and the Disclosure Standards

Course Outcomes:

- Define the merits and demerits of IFRS, Process and the practical Challenges in implementing IFRS.
- Describe the various IFRS implementing procedure of Assets and Liabilities.
- Interpreting the Costs, Revenues, Profits and expenses from the Financial Statements prepared as per IFRS
- Evaluate the need and importance of Consolidation and importance of preparing the Financial Statements as per IFRS.

Course Content:**Unit-1 International Financial Reporting Standards: 10 Hrs**

Meaning of IFRS - relevance of IFRS to India; merits and demerits of IFRS; process of setting IFRS- Practical challenges in implementing IFRS; a brief theoretical study of International financial reporting standards (IFRS) 1-17.

Accounting for Assets and Liabilities

Recognition criteria's for Investment properties, Government grants, Borrowing costs, Construction contracts, share based payments, Provisions, Contingent liabilities and Contingent assets, Events occurring after the reporting period (Only Theory).

Unit-2 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

Financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system. Financial Regulators in India: RBI, Ministry of Corporate Affairs, SEBI, IRDA, Financial Conglomerates.

Unit-2 Financial Markets: 10 Hrs

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

Unit-3 Financial Institutions: 12 Hrs

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

Unit-4 Non-Banking Financial Intermediaries: 12 Hrs

Investment And Finance Companies- Merchant Banks- Hire Purchase Finance- Lease Finance- Housing Finance- Venture Capital Funds And Factoring.

- *Recent Trends in Financial Services*

Personalized banking- ATM- tele-banking and E banking- Credit and debit card- Customized of investment portfolio- financial advisors.

Reference Books:

1. Indian Financial System, Pathak Bharti, 5th Edition, Pearson Education.
2. Financial Markets and Institutions- structure, growth and innovations, Bhole, L.M., 4th edition, Tata McGraw Hill Publishing Company.
3. Financial Services, Khan and Jain, 9th edition, Tata McGraw Hill.
4. Khan, M.Y., Indian Financial System-Theory and Practice, 9th Edition, Vikas Publishing House New Delhi.
5. Sharma, G.L., and Y.P. Singh eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi

Course Code	Duration	Course Title	L	T	P	C
B18BC5212	16 Weeks	Security Analysis and Portfolio Management	2	0	1	3

Course Objectives:

- To gain knowledge about the basic concepts of Investments and Portfolio and calculating their return and risk and familiarize with the Fundamental and Technical Analysis of the shares.
- To learn the theories of Portfolio Management and also the tools and techniques for efficient Portfolio Management and provide information about Global Markets and its investment opportunities.

Course Outcomes:

- Describe the process of Investment along with calculating the risk and return of individual investment and portfolio.
- Recognize the Fundamental and Technical Analysis of the Investments.
- Interpret the various theories of Portfolio Management and point out the tools and techniques for efficient Portfolio Management.
- Predict the Global Investment Opportunities.

Course Content:

Unit-1	Introduction to Investment Management: Meaning of Investment – Selection of Investment – Classification of Securities – Risk and Uncertainty – Types of Risks of Return, expected return, Systematic risk, unsystematic risk, portfolio expected return and risk– Benefits of Diversification – Investment Strategies – Types of Companies and Stocks – Matrix approach in Investment Decision – Investment Avenues	10 Hrs
Unit-2	Security Analysis: Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis. Technical Analysis – Dow Theory – Advanced Declined Theory – Chartism Assumptions of Technical Analysis. Mathematical Indicators: Moving averages, RSI and ROC.	10 Hrs
Unit-3	Modern Portfolio Theory: Introduction – Mean – Variance Model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model.	10 Hrs
Unit-4	Portfolio Management: Markowitz Model – Sharpe Model – Jensen and Treynor Model. Portfolio revision: concept and approaches.	12 Hrs

Global Markets Global Investment Benefits - Introduction to ADRs, GDRs, FCCBs, Foreign Bonds, and Global Mutual Funds – Relationship between Trends in Global Markets and the Domestic Markets

Reference Books:

1. Investment Analysis and Portfolio Management, Prasanna Chandra, 5th Edition, Mcgraw-Hill.
2. Security Analysis and Portfolio Management, Donald E Fischer and Ronald J Jordan, 6th Edition, Prentice Hall.
3. Security Analysis and Portfolio Management, Sudhindra Bhat, Excel Publications.
4. Avadhani, Investment Analysis and Portfolio Management, 8th Revised Edition, HPH’.
5. “Security Analysis and Portfolio Management”, Kevin, First Reprint Edition, Prentice Hall of India Private Limited.

Banking and Insurance Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC5311	16 Weeks	Law related to Banking and Insurance	2	1	0	3

Course Objectives:

- To gain knowledge related to law and procedure governing banking financial regulations and to enhance the knowledge exposure in negotiable instruments and the laws pertaining to it
- To understand the law related to accident of motor & marine insurance and to learn the laws framed for Life & General Insurance, i.e.; Contract, principles, types etc.

Course Outcomes:

- Evaluating the various negotiable instrument issued by banks and the law accept towards it
- Learning about the parties to a negotiable instrument and the basic terms used by Indian Banking
- Conferring the Life and General insurance Terms and Laws relating to the Indian Insurance Industry
- Outlining the nature of accident, laws to it as well as the laws relating to Marine Insurance

Course Content:

Unit-1 Law relating to Banking Regulation: 08 Hrs

Bankers, book evidence; recovery of debts due to banks and financial institutions. Law and procedure governing banking instruments cheque, bill of exchange, letter of credit, etc. Laws relating to management of assets: Law related to Reserve Bank of India 1935

Unit-2 Law relating to Negotiable Instruments & Indian Banking Act-1949: 10 Hrs

Introduction, Parties to a Negotiable Instrument, Presentation of Negotiable Instrument-Negotiation- Discharge of Parties –Rights and Liabilities of a Banker

Indian banking act, 1949

Basic Terms- Business Permitted and Prohibited- capital- reserves- Indian banks-licensing- branches- maintain liquid assets- advances- management- Liabilities- credit creation – cooperative bank- Control over Credit; Recent changes implemented in the Indian Banking

Unit-3 Law relating to Life insurance& General insurance: 12 Hrs

Law relating to Life Insurance; general principles of life insurance contract; proposals and policy; assignment and nomination; title and claims; concept of trusts in life policy; Life Insurance Corporation - role and functions.

Law relating to general insurance: different types of general insurance; general insurance and life insurance; nature of fire insurance; various types of fire policy; subrogation; double insurance; contribution; proximate cause; claims and recovery.

Unit-4 Law relating to Accident and motor insurance & Marine insurance: 12 Hrs

Accident and motor insurance

Nature, disclosure, terms and conditions; claims and recovery; third party insurance; compulsory motor vehicle insurance; accident insurance.

Marine insurance

law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement of subrogation; contribution; under insurance.

Reference Books:

1. Corporate Law ready Reckoner R. Suryanarayanan
2. Principles of Modern Company Law L.C.B. Gower
3. Butterwoths & Company (Publications) Ltd; London
4. Corporate Law Pennigton Taxman Publication, Delhi
5. Law relating to insider trading K.R. Chandratre Corporate Law & Practice
6. A.K Majumadar & G.K Kapoor Eastern Law House, Kolkata

Course Code	Duration	Course Title	L	T	P	C
B18BC5312	16 Weeks	Customer Relationship Management in Banking and Insurance	2	1	0	3

Course Objectives:

Course Objectives:

- To gain information about the CRM and to augment the technological support and application in CRM
- To acquire knowledge in implementing CRM and to comprehend CRM in Banking & Insurance Sector

Course Outcomes:

- Appraising the meaning, benefits and the factors for growth of CRM
- Learning the technological application, databases, accounting systems for CRM
- Understanding the satisfaction and effectiveness of CRM towards its customers and employees
- Describing the CRM strategies to be followed in Banking & Insurance Sector

Course Content:

Unit-1 Introduction to Customer Relationship Management (CRM): 10 Hrs

Meaning, Definition of CRM, Development in CRM, Benefits of CRM, Effective CRM through Customer Knowledge Management, CRM Cycle, Winning market through effective CRM, CRM programmes, Relationship marketing & effectiveness of Relationship marketing, Factors responsible for growth of Customer Relationship Management (CRM).

Unit-2 Technological support in Customer Relationship Management: 10 Hrs

Introduction, Technological application in CRM, Types of Technological application in CRM, Database and Information systems, Database marketing strategies, CRM software solutions for B2C and B2B, Accounting systems for Customer Acquisition and Retention Costs, Customer loyalty and Profitability through Technology.

Unit-3 Implementing Customer Relationship Management (CRM): 10 Hrs

Allocation rule of Customer Relationship Management (CRM), Customer Satisfaction Survey, Contact management, Building Customer Relationship Management (CRM), Effectiveness of Customer Relationship Management (CRM), Organizing of Customer Relationship Management (CRM), Employee & customer management process.

Unit-4 Customer Relationship Management in Banking & Insurance Sector: 12 Hrs

Building customer loyalty, B2B Commerce, B2B relationship with intermediaries, Relationship marketing for creating value in business & market,
Customer Relationship Management in Indian Banking and Insurance sector-Introduction, CRM objectives, need of CRM, Process of CRM, Customer Relationship Management through Call Centers in Banking sector, E-CRM in Banking and Insurance

Reference Books:

1. Alok Kumar Rai. "Customer Relationship Management – Concepts and Cases", PHI Learning Private Ltd, New Delhi

2. Berry, Leonard L. (1995), "Relationship marketing of services – competing through quality", free press, New York
3. Berson, A and S J Smith, K Thearling (1999), "Building Data Mining Applications for CRM", McGraw-Hill, New York.
4. Chaturvedi, Kapil and Amit Bhatia (2001), "e-CRM: Deriving value of customer relationship", CRM: Emerging Concepts, tools and Application, in J N Sheth, A Parvatiyar and G.Shaines (eds.), TMH, New Delhi, P. 120
5. McKenna, Regis (1991), "Relationship Marketing: Successful Strategies for the Age of the Customer", Addison-Wesley, New York.

Human Resource Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC5411	16 Weeks	Employee Welfare and Social Security	2	1	0	3

Course Objectives:

- To gain an understanding of Social and labour welfare and the agencies that are associated with the labour welfare programs
- To get introduced to various social security schemes in different countries and familiarized about the Labour Administrative elements

Course Outcomes:

- Identify the different types of welfare activities and theories
- Enumerate the functions of Agencies of labour welfare and occupational hazards involved.
- Interpret various Social security schemes
- Make a generalization about the Labour Administration

Course Content:

Unit -1 Introduction to Labour Welfare:

11 Hrs

Labour welfare and Social Welfare – Definition, Merits and demerits of Welfare measures, types of welfare activities, Growth of labour welfare and Social security in India, Aim and objectives of Labour Welfare, Theories of Labour, Principles of labour.

Unit -2

Indian Labour Organisation:

11 Hrs

Agencies of labour welfare and their role, labour welfare programmes- statutory and non-statutory, duties and function of labour welfare Officer, types of welfare activities, Voluntary welfare measures, Occupational hazards- Industrial safety and Industrial Health its causes and prevention.

Unit-3

Social Security:

10 Hrs

Definition of Social Security, Objectives, features of Social assistance, Social Insurance, Financing of Social Security schemes, schemes in different countries.

Unit-4 Labour Administration: 10 Hrs

Meaning of Counseling, purpose, methods and technology, Provident fund Organization 1952, ESI Schemes Act 1948, Workmen’s Compensation act,1923.

Reference Books:

1. Aspects of labour Welfare and Social Security, A.M. Sharma Himalaya Publishing House
2. Labour Laws for managers, B D Singh, Excel books
3. Moorthy, M.V. Principles of Labour Welfare, Oxford & IBH Publishing Co., New Delhi.
4. Vaid, K.N. Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources, New Delhi.
5. Sharma, A.M. Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai.

Course Code	Duration	Course Title	L	T	P	C
B16BC5412	16 Weeks	Organizational Change and Development	2	1	0	3

Course Objectives:

- To get introduced to Change Management and understand on organization Development and its Interventions.
- To learn how the organizations effectiveness is assessed and the components and importance of Creativity and Innovation in an organization system.

Course Outcomes:

- Identify the factors influencing change, resistance to change and steps involved in overcoming them.
- Recognize the assumptions and values revolving around the organizations Development.
- Interpret various Organization Development Interventions and effectiveness.
- Evaluate the importance of creativity and Innovation in an organizational environment.

Course Content:

Unit-1 Introduction to Change Management: 10 Hrs

The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change-resistance to change, overcoming resistance to change.

Unit-2 Organizational Development: 10 Hrs

The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and

group processes interventions: A descriptive inventory of OD interventions.

Unit-3 Organisational Development Interventions & Organization 12 Hrs
Effectiveness:

Comprehensive interventions, Structural interventions, Job enrichment and MBO, Conditions for optimal success of OD.

Organization Effectiveness: Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness.

Unit-4 Creativity & Innovation: 10 Hrs

Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation,

Reference Books:

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: Rand McNully.
2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall.
3. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill.
4. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill,
5. McGill, M.E. (1977). Organizational Development for Operating Managers. AMACO (a division of American Management Association).

Marketing Specialization

Course Code	Duration	Course Title	L	T	P	C
B18BC5511	16 Weeks	International Marketing	2	1	0	3

Course Objectives:

- To get introduced to the International marketing, its significance and needs and the understanding of various international marketing environment.
- To gain understanding on Marketing strategies and Pricing decisions and identify and understand the emerging issues in International Marketing

Course Outcomes:

- Describe the significance of International Marketing and state the need to understand Global Marketing Mix
- Assess the international marketing environment and timing of Market entry strategies
- Interpret key marketing strategies, product decisions and learn the break-down of Negotiation stages

- Analyze and discuss the emerging issues in International Marketing

Course Content:

Unit-1	International Marketing: Introduction to International Marketing, Significance of International Marketing, Need for moving beyond Domestic Market, EPRG concept, Global Marketing Mix; Global Product Mix, Branding, Labeling, Packaging; Global Pricing, Policies and Strategies.	08 Hrs
Unit-2	International Marketing Environment: Economic, Social, Political and Government environment, demographics, technological, International Trading Environment, International Market implication WTO Framework and Global Marketing. Market Entry Strategies: Mergers and Acquisitions, Licensing and Franchising, Strategic Alliance, Joint Ventures, Brands and Subsidiaries, Agent and Distributions, Turnkey contracts, Third country locations.	12 Hrs
Unit-3	International Market Research: Functions of International Market Research, The Marketing Information system, Identifying appropriate markets, Market segmentation, Marketing Strategies: concentrated Marketing strategy, Niche Marketing, Differentiated Marketing Strategy. Product Decisions: Product Decisions, Pricing Decisions, Distribution, Promotion, International Negotiation, four C's of Negotiations, Stages of Negotiations.	12 Hrs
Unit-4	Emerging Issues in International Marketing: Global e-marketing, Types of e-marketing, Models of e-marketing: B2B, EDI, C2B, C2C, M-marketing, CRM, ICT-Information and communication technology in Marketing, value chain.	10 Hrs

Reference Books:

1. International Marketing-Roger Bennett and Jimblythe kogan page, 3rd edition 2010.
2. International Marketing- Justin Paul and Ramneek Kapoor, MC Graw Hill Publications, 2nd edition 2012
3. International Marketing- Phill. P.R. Cateora, John.L.Graham, Prashant Salwan, MC Graw Hill, India Special Edition , 13th edition.
4. International Marketing- Rakesh Mohan Joshi, Oxford Higher Education, 5th edition.
5. International Marketing- Rajendra Nargundkar, Excel Books, 1st edition.

Course Code	Duration	Course Title	L	T	P	C
B18BC5512	16 Weeks	Advertising and Media Management	2	1	0	3

Course Objectives:

- To revise and learn concepts of Advertising and understand the planning process and strategies in Advertising
- To get an understanding of the role of media as an advertising strategy and engage in advertising research

Course Outcomes:

- Re-capsulate the basic concepts of Advertising
- Strategies and plan the advertising process
- Interpret the need of media research
- Evaluate methods of measuring advertising effectiveness

Course Content:

Unit 1 Introduction Advertising: 10 Hrs

History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of Advertising Management.

Unit 2 Advertising and Campaign Planning: 12 Hrs

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process.

Creative Strategy & Advertising Budget:

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, Advertising budget process; Methods of determining Advertising appropriations.

Unit 3 Advertising Media Strategy: 10 Hrs

Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

Unit 4 Advertising Effectiveness & Organizing Advertising Functions: 10 Hrs

Methods of measuring advertising effectiveness; Advertising research; structure & functions of an advertising agency; Selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

Reference Books:

1. Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998.
2. Kazmi/Batra; Advertising & Sales promotion 3rd Edition
3. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
4. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing company Ltd, New Delhi 2001.
5. S.A.Chunnawalia&K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya Publishing House, 2002.

SIXTH SEMESTER

Course Code	Duration	Course Title	L	T	P	C
B18BC6010	16 Weeks	Tax Law and Practices –II	3	0	1	4

Course Objectives:

- To understand the basic concepts profits and gains, deductions under IT Act with respect to different professions and the types of capital gains and exemptions related to it.
- To impart the in-depth knowledge about the Various Incomes charged under the head Income from Other Sources and understand about the procedure of E- filing.

Course Outcomes:

- Able to know the computation of Income tax under different professions.
- Know about the procedure for computation of capital gains.
- Know the section 56 and other chargeable incomes under the head IOS.
- Know about how to e-filing the tax returns.

Course Content:

- Unit-1 Income from profit and gains of Business and Profession: 16 Hrs**
Concepts of profit and gains – Basis of Charge for Business and Profession –
Different deduction under this head: Scheme of Business Deductions and
Specific Deductions under IT act - Problems with different professions.
- Unit-2 Capital Gains: 14 Hrs**
Introduction and Meaning of Capital Gains - Types of Capital Gains –
Performa for STCG and LTCG- Chargeability U/S -45 – Provision for
Computation of Capital Gains and Related Exemptions.
- Unit-3 Income from Other Sources: 13 Hrs**
Introduction and Meaning – Various Casual incomes Charged under IOS –
Basis of Charged U/S 56 and chargeable Incomes Under this Head –
Problems.
- Unit-4 Deduction U/S 80C to 80U and Preparation of Return of Income 13 Hrs**
(Theory):
Various provisions U/S 80C to 80U for deductions of Tax liability for
individual Assessee.
Filing of Returns: Manually, Online filing of Return of income and TDS –
Provision and procedure of compulsory E-filing of Returns of Specified
Assessee.

References Books:

- Vinod K. Singhanian, Direct Tax Law and Practice, Taxman.
- Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law and Practices, Sahitya Bhavan, Agra.
- Gaur and Narang, Law and practices of income tax
- Bhaga vathi Prasad, Law and practices of income tax
- M.B. Kadkol, Income tax Law and practices
- Mehrotra, Income tax Law and practices

Course Code	Duration	Course Title	L	T	P	C
B18BC6020	16 Weeks	Legal System in Business	3	1	0	4

Course Objectives:

- To understand the essentials of a valid contract and concepts of void and voidable contracts.
- To impart in depth knowledge about the MOA and AOA, different types of meetings and procedure of Winding up.
- To impart the in-depth knowledge about the negotiable instruments and types of negotiations.
- To understand about the patent laws and foreign exchange laws.

Course Outcomes:

- Able to know the differences between the valid contract, Void contract and Voidable Contract.
- Know about the procedure for highlights of the companies act 2013.
- Know about the different types of negotiable instruments.
- Know about the salient features of patent and foreign exchange laws.

Course Content:

Unit-1 Law of Contract: 12 Hrs

Contract – Meaning and Essentials of Valid Contract – Offer, Acceptance and Agreement - Formation of Agreement – Consideration in Contracts – Performance of the Contract – Void Contract, Voidable Contract – Contingent Contract – Breach, Damages and Compensation.

Unit-2 Companies Act: 12 Hrs

Major principles – Nature and Types of Companies – Registration – MOA – AOA – Prospectus and rising of Capital – Organization Structure of business – BOD – Auditors – Meeting – Winding up of Company – Corporate governance. Highlights of Companies Act 2013.

Unit-3 **Negotiable Instrument Act:** **14 Hrs**
Negotiable Instrument – Nature and requisites – Definition of promissory notes – Cheque and bill of exchange – holder for value and holder in due course – Types of Negotiation – Rights and duties of Collecting and Paying Bankers – Forgery.

Unit-4 **Economic Laws:** **14 Hrs**
Indian Patent Laws and WTO Patent Rules: Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent, FEMA 1999: Objects of FEMA, salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign security, offences and penalties.

References Books:

1. P C Tulsian Business and Corporate Law TMH 2009
2. Business Law ICAI revised edition
3. N.D. Kapoor Elements of Mercantile Law Sultan Chand & Sons 2007
4. C L Bansal Business and Corporate Laws Excel Books 2006
5. MC Kuchhal Deep Prakash Business Legislation for Management Vikas Publishing 2007
6. S.N.Maheshwari & Maheshwari, Business Regulatory Framework Himalaya Publishing House 2006

Course Code	Duration	Course Title	L	T	P	C
B18BC6030	16 Weeks	Stock and Commodity Markets	3	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:

- 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 An Overview of Capital and Commodities Markets: 12 Hrs

Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of Commodities and Commodities Market, differences between stock market and commodities market.

Unit-2 Stock Market: 14 Hrs

History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE and BSE). Derivatives on stocks: Meaning, types (in brief).

Unit-3 Trading in Stock Market: 14 Hrs

Patterns Of Trading & Settlement – Speculations – Types Of Speculations – Activities Of Brokers –Broker Charges – Settlement Procedure, National Securities Depository Ltd.(NSDL), Central securities Depository Ltd.(CSDL) (In Brief).

Unit-4 Commodities Market: 16 Hrs

History, Membership, Objectives, Functions of commodities exchange, Organization and role of commodity exchange, Governing Body, Types of Transactions to be dealt in Commodity Market –physical market, Futures market - Differences between Physical & Future Market, options on commodities exchanges.

• *Trading In Commodity Markets:* Patterns of Trading & Settlement, Efficiency of Commodity Markets - Size of volumes of Commodities

Reference Books:

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
3. K. Venkataramana, Stock & Commodity Markets, SHBP.
4. B. Kulkarni – Commodity Markets & Derivatives.
5. Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill, New York.
6. Prisswami – Indian Financial System 10. Ghowria Khatoon – Stock & Commodity Markets, VBH.

Course Code	Duration	Course Title	L	T	P	C
B18BC6040	16 Weeks	Entrepreneurship Development	2	1	0	3

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:

- 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.

Course Content:

Unit-1 Introduction to Entrepreneurship: 08 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: 12 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: 08 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: 14 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

Course Code	Duration	Course Title	L	T	P	C
B18BC6050	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
B18BC6060	16 Weeks	Major Project (Based on Specialization)	1	0	5	6

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

ANNEXURE-I

List of Skill Development Courses- for B.com, B.com H,

- 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.

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) - Important dates	
	Ethics in Research	
	What constitutes plagiarism?	
	Publication	
	Copies of Project Report / Dissertation	
	Size & Quality of Paper	
	Chapter Scheme: - 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 Industry Integrated	Major Project-B18BC6060	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


B18BC6060– 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: Dates (From- to):	Week : I / II / III / IV
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



Font : Roboto Slab, Bold, 17pt
SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

Font : Roboto Slab, Normal, 12pt
A PROJECT REPORT
Font : Roboto Slab, Bold, 14pt
ON
"AN AUTOMATED ACCIDENT DETECTION SYSTEM"

Font : Roboto Slab, Normal, 10pt
submitted in partial fulfilment of the requirement for the award of the degree of
Font : Roboto Slab, Bold, 16pt
MASTER OF TECHNOLOGY
IN
COMPUTER SCIENCE AND ENGINEERING

Submitted by
(Name of the candidate)

(SRN)

Under the guidance of
(Name of the Guide)

Font : Roboto Slab, Normal, 12pt
2016 *Font : Roboto Slab, Bold, 15pt*
Font : Roboto Slab, Normal, 16pt
Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru - 560 064
Font : Roboto Slab, Normal, 16pt www.reva.edu.in

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 / Dissertationin partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce in Commerce by the REVA University, Bangalore during the academic year 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 withaffiliationSignature with Date

- 1.
- 2.

ACKNOWLEDGEMENT

This is a matter of pleasure for me to acknowledge my deep sense of gratitude to REVA UNIVERSITY and my college, School of Commerce for giving me an opportunity to explore my abilities via this internship program.

I would like to express my sincere gratitude to our internship guide<Name> for his valuable guidance and advice in completing this organisation study.

Let me take this opportunity to thank School Director, **Prof. Shubha A** for the whole hearted support extended to me throughout the conduct of the study. Madam gave me lot of inputs and suggestions to bring out the best in me. The encouraging words that have been extended were great boost for the completion of this work.

I would like to record my sincere appreciation and gratitude towards all the officials and employees of < Company Name>, without whose kind assistance, my internship program would not have succeeded.

I am also very thankful and grateful towards my seniors, colleagues and authorities of School of Commerce, REVA UNIVERSITY for their support, encouragement, and valuable suggestions for the completion of this organisation study.

Last but not the least, I would like to express my sincere thanks to my family members, friends for their immense support and best wishes through-out the internship duration and the preparation of this report.

(Student Name)

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Synopsis Model Format



**CUSTOMERS' RESPONSE 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 the 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 the 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 be 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 is 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. It 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.

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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;
-

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.
-

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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