

**DAYANANDA SAGAR UNIVERSITY**  
SHAVIGE MALLESHWARA HILLS, KUMARASWAMY  
LAYOUT BENGALURU-560 111, KARNATAKA.

**SCHOOL OF COMMERCE & MANAGEMENT  
STUDIES**



**SCHEME & SYLLABUS  
FOR  
BACHELOR OF BUSINESS ADMINISTRATION  
(BBA)**

**(BBA- REGULAR)**

**(With effect from 2022-23)**

**SCHEME –BBA REGULAR – 2022 -2023 ONWARDS**

**I SEM BBA REGULAR**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC1101	General English- I	3	-	-	-	3
2	107	22SC1102	French-I	3	-	-	-	3
		22SC1103	German-I					
		22SC1104	Kannada-I					
3	107	22SC1105	Principles of Financial Accounting	3	1	-	-	4
4	107	22SC1106	Principles of Management	4	-	-	-	4
5	107	22BB1101	Business & Corporate Environment	4	-	-	-	4
6	107	22BB1102	Mercantile Law	3	-	-	-	3
7	107	22SC1107	Entrepreneurship & Innovation	2	-	-	-	2
8	107	22SC1108	Yoga	-	-	2	-	1
			SUB TOTAL	22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project

**SCHEME – BBA REGULAR – 2022 -2023 ONWARDS**

**II SEM BBA REGULAR**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC1201	General English- II	3	-	-	-	3
2	107	22SC1202	French-II	3	-	-	-	3
		22SC1203	German-II					
		22SC1204	Kannada-II					
3	107	22BB1201	Cost Accounting	3	1	-	-	4
4	107	22SC1205	Organizational Behaviour	4	-	-	-	4
5	107	22SC1206	Managerial Economics	4	-	-	-	4
6	107	22BB1202	Business Ethics and Corporate Governance	3	-	-	-	3
7	107	22SC1207	Sustainable Development	2	-	-	-	2
8	107	22SC1208	Health & Wellness	-	-	2	-	1
			SUB TOTAL	22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems.

**SCHEME – BBA REGULAR– 2022 -23 ONWARDS**

**III SEM BBA REGULAR**

S L	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/ P	CR
1	107	22SC2301	General English- III	3	-	-	-	3
2	107	22SC2302	French-III	3	-	-	-	3
		22SC2303	German-III					
		22SC2304	Kannada-III					
3	107	22SC2305	Corporate Finance	4	-	-	-	4
4	107	22BB2301	Project Management	4	-	-	-	4
5	107	22SC2306	Human Capital Management	4	-	-	-	4
6	107	22SC2307	Quantitative Techniques	2	1	-	-	3
7	107	22SC2308	Start-up Management	2	-	-	-	2
8	107	22SC2309	Culturals	-	-	2	-	1
				22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

**SCHEME – BBA REGULAR– 2022-23 ONWARDS**

**IV SEM BBA REGULAR**

S L	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/ P	CR
1	107	22SC2401	General English- IV	3	-	-	-	3
2	107	22SC2402	French-IV	3	-	-	-	3
		22SC2403	German-IV					
		22SC2404	Kannada-IV					
3	107	22BB2401	Production & Operation Management	4	-	-	-	4
4	107	22SC2408	Indian Financial System	4	-	-	-	4
5	107	22BB2402	Statistics for Business	3	1	-	-	4
6	107	22SC2405	Principles of Marketing Management	3	-	-	-	3
7	107	22SC2406	Constitution of India	2	-	-	-	2
8	107	22SC2407	NSS &Others	-	-	2	-	1
				23	-	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project, AECC - Ability Enhancement Compulsory Course, DSC – Discipline Core. OEC – Open Elective Course, SEC – Skill Enhancement Course .

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.

**SCHEME – BBA REGULAR– 2022-23 ONWARDS**

**V SEM BBA REGULAR**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC3501	Corporate Accounting	3	1	-	-	4
2	107	22BB3501	Management Information System	4	-	-	-	4
3	107	22BB3502	Income Tax -I	3	1	-	-	4
4	107	22XY351Z	Elective- I*	3	-	-	-	3
5	107	22SC3502	Internship/ Organizational Study	-	-	-	6	3
6	107	22SC3503	Professional Etiquette & Communication	2	-	-	-	2
7	107	22SC3504	Health & Wellness	-	-	4	-	2
				15	2	4	6	22

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

**List of Electives**

Sem V	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
<b>ELECTIVE- I*</b>	22HR3511 Industrial Relations & Labour Law	22MM3511 Digital Marketing	22FF3511 Investment Analysis & Portfolio Management	22IB3511 Global Business Environment	22BA3511 Basics of Econometrics

**SCHEME – BBA REGULAR– 2022-23 ONWARDS**

**VI SEM BBA REGULAR**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC3601	Strategic Management	4	-	-	-	4
2	107	22SC3603	E-Commerce	3	1	-	-	4
3	107	22BB3601	Income Tax- II	3	1	-	-	4
4	107	22XY361Z	Elective- II*	3	-	-	-	3
5	107	22SC3605	Office Automation and Secretarial Practice	3	-	-	-	3
6	107	22SC3606	Career Assistance and Training	2	-	-	-	2
7	107	22SC3607	Red Cross/R&R	-	-	4	-	2
				18	2	4	0	22

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

**List of Electives**

Sem VI	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
<b>ELECTIVE- II*</b>	22HR3611 Training & Development	22MM3611 Retail & Supply Chain Management	22FF3611 Financial Market Instruments and Intermediaries	22IB3611 International HR	22BA3611 Application of R Software

EXIT OPTION WITH BACHELOR DEGREE -Ability to solve complex problems that are illustrated requiring multi-disciplinary skills to solve them.

**SCHEME – BBA REGULAR– 2022-23 ONWARDS**

**VII SEM BBA REGULAR**

<b>S L</b>	<b>PROGRAM CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SCHEME OF TEACHING</b>				
				<b>L</b>	<b>T</b>	<b>P</b>	<b>S/ P</b>	<b>CR</b>
1	107	22BB4701	Technology & Innovation Management	4	-	-	-	4
2	107	22SC4705	Financial Service Institutions	4	-	-	-	4
3	107	22BB4702	Indirect Tax	3	1	-	-	4
4	107	22XY4717	Elective- III*	3	-	-	-	3
5	107	22SC4701	Research Related Statistical Platform	2	-	1	-	3
6	107	22SC4702	Research Methodology	3	-	-	-	3
				20	1			21

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

**List of Electives**

<b>Sem VII</b>	<b>HR ELECTIVE</b>	<b>MARKETING ELECTIVE</b>	<b>FINANCE ELECTIVE</b>	<b>INTERNATIONAL BUSINESS ELECTIVE</b>	<b>BUSINESS ANALYTICS ELECTIVE</b>
<b>ELECTIVE- III*</b>	22HR4711 Performance and Compensation Management	22MM4711 Sales & Distribution Management	22FF4711 Advanced Financial Management	22IB4711 International Institution and Trade Implications	22BA4711 Application of Python

**SCHEME – BBA REGULAR– 2022-23 ONWARDS**

**VIII SEM BBA REGULAR**

S L	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/ P	CR
1	107	22BB4801	Operations Research	4	0	-	-	4
2	107	22SC4801	Insurance & Risk Management	4	-	-	-	4
3	107	22BB4802	Business Psychology	4	-	-	-	4
4	107	22SC4802	Introduction to Fintech	3	-	0	-	3
5	107	22SC4803	Research Project OR	3	-	6	-	6*
	107		Elective- IV*	3	-	3	-	3*
		22SC4804	Public Policy and Business	3	-	3	-	3*
				18	0	6		21

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

**List of Electives**

Sem VIII	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
ELECTIVE- IV*	22HR4811 Human Capital Hiring	22MM4811 Consumer Behaviour	22FF4811 Stock Market & Technical Analysis	22IB4811 International Business Strategy	22BA4811 Basics of Artificial Intelligence

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

**SEMESTER/YEAR** : I SEM/ I YR  
**COURSE CODE** : 22SC1101  
**TITLE OF THE COURSE** : **GENERAL English -I**

### **1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

### **COURSE AIM & DETAILS**

This course in English language enhancement emphasizes on the practices of different methods/ways of using language as a means of communication. For Commerce and Management students, it is important to be empowered in communication skills as it is the life blood in Commerce & Business day-to-day activities. The course connects well to the contemporary challenges in the real world. This course provides opportunities and options to hone listening, speaking, reading and writing abilities.

### **COURSE OBJECTIVE:**

- Understand the article from different dimensions.
- Communicate fluently with clarity.
- Better understanding of different ways of communication.
- Make appropriate meaning of the communication.
- Ability to document with clarity chronologically.

### **COURSE OUTCOMES:**

- Enhanced vocabulary - Explain ideas – Level 2
- Fluency in communication - Apply – Level 3
- Focused listening and speaking abilities - Analyse – Level 3
- Reading and reviewing of stories - Analyse – Level 3
- Writing skills – answering the questions and official documents writing - Analyse & Describe – Level 4

### **COURSE CONTENT:**

#### **Unit-I: Paper Boat by Rabindranath Tagore**

Language activities, Question and answer session, Understanding the poem, Paraphrase Literary devices –phrases, idioms, proverbs, Paragraph writing, Grammar.

#### **Unit-II: Speeches – of APJ Kalam**

Language activities: Question and answer session, Reading aloud, techniques for Public Speaking, Grammar.

#### **Unit-III: Poem: The paradoxes of Our Times by His Holiness the Dalai Lama**

Language activities, Question and answer session, Contextual/ structured Note taking, Comprehension passages, context based monologue & dialogue speaking writing, Group Discussion, grammar.

#### **Unit-IV: Poem: The paradoxes of Our Times by His Holiness the Dalai Lama**

Language activities, Question and answer session, Contextual/ structured Note taking, Comprehension passages, context-based monologue & dialogue speaking writing, Group Discussion, grammar.

#### **Unit-V: Biography – Manish Arora**

Language activities, Question and answer session, Writing questions to interview people, grammar.

#### **Reading for Pleasure**

Read a book of your choice (any author, any genre)

Submit “Book review” as a component for CIA – (will be guided)

#### **Suggested Authors**

Smt. Sudha Murthy, R.K.Narayan, Vikram Seth, Girish Karnad, Ruskin Bond, Swami Vivekananda, Kushwant Singh, Aravinda Adiga, Kiran Desai, Devdutt Pattanaik.

#### **Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : I SEM / I YR**  
**COURSE CODE : 22SC1104**  
**TITLE OF THE COURSE : KANNADA-I**  
**L:T:P:C : 3:0:0:3**

# ದಯಾನಂದ ಸಾಗರ್ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಪ್ರಥಮ ಸೆಮಿಸ್ಟರ್ ಬಿ.ಬಿ.ಎ/ಬಿ.ಕಾಂ/ಬಿ.ಸಿ.ಎ ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ

## ಘಟಕ 01 : ಕನ್ನಡ ನಾಡು - ನುಡಿ

ಉದಯವಾಗಲಿ ನಮ್ಮ ಚೆಲುವ ಕನ್ನಡ ನಾಡು - ಹುಯಿಲಗೋಳ ನಾರಾಯಣ

- ಹುಯಿಲಗೋಳ ನಾರಾಯಣರಾಯ ಅವರ ಪರಿಚಯ
- ಕನ್ನಡ ನಾಡು, ನುಡಿಯ ವೈಶಿಷ್ಟ್ಯತೆಯ ಅರಿವು
- ಕರ್ನಾಟಕ ಏಕೀಕರಣದ ಪರಿಚಯ
- ಕನ್ನಡದ ಐಕ್ಯತೆಯ ಮಹತ್ವ

## ಘಟಕ 02 : ಆಧುನಿಕತೆ

ನಮ್ಮ ನಗರದ ಬದುಕು - ಪ್ರೊ. ಕೆ.ಎಸ್. ನಿಸಾರ್ ಅಹಮ್ಮದ್

- ಕೆ.ಎಸ್.ನಿಸಾರ್ ಅಹಮ್ಮದ್ ಅವರ ಪರಿಚಯ
- ಆಧುನಿಕತೆಯ ಪ್ರಸ್ತಾವ
- ನಗರದ ಬದುಕು ಮನುಷ್ಯನನ್ನು ಮಾನವೀಯತೆಯಿಂದ ದೂರ ತಳ್ಳುತ್ತಿರುವುದರ ವಿಷಾದನೀಯತೆ
- ನಗರದ ವ್ಯಕ್ತಿಗಳ ವರ್ತನೆಯ ಅರಿವು

## ಘಟಕ 03 : ಆಧುನಿಕತೆ

ಈಗ ಸಕಲವೂ ಸ್ಮಾರ್ಟ್ - ಟಿ.ಜಿ. ಶ್ರೀನಿಧಿ

- ಟಿ.ಜಿ.ಶ್ರೀನಿಧಿ ಅವರ ಪರಿಚಯ
- ತಂತ್ರಜ್ಞಾನದ ತಿಳುವಳಿಕೆ
- ಕಂಪ್ಯೂಟರ್ ವಿಕಾಸದ ಅರಿವು
- ವಿವಿಧ ಸ್ಮಾರ್ಟ್ ಸಾಧನಗಳ ಪರಿಚಯ

## ಘಟಕ 04 : ಆಧುನಿಕತೆ

ನೀರು ಕೊಡದ ನಾಡಿನಲ್ಲಿ - ನೇಮಿಚಂದ್ರ

- ನೇಮಿಚಂದ್ರ ಅವರ ಪರಿಚಯ
- ಪರಿಸರ ಸಂರಕ್ಷಣೆಯ ಮಹತ್ವ
- ನೀರಿನ ಮಹತ್ವದ ಅರಿವು
- ಬಂಡವಾಳಶಾಹಿಗಳ ಭ್ರಷ್ಟಾಚಾರದ ವಿವರಣೆ

**ಘಟಕ 05 : ಕುಟುಂಬ**

ಗಂಡ ಹೆಂಡತಿ ಜಗಳ ಗಂಧ ತೀಡಿದ್ದಾಂಗ - ಸೋಮಶೇಖರ ಇಮ್ರಾಪುರ

- ಸೋಮಶೇಖರ ಇಮ್ರಾಪುರ ಅವರ ಪರಿಚಯ
- ಜಾನಪದ ಸಾಹಿತ್ಯದ ಮಹತ್ವ
- ಕೌಟುಂಬಿಕ ಜೀವನದಲ್ಲಿ ಗಂಡ-ಹೆಂಡಿರ ಜಗಳದ ಸ್ವಾರಸ್ಯ
- ಕುಟುಂಬದ ಮೌಲ್ಯದ ಅರಿವು

**ಘಟಕ 06 : ಕುಟುಂಬ**

ಹೃದಯ ತೊಂದರೆ - ನಾ.ಡಿಸೋಜ

- ನಾ.ಡಿಸೋಜ ಅವರ ಪರಿಚಯ
- ಮನುಷ್ಯ ಸಂಬಂಧಗಳ ಅರಿವು
- ಸ್ನೇಹತ್ವದ ಸಂಬಂಧದ ಮಹತ್ವ
- ಕುಟುಂಬದಲ್ಲಿ ಮಕ್ಕಳ ಪಾತ್ರ

**ಘಟಕ 07 : ಕುಟುಂಬ**

ಕೊನೆಯ ನಿರ್ಧಾರ - ತ್ರಿವೇಣಿ

- ತ್ರಿವೇಣಿ ಅವರ ಪರಿಚಯ
- ಪುರುಷ ಪ್ರಧಾನ ವ್ಯವಸ್ಥೆಯ ಮನವರಿಕೆ
- ಹೆಣ್ಣಿನ ಅಸ್ತಿತ್ವದ ಅರಿವು
- ವರದಕ್ಷಿಣೆಯ ಕಿರುಕುಳದ ಪ್ರಸ್ತಾಪ

**ಘಟಕ 08 : ಸಂಕೀರ್ಣ**

ವಾರನ್ ಬಫೆಟ್; ವಿಶ್ವತ್ರೇಷ್ಯ ಹೂಡಿಕೆದಾರ - ಕೆ.ಕೆ.ಪೂರ್ಣೇಶ್

- ಕೆ.ಕೆ.ಪೂರ್ಣೇಶ್ ಅವರ ಪರಿಚಯ
- ಹಣದ ಮಹತ್ವದ ಅರಿವು
- ಷೇರು ವೇಟೆಯ ತಿಳುವಳಿಕೆ
- ಬಫೆಟ್‌ನ ವ್ಯಕ್ತಿತ್ವದ ವಿಶೇಷತೆ

**SEMESTER/YEAR : I SEM / I YR**  
**COURSE CODE : 22SC1102**  
**TITLE OF THE COURSE : FRENCH- I**  
**L:T:P:C : 3:0:0:3**

### Course Summary

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day to day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

### Course Objectives & Outcomes:

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day to day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Readings</li> <li>● Active student participation and classroom exercises</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of communication practices by way of:</p> <ul style="list-style-type: none"> <li>● Individual assignments</li> <li>● Oral exam</li> <li>● Written Exam</li> </ul>

### Course Syllabus

<u>Sem</u>	<u>Syllabus Details</u>	<u>Teaching Hours</u>
Sem I	Les alphabets ( The alphabet) Les accents Les salutations Les articles définis Les articles indéfinis Les articles contractés Les articles partitifs Les pronoms sujets	30 Hours per semester, spread over four semesters

<p>Les verbes être, avoir, aller Le pluriel de noms Les verbes en -er, -ir, -re Le féminin et pluriel des adjectifs La négation (ne...pas) Les verbes en -ger, -yer, -cer Les professions Les membres de la famille Les saisons Les jours de la semaine et les mois de l'année Les couleurs Les nationalités Le corps</p>	
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**SEMESTER/YEAR** : I SEM / I YR  
**COURSE CODE** : 22SC1103  
**TITLE OF THE COURSE** : GERMAN- I  
**L:T:P:C** : 3:0:0:3

**UNIT 1: Guten Tag!:** Grüßen und verabschieden / sich und andere vorstellen / über Sich und andere sprechen/ Zahlen bis 20 / Telefonnummer und EMail Adresse nennen / über Länder und Sprachen sprechen / buchstabieren.

**UNIT 2: Freunde, Kollegen und Ich:** Über Hobbys sprechen / sich verabreden / Wochentage benennen/über Arbeit, Berufe und Arbeitszeiten sprechen / Zahlen ab 20 lernen / über Jahreszeiten sprechen / ein Profil im Internet erstellen.

**UNIT 3: In der Stadt:** Plätze und Gebäude benennen / Fragen zu Orten stellen/ Dinge erfragen / Verkehrsmittel benennen / Texte mit Internationalen Wörtern verstehen / nach dem Weg fragen und einen Weg beschreiben / Artikel lernen.

**UNIT 4: Guten Appetit!:** über Essen sprechen/ einen Einkauf planen/ Gespräche beim Einkauf führen/ Gespräche beim Essen führen/ mit W-Fragen Texte verstehen/ Wörter ordnen und lernen.

**UNIT 5: Tag für Tag:** die Uhrzeit verstehen und nennen / Zeitangaben machen/ über die Familie sprechen/ sich verabreden/ sich für eine Verspätung entschuldigen/ einen Termin vereinbaren.

**UNIT 6: Zeit mit Freunden:** etwas Gemeinsam planen / über Geburtstag sprechen/ eine Einladung verstehen und schreiben/ im Restaurant bestellen und bezahlen/ über ein Ereignis sprechen/ bestimmte Informationen in Texte finden/ Veranstaltungstipps im Radio verstehen.

**SEMESTER/YEAR : I SEM/ I YR**  
**COURSE CODE : 20SC1105**  
**TITLE OF THE COURSE : PRINCIPLES OF FINANCIAL ACCOUNTING**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**COURSE AIM AND DETAILS**

This course provides basic understanding of Book Keeping and Accountancy. The concepts of journal entry, ledger posting and accounting are included in this subject. This also provides brief understanding of error reconciliation in books maintained by bank, accounting related to consignments and preparation of final accounts.

**COURSE OBJECTIVE**

1. Identification, analysing and recording of transactions
2. Interpretation of financial results
3. Reporting financial results to the stakeholders

**COURSE OUTCOME**

1. Students are able to understand the financial aspects of the firm, such as vouchers, invoice, revenue, asset, liability etc.
2. Students are able to identify and rectify the errors.

**COURSE CONTENT**

**Unit I: Introduction to Accounting**

Definition, Need for Accounting, Branches of Accounting, Book keeping Vs Accounting, Groups interested in Accounting Information, Role of Computers in Accounting, Accounting Concepts, Accounting Conventions, Accounting Equation, Double Entry Vs Single Entry, Significance of Debit and Credit in Accounts, Journalizing the transactions, Capital & Revenue Transactions, Advance Journal Entry, Ledger Scrutiny, Cash Book, Bank Book, Purchase Book, Sales Book, Debtor & Creditors Book

**Unit II: Bank Reconciliation Statement**

Bank Reconciliation Statement, Need, Reasons for difference between cash book and pass book balances, problems on favorable and overdraft balances, Ascertainment of correct cash book balance.

**Unit III: Final Accounts – Basics**

Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet

#### **Unit IV: Rectification of Errors**

Procedure for Rectification of Errors, Before preparation of Trial Balance, After preparation of Trial Balance but before preparation of Final Accounts, After preparation of Final Accounts.

#### **Unit V: Consignment Accounts**

Introduction – Meaning – Consignor – 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 Consignor and Consignee.

#### **Suggested Readings:**

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13th Ed. 2013.
2. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson Education.
3. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi.
4. M.C.Shukla, T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
5. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
6. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
7. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House
8. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.
9. Tulsian, P.C. Financial Accounting, Pearson Education. 10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India,

#### **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : I SEM/ I YR**  
**COURSE CODE : 22SC1106**  
**TITLE OF THE COURSE : PRINCIPLES OF MANAGEMENT**

### **1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>4</b>

### **COURSE AIM & DETAILS**

This course introduces the concepts of Management to the students. It gives learners the overall activities of business organization right from planning to Controlling. It also gives a brief understanding on different forms of business ownership which helps the learners to recognize the kinds of businesses and their operations.

### **COURSE OBJECTIVE**

- To **understand** the functions of management, organization structure and hierarchy.
- To **identify** the Nature and Importance of Planning. To know the concepts of Organizing.
- To **synthesize staffing and directing** which leads to efficient management of a business firm.
- To **Evaluate** the concepts, importance, principles of Motivation,
- To **assess** the concept of Co-ordination and Control.

### **COURSE OUTCOME**

COs are narrower statements describing what students are expected to know, and be able to do upon completion of course.

- Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management
- To understand the planning process in the organization
- To understand the concept of organization
- Demonstrate the ability to directing ,leadership and communicate effectively
- To analysis isolate issues and formulate best control methods.

### **COURSE CONTENT**

#### **Unit I: Introduction**

Concept of Management: Nature and Scope of Management, Management and Administration, levels of Management, an overview of management process/ functions. Evolution of Management Thought: Pre scientific Management period – scientific management, contributions of F W Taylor and Henri Fayol, approaches to modern management, behavioral quantitative, systems and contingency/situational management thought today.

#### **Unit II: Planning and organizing**

Concept of planning, Steps, types, Characteristics of planning components of planning. Barrier to effective planning and remedial measures, Strategic planning concept forecasting concepts and techniques. Concept organizing, characteristics and principles of organizing, importance of organizing, types of organizing structures. Span of Management.

### **Unit III: Staffing and Directing**

Staffing- Nature and importance, Source of staffing and Function of staffing. Concept of directing, characteristics and principles and importance of directing, Components of directing. Leadership: Concept, Qualities of a leader, importance of leadership. Leadership traits.

### **Unit IV: Motivation**

Concept, importance, Importance of need theory, and contribution of McGregor, Maslow, Herzberg.

### **Unit V: Controlling**

Concept of controlling, Nature and importance of controlling, control process, Co-ordination: Concept of co-ordination, importance Principles and techniques of co-ordination.

### **Recommended text books**

L M Prasad(2019), Principles and Practice of Management, Sultan Chand & Sons, New Delhi

### **Recommended reference books**

- Hitt, M. A., Black, J. S., & Porter, L. W. (2013). Management (3rd ed). Boston: Prentice Hall.
- Drucker, P. F. (1999). Management (Rev. ed.). New York: Harper Collins.
- Mintzberg, H. (2009). Managing. San Francisco: Berrett-Koehler Publishers, Inc.
- Stoner: Principles of management, Pearsons, New Delhi.
- Terry: Principles of management & Administration, PHI New Delhi
- Chandra Bose: Principles of management & Administration, PHI New Delhi
- Manamohan Prasad: Principles of management, PHI Mumbai
- Robbins: Management , Pearsons, New Delhi.
- Thomas: Management Principles, Biztantra, New Delhi
- Y K Bhushan: Business Administration and Management, New Delhi

### **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : I SEM/ I YR**  
**COURSE CODE : 22BB1101**  
**TITLE OF THE COURSE : BUSINESS & CORPORATE ENVIRONMENT**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>4</b>

**COURSE AIM & DETAILS**

A business Environment course will prepare students to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment. The course helps in assessing the components of the business environment by looking into both micro-environment as well as the macro-environment of a business. The students also will understand the Global business environment, the concepts of globalization, foreign market strategies & foreign direct investments.

**COURSE OBJECTIVE**

- To familiarize the graduates with an insight in knowing the basic concepts related to business, the environment surrounding it, the components & the analysis of the techniques.
- To familiarize the graduates with an insight in describing about the political situation of the country of business & classify the economic environment including the economic system.
- To familiarize the graduates with an insight in knowing about the social environment & the cultural concepts to remember before establishing a business entity.
- To familiarize the students to know the various technological advancement, legal issues & the global environment of what the business faces.

**COURSE OUTCOME**

- Examine how different factors affects the business and the trends in the components of environment, Present a scanning to be carried out & its impact upon a proposed business venture - Level 3
- Explain the students about the topics related to the political scenario, the risks involved & discuss on the economic environment in a broader perspective - Level 2
- Solve different case studies on the social, cultural environment & identify the types of social organizations & cross cultural issues - Level 3
- To examine the technological & legal aspects related to the business environment using case studies & discussions. The global environment is discussed & the global position of India is elaborately explained - Level 3

## **COURSE CONTENT**

### **UNIT-I: Introduction to Business Environment**

Business – Meaning, Definition, Nature & Scope, Types of Business Organizations. Business Environment - Meaning, Characteristics, Scope, Significance & Challenges, Components of Business Environment. Micro and Macro Environment – Environmental Scanning & discussion on few techniques involved- SWOT, PESTLE, ETOP Analysis (Case study Discussions).

### **UNIT-II: Political & Economic Environment of Business**

Political Environment – Meaning, Political system, Political institutions, political Risk- Types, causes, Measures for reducing political risks, Government and Business Relationships in India. Economic environment- Introduction, Nature, Components- Economic Systems- Types- Merits & Demerits.

### **Unit- III: Social & Cultural Environment**

Social Environment- Introduction, Factors affecting business in social environment, Significance- Cultural Environment- Introduction, Nature of culture, components, cultural heritage, lag, shock, transmission, Social attitudes, factors affecting, components, importance, need for social organization, types of social organizations & Cross Cultural issues.

### **Unit- IV: Technological & Legal Environment**

Technological Environment- Introduction, Emerging Trends in Business: Business Process Outsourcing (BPO), Knowledge Process management (KPO) –E-Business– M-Business (Casestudies), Legal Environment- Introduction, Legal foundations, procedures & exemptions.

### **Unit- V: Global Business Environment**

Global business environment- International trade theories- LPG- Globalisation, Meaning, Nature, features and stages of Globalization, Foreign Direct Investments, Foreign Market entry strategies - Global Institutions- WTO-IMF-World Bank- Functions- Roles, TRIPS-TRIMS- Trade blocs-SAARC- ASEAN-NAFTA-EU, Positioning Indian brand in global arena.

### **Recommended Text book**

BUSINESS ENVIRONMENT, Francis Cherunilam, Himalaya Publishing House Pvt. Ltd., 2018

### **Recommended Reference books:**

1. International Business - Sumati Verma
2. International Business Environment- Francis cherunilam
3. International Business Environment -Dr.S.Sankaran
4. International Business, Text and cases - Sundaram& Black
5. Francis Cherrunilam : Business Environment, HPH.
6. Muniraju S.K. Podder – Business Organization & Environment , VBH
7. Vivek Mittall, – Business Environment, Excel Books, New Delhi.
8. Raj Agarwal – Business Environment, Excel Books, New Delhi.
9. K. Venkataramana, Business Environment, SHB Publishers.
10. Dr. Alice Mani: Business Organization & Environment, SBH.

### **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : I SEM/ I YR**  
**COURSE CODE : 22BB1102**  
**TITLE OF THE COURSE : MERCANTILE LAW**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**COURSE AIM & DETAILS**

This course is exclusively designed to teach students about the legal aspects of Contracting. This also includes the compliance requirements for the successful running and managing of a company.

**COURSE OBJECTIVES**

- To introduce the students to various Business Regulations and familiarize them with common issues of business in the day today business scenario.
- To train the students in the latest law aspects and introduce them to real world scenario through case studies.
- It also seeks to familiarize the students with the legal scenario of doing business in India.

**COURSE OUTCOMES**

- Evaluate law requirements associated with business contracts - Evaluate – Level 2
- Learning concepts- structures and processes of indemnity, surety, and pledge - Practice – Level 3.
- Analyzing various policies and practices that are followed by corporations and companies - Analyze – Level 1.
- Assess the principles of business law. Students will be able to practice the principles and theories of Law aspects related to Information technology act - Assess – Level 3.
- Conceptualize, and gain knowledge of legal aspects of business - Describe – Level 1.

**COURSE CONTENT**

**Unit I: Introduction to Business Law**

Meaning and definition of Law, Scope, Source of Indian Law, Legal environment of India. Source of business Law, Components of business, environment, Legal environment of business in India.

### **Unit II: Indian Contract Act**

Definition, types of contract, Valid and Void contract, offer, acceptance, consideration, free Consent, quasi contract, Capacity to parties, Position of minor in Indian Contract act 1872. Breach of contract and remedies.

### **Unit III: Indemnity and Guarantee**

Indemnity – Definition, Guarantee – Types of Guarantee, Surety, Rights and Duties, Differences between indemnity and guarantee, Bailment and Pledge.

### **Unit IV: Consumer Protection Act**

Consumer – Definition, Scope and Relevance of Consumer Protection Act, Consumer Protection, Councils, Dispute Redressal system.

### **Unit V: Information Technology Act**

Information Technology – Need for the Act, Digital Signature, E-Governance and Records, the Cyber Regulation Appellate Tribunal, Cyber Crimes, Punishment and Penalties.

### **Recommended text books**

M C Kuchhal & Vivek Kuchhal (2003) Business Law, S Chand Publishing

### **Recommended reference books**

- N D Kapoor (1998) Mercantile Law, Sultan Chand & Sons publishers
- P C Tulsian (1987) Business Law, Tata McGraw Hill publisher.
- A James Barnes, Terry M Dworkin & Eric Richards,(2001 )Law for Business, McGraw Hill publications .

### **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : I SEM/ I YR**  
**COURSE CODE : 22SC1107**  
**TITLE OF THE COURSE : ENTREPRENEURSHIP & INNOVATION**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**COURSE AIM & DETAILS**

This course provides basics of entrepreneurship activities, importance of innovation, different strategies and measures of performance.

**COURSE OBJECTIVES**

- To highlight the meaning of entrepreneurship.
- To describe the steps involved in starting a business.
- To develop the understanding of how to make a business plan.
- To highlight the different aspects that are important for small business management.
- To develop the appreciation of business ethics and values in entrepreneurial development.

**COURSE OUTCOMES**

Upon successful completion of this course, a student will be able to

- Describe the meaning and characteristics of entrepreneurship.
- Describe the steps involved in starting a business.
- Understand how to make a business plan.
- Highlight the important aspects of managing small businesses.
- Understand the role of business ethics and values in entrepreneurship.

**COURSE CONTENT**

## **UNIT I: INTRODUCTION**

Entrepreneur Meaning, definition, characteristics, skills, functions, types, role and misconceptions about entrepreneurs, Entrepreneur Vs Enterprise, entrepreneurship, Entrepreneur vs. Entrepreneurship

## **UNIT II: INNOVATION**

Innovation- Meaning, Key aspects, Types, innovator's dilemma, the technology adoption life cycle, risk in innovation management, risk of not improving

## **UNIT III: INNOVATION MANAGEMENT SYSTEMS**

Lifecycle of the innovation management, Innovation management system.

## **UNIT IV: STRATEGIES**

Product portfolio, successful innovation management, Strategies like push Vs pull, phase-gate process.

## **UNIT V: METRICS & INDICATORS**

Key Performance Indicator – choosing the right metrics, types of innovative metrics, input metric, output metric.

### **REFERENCE BOOKS**

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH.
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson.
3. Satish Taneja: Entrepreneur Development, HPH.
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship.
5. Vidya Hattangadi; Entrepreneurship, HPH.
6. Venkataramanappa, Entrepreneurial Development, SHB Publications.
7. Anil Kumar : Small Business and Entrepreneurship, I.K. International.
8. Rekha & Vibha – Entrepreneurial Management, VBH.

### **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR: I SEM/ I YR**  
**COURSE CODE: 22SC1108**  
**TITLE OF THE COURSE: YOGA**

**COURSE SIZE AND INSTRUCTION METHOD**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>

**COURSE AIM & SUMMARY:**

The course Yoga prepares the students physically and mentally for the integration of their physical, mental and spiritual faculties so that the students can become healthier, saner and more integrated members of the society and of the nation.

**COURSE OBJECTIVES:**

- To enable the student to have good health.
- To practice mental hygiene.
- To possess emotional stability.
- To integrate moral values.
- To attain higher level of consciousness.

**COURSE OUTCOMES:** Upon successful completion of this course, a student will be able to

- To have good health.

- To practice mental hygiene.
- To possess emotional stability.
- To integrate moral values.
- To attain higher level of consciousness.

## **COURSE CONTENT**

### **UNIT I: Introduction to Yoga**

Yoga: definition, Ashtanga Yogapathanjali, types of yoga, Ashtanga Yoga, Yoga education at colleges.

### **UNIT II: Uccharana – Yoga Mantras**

### **UNIT III: Yama- Niyama, Guidelines for Yoga practice**

### **UNIT IV: Surya Namaskar**

### **UNIT V: Asanas**

Standing, Sitting, Prone, Supine. (Reference Protocol Book)

### **UNIT: VI Relaxation Techniques**

Instant Relaxation technique (IRT), Quick Relaxation technique(QRT), Deep Relation Technique (DRT), (Yoganidra)

### **UNIT: VII Pranayama & Yoga Mudras**

**UNIT- VIII** Pratyahara Techniques, Dharana Techniques, Dyana, Sammadhi.

**UNIT IX:** Yoga for awareness, Concentration & eyesight Improvement – Krida Yoga, Eye exercises- Cleansing, Preparatory & Trataka Techniques.

**UNIT: X** Guidelines for students.

## **REFERENCE BOOKS:**

- Yoga: The Spirit and Practice of Moving into Stillness by Erich Schiffmann.
- Light on Yoga: The Bible of Modern Yoga.

## **Assessment of COs**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%, Semester End Exam-40%

**SEMESTER/YEAR : II SEM/ I YR**  
**COURSE CODE : 20SC1201**  
**TITLE OF THE COURSE : General English - II**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**COURSE AIM & DETAILS**

English language enhancement activities enables on the practices of different ways of using the public language as a means of communication. For Commerce and Management students, it is important to be fluent in communication skills. The Organization behavior depends on the communication smartness of individuals. The course includes aspects to face real world challenges. This course is structured to give practice on listening, speaking, reading and writing abilities.

**COURSE OBJECTIVE**

- Read, analyze and understand the write up from different dimensions.
- Fluency with speech clarity.
- Prepare and present different styles of communication.
- Connect to the context and communication.
- Write or speak to complete the cycle of communication that is intended.

**COURSE OUTCOME**

- Understanding perspectives - Ideas – Level 2

- Confidence in written and spoken structures - Apply – Level 3
- Preparedness and presentation skills - Analyze – Level 3
- Identify and explain - Analyze – Level 3
- Connect to the context and communicate - Analyze & Describe – Level 4

## **COURSE CONTENT**

### **Unit I: Poem - Neeru Neeru Neeru – The Measure of Water - by Chandrashekara Kambara (Translated)**

#### **Language Activity**

- General introduction to communication
- Types of Communication, Verbal and Non-verbal (Spoken and Written)
- Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication
- Interview
- Debate

### **Unit II: How did Coffee reach India?**

#### **Language Activity**

- Close Reading
- Comprehension – Objective/Subjective passages
- Summary Paraphrasing

### **Unit III: Biography - The Unsung Heroes**

#### **Language Activity**

#### **Reading and Understanding**

- Close reading
- Comprehension

### **Unit IV: Poem – To a Student - by Kamala Vijairatnae**

#### **Language Activity**

- Group Discussion
- Effective Communication/ Miscommunication
- Comprehension
- Barriers to Communication

### **Unit V: RTI – Right to Information Act**

#### **Language Activity**

#### **Writing Skills:**

- Making notes
- Documenting
- RTI application filing

#### **Extended Reading/Analysis**

Any organization's profile, vision, mission, achievements, specialty that can be highlighted. – Assignment component (Ppt)

#### **Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : II SEM / I YR**  
**COURSE CODE : 22SC1204**  
**TITLE OF THE COURSE : KANNADA-II**  
**L:T:P:C : 3:0:0:3**

## ಪರಿವಿಡಿ

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**SEMESTER/YEAR : II SEM / I YR**  
**COURSE CODE : 22SC1202**  
**TITLE OF THE COURSE : FRENCH- II**  
**L:T:P:C : 3:0:0:3**

### Course Summary

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day to day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

### Course Objectives & Outcomes:

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day to day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Readings</li> <li>● Active student participation and classroom exercises</li> </ul>
<b>Assessment Strategy</b>	Participants will be assessed on both conceptual understanding and business application of communication practices by way of: <ul style="list-style-type: none"> <li>● Individual assignments</li> <li>● Oral exam</li> <li>● Written Exam</li> </ul>

### Course Syllabus

<u>Sem</u>	<u>Syllabus Details</u>	<u>Teaching Hours</u>
Sem I	Se presenter Donner le numéro de téléphone en lettres Les expressions avec faire Décrire une personne Parler de la famille Les prépositions Décrire une maison ou un appartement Les verbes irreguliers et reguliers Les nombres ordinaux et cardinaux L'interrogation (intonation, est-ce que, inversion)	30 Hours per semester, spread over four semesters

	L'adjectif tout Les adjectifs possessifs Les adjectifs interrogatifs Les prépositions de lieu Les adjectif démonstratifs Les adverbess de quantité (trop de, peu de etc.)	
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**SEMESTER/YEAR** : II SEM / I YR  
**COURSE CODE** : 22SC1203  
**TITLE OF THE COURSE** : GERMAN- II  
**L:T:P:C** : 3:0:0:3

**UNIT 1: Kontakte** Termine absprechen/ Anleitungen verstehen und geben/ Briefe verstehen und beantworten/ über Sprachenlernen sprechen/ Informationen in Texten finden/ Gesprächssituationen erkennen/ Gespräche verstehen.

**UNIT 2: Meine Wohnung** Wohnungsanzeigen verstehen/ eine Wohnung beschreiben/ die Wohnungseinrichtung planen/ eine Einladung schriftlich beantworten/über Wohnformensprechen/ einen Text über eine Wohnung schreiben/ eigene Wohnung beschreiben.

**UNIT 3: Alles Arbeit?** einen Tagesablauf beschreiben/ über Vergangenes sprechen/ Stellenanzeigen verstehen/ Meinung über Jobs äußern, Blogs über Jobs verstehen/ ein Telefongespräch vorbereiten/ telefonieren und nachfragen/ über Jobs sprechen.

**UNIT 4: Kleidung und Mode** über Kleidung sprechen/ chat über einen Einkauf verstehen/ über Vergangenes berichten/ Gespräche beim Kleiderkauf führen/ sich im Kaufhaus orientieren/ Informationen über Berlin Verstehen und recherchieren.

**UNIT 5: Gesund und munter.** Persönliche Angaben machen/ Körperteile nennen/ einer Sportübung verstehen und erklären/ Aufforderungen wiedergeben/ Gespräche beim Arzt führen/ Anweisungen verstehen und geben/ Gesundheitstippsverstehen und geben/ Wörter erschließen.

**UNIT 6: Ab in der Urlaub !** Vorschläge für eine Stadttour verstehen/ einen Weg beschreiben/ eine Postkarte schreiben/ das Wetter beschreiben/ Reiseberichte verstehen/ Probleme im Hotel beschreiben/ sich im Hotel beschweren/über Reisezielesprechen.

**SEMESTER/YEAR : II SEM/ I YR**  
**COURSE CODE : 22BB1201**  
**TITLE OF THE COURSE : COST ACCOUNTING**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**COURSE AIM & DETAILS**

This course aims to equip the students to be cost-conscious and understand the importance of various elements of cost.

**COURSE OBJECTIVE**

- An ability to understand the core discipline of cost accounting.
- An ability to apply the knowledge of cost accounting in real life.
- An ability to realize and follow professional principles.
- An ability to demonstrate commitment to continuous learning.
- An ability and desire for higher education in Commerce

**COURSE OUTCOME**

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

- Understand the basics of cost accounting
- Discuss the Preparation of Cost Sheet and Statement of Cost
- Understand the Contract and Job costing, operating costing.
- Apply the Process Costing in real life.
- Explain the process of marginal costing

**COURSE CONTENT**

**Unit-I Cost Accounting**

Meaning, Concept and Classification. Elements of Cost, Nature & Importance, Material Costing. Methods of Valuation of Material issue. Concept and material control and its techniques. Labour Costing, Methods of Wages payments.

**Unit- II: Unit Costing**

Preparation of Cost Sheet and Statement of Cost (Including calculation of tender price) Overhead costing, (Including calculation of machine hour rate.)

**Unit – III: Contract and Job costing, operating costing.**

**Unit – IV: Process Costing (Including Inter process profit and Reserve)**

Reconciliation of Cost and Financial Accounts

**Unit – V: Marginal Costing**

Profit – Volume Ratio, Break – Even Point, Margin of Safety, Application of Break-even Analysis. Cost Audit – Meaning, Importance and Techniques of Cost Audit, Cost Audit Programme.

**Recommended text books**

Practical Costing by – Khanna Pandey Ahoja & Arora

**Recommended reference books**

Cost Accounting by B. Mariyappa

**Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : II SEM/ I YR**  
**COURSE CODE : 22SC1205**  
**TITLE OF THE COURSE : ORGANIZATIONAL BEHAVIOUR**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**COURSE AIM & DETAILS**

This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and

at the same time enhance the quality of employees work life. The topic include organisational behaviours models, Individual behaviour, group behaviour, leadership theories, Organisational culture ,climate, managing change and resistance to change among employees and gender sensitive workplace.

**COURSE OBJECTIVES**

- To develop an understanding on basic elements that shape human behaviour and provide an in-depth look at key factors essential for the successful execution of managerial roles and responsibilities.
- To learn the implication of OB in today’s organization work life.
- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions and understand why they exhibit such behaviour.
- To provide the students to analyse specific strategic human resources demands for future action.

**COURSE OUTCOMES**

- Develop a better understanding of how individual and group behavior play a predominant role in organizational work-life - Develop– Level 3
- Apply the skills to manage individual and group behavior steering towards organizational effectiveness challenges faced and coping strategies adopted by managers while introducing changes in the organization Apply – Level 3
- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization - Demonstrate – Level 3
- Analyze the complexities associated with management of the group behavior in the organization – Analyze – Level 4

**COURSE CONTENT**

### **UNIT – 1: FOCUS AND PURPOSE**

Definition, need and importance of organizational behavior-Nature and scope – Frame work – Organizational behavior models – Application in Management Contributions of other disciplines to OB–Emerging issues in Organizational Behavior.

### **UNIT -2: INDIVIDUAL BEHAVIOUR**

Personality – types – Factors influencing personality – Approaches to understanding personality – The Big Five Model, DISC and FIRO-B, John Holland Test and other related approaches. Learning – Types of learners – Learning process – Learning theories – Organizational behaviour modification. Emotions – Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement. perception, Impression Management.

### **UNIT -3: GROUP BEHAVIOUR**

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

### **UNIT- 4: LEADERSHIP AND POWER**

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

### **UNIT-5: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR**

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction–Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

#### **Recommended text book**

K .Aswathappa: Organizational Behaviour, Himalayan Publishing House ,12<sup>th</sup> Edition

#### **Recommended reference books**

1. Stephen P Robbins, et al: Organizational Behavior, Pearson Publication
2. John W Newstrom& Keith Davis: Organizational Behaviour, McGraw Hill.
3. P G Aquinas: Organizational Behaviour, Excel Books.

#### **Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : II SEM/ I YR**  
**COURSE CODE : 22SC1206**  
**TITLE OF THE COURSE : MANAGERIAL ECONOMICS**

**1. Course Size and Instruction Method**

Credits	L	T	P	Hours/Week
4	4	0	0	4

**COURSE AIM & DETAILS**

This course helps students in understanding the basics of economic concepts from business point of view. Basics of monetary and fiscal policies are also covered.

**COURSE OBJECTIVES**

- To introduce the concept of micro economics and its basic concepts which will be the platform for further topic in business economics
- To inculcate and educate the students on important areas of macroeconomics which are crucial to study the issues related to economic growth and development along with introducing students to the popular measures to overcome such economic issues.

**COURSE OUTCOMES**

- Students will be able to learn and relate important concepts of micro-economics with issues relating to macro-economic or economic growth of the nation as a whole.
- Students will be able to think and apply concepts towards solving problems related to economy. Skill set of learners
- Students will be acquainted to the concepts and calculation of national income, GDP, Inflation and gain knowledge about measures covered under Monetary and fiscal policy to solve instability in economy.

**COURSE CONTENT**

**Unit-1 Introduction to Micro-Economics and Utility Theory**

Introduction to economics- definitions and concepts Utility theory-Cardinal and ordinal utility, Law of diminishing marginal utility, substitution and income effect, Indifference curve.

**Unit-2 Demand Supply and production function**

Concept of demand – law of demand, determinants of demand, Supply –law of supply, equilibrium of demand and supply, concept of elasticity of demand and supply. Forms of Markets-Meaning & Characteristics, Price and Output Determination- Equilibrium for firm and industry under Perfect competition, Monopoly, Monopolistic Competition. Factors of production, economies of scale, production function. Cost and Production analysis, Cost and revenue analysis, Types of Costs, short-run cost, Long-run cost, what is revenue.

### **Unit-3 Introduction to Macro-Economics**

Concepts of National income, GDP, Components of GDP, NDP, NNP, Inflation-Meaning, Causes, Types of Inflation, Impact of inflation on economy, techniques to overcome inflation, consumer price index.

### **Unit-4 International trade and international balance of payment**

Trends in international trade, balance of trade and balance of payment, causes and types of equilibrium, measures to correct disequilibrium.

### **Unit-5 Business Cycle and economic reforms in India**

Characteristics of business cycles, forecasting business cycle, development and planning, Economic reforms in India, Present scenario of Indian economic reforms.

### **Recommended text book**

K P M Sundharam: Business Economics, Sultan Chand & Sons.

### **Recommended reference books**

1. B S Raman: Business Economics, United Publishers.
2. M M Gupta: Managerial Economics, Sindhu Publications.
3. R L Varshney&K L Maheshwari: Managerial Economics, Sulthan Chand and Sons. Mark Hirschey: Fundamentals of Managerial Economics, Cengage Learning.

### **Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : II SEM/ I YR**  
**COURSE CODE : 22BB1202**  
**TITLE OF THE COURSE : BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**1. Course Size and Instruction Method**

<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Hours/Week</b>
<b>4</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE AIM & DETAILS**

This course introduces Business ethics and corporate governance as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations. This course is an important contribution to increasing standards of business as the students are future executives of organizations.

**COURSE OBJECTIVES**

- To familiarise the graduates with knowledge on the concepts of ethics, types, importance & the need for CSR with reference to best practices.
- To explain the graduates about Personal ethics, promotion of honesty, happiness & practice of Karma Yoga.
- To familiarise the graduates with the different aspects of ethics in HR, Finance technology & professional management.
- To expand the graduates knowledge towards the role of Corporate Culture in business & cross cultural issues in ethics.
- To learn about the various concepts of examining and appreciating contemporary reports on the various committees in Indian context.

**COURSE OUTCOMES**

- To **define** the basic concepts in ethics, types, importance & the need for CSR with reference to best practices - 1-Knowledge.
- To **describe** the role and importance of personal ethics, the role of emotional honesty & the values of Karma Yoga - 1-Knowledge.

- To **demonstrate** the various process, aspects of ethics in HR, Finance technology & professional management towards the role of Corporate Culture in business - 2- Comprehension.
- To **examine** the critical path on the various concepts of examining and appreciating contemporary reports on the various committees in Indian context - 2- Comprehension.

## **COURSE CONTENT**

### **UNIT-1: BUSINESS ETHICS**

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Ethical Concepts and Theories - Morals and Values - Distinction between values and ethics - Kohlberg's six stages of moral development (CMD), Meaning and Nature of values; Holistic view of life and its value, Values impact in Business - Indian Value System -Teachings from scriptures and traditions- The Six Systems of Thought.

### **UNIT-2: HUMAN VALUES & PERSONAL ETHICS**

Human Values, Different meaning of human values: foundational human values - Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, Secular and Spiritual values - Introduction to personal ethics – Meaning –features of personal ethics-Emotional Honesty – Virtue of humility – Promote happiness – Karma Yoga.

### **UNIT-3: ORGANIZATIONAL ETHICS**

Ethical Corporate Behaviour, Ethical Leadership, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination- Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management- Technology Ethics and Professional ethics.

### **UNIT-4: ROLE OF CORPORATE GOVERNANCE**

Corporate Governance: Meaning, objectives, significance, Business ethics and corporate governance Structure and process of corporate governance, advantages & Issues in corporate governance, the emerging trends in corporate governance- Corporate governance in India & Major defects of corporate governance in India.

### **UNIT-5: ETHICAL ISSUES IN INDIAN & INTERNATIONAL BUSINESS PRACTICE**

Indian Perspective: Meaning, scope, composition of BODs, functions of BOD's, Cadbury Committee,

Reports of Various Committees on Corporate Governance (i) Confederation of Indian Industry Code. (ii)Kumar Mangalam Birla Report (2000). (iii) Naresh Chandra Committee on Corporate Audit and Governance. (iv) N. R. Narayan Murthy Committee on Corporate Governance- Role of international

trade and business organizations in developing business ethics and CSR, Legal compliance - Sarham Oxley

Act (SOX) - Kyoto Protocol concern of global warming- Home and host country's regulations and compulsions of international agencies.

### **Recommended Reading**

1. C.S.V Murthy, "Business Ethics- Text and Cases", Himalayan Publishing House, 2010.
2. Luura P.Hartman Joe Des Jardins, Business Ethics, Mc Hill Education, 2013.

## Reference Books

1. Larue Tone Hosmer, "The Ethics of Management", Richard D. Irwin Inc., 2010.
2. Joseph A. Petrick and John F. Quinn, "Management Ethics - integrity at work" Response Books: New Delhi, 1997.
3. W.H. Shaw, "Business Ethics", Cengage Learning, 2016.
4. Sturdevant, F.D. , "Business and Society" A Managerial Approach, 1990.
5. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)

## Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

**SEMESTER/YEAR : II SEM/ I YR**

**COURSE CODE : 22SC1207**

**TITLE OF THE COURSE : SUSTAINABLE DEVELOPMENT**

### 1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
2	2	0	0	2

### COURSE AIM & DETAILS

This course enables the students to gain comprehensive knowledge about the business and surrounding. It also enriches the students' ability in understanding the importance of green business and sustainable development.

### COURSE OBJECTIVE

- To enable students to understand the role of environmental sustainability in upholding high standards of corporate governance and administration.

### COURSE OUTCOME

- Evaluate sustainability requirements associated with corporations - Evaluate – Level 2
- Learning concepts- structures and processes of sustainable operations - Practice – Level 3
- Analyzing various policies and practices that are followed by companies - Analyze – Level 1
- Assess the principles of green business - Assess – Level 3
- Conceptualize, and gain knowledge of sustainable aspects of business for companies - Describe – Level 1

### COURSE CONTENT

#### UNIT – 1: INTRODUCTION TO THE CORPORATE SUSTAINABILITY MANAGEMENT

Meaning and definition, Features, dimensions, processes, principles and output, Implications, origin of business sustainability

#### **UNIT – 2: SUSTAINABLE DEVELOPMENT THEORY AND PRACTICES**

Globalization, sustainability challenges, barriers to e knowledge of sustainability, GSSD strategies to reduce e- barriers, Industry and agriculture links, creating structures for responsible business. Restructuring the organization.

#### **UNIT -3: ACTIVITIES AND CONDITIONS TO SUSTAINABILITY PROBLEMS**

Population, resources, technology and health effects, Global changes, air and water pollution, ecological effects. Defining business responsibility, Assessing corporate social performance.

#### **UNIT- 4: SOLUTIONS AND STRATEGIES**

Meaning and definition – green business, sustainability knowledge transition, sustainability as knowledge domain, barriers to knowledge on sustainability, solution to knowledge barriers. Strategies for reducing barriers.

#### **UNIT – 5: GLOBALISATION AND SUSTAINABILITY ISSUES**

Global system for sustainable development. Dimensions of globalisation, constitutive effects of globalisation, real and virtual complexities of globalisation. China case study.

#### **Recommended text book**

**Oliver laasch/ Roger Conway, Sustainable Development**

#### **Assessment of COs:**

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

<b>SEMESTER/YEAR</b>	<b>: III SEM / II YEAR</b>
<b>COURSE CODE</b>	<b>: 22SC2301</b>
<b>TITLE OF THE COURSE</b>	<b>: GENERAL ENGLISH- III</b>
<b>L: T: P: C</b>	<b>: 3:0:0:3</b>

#### **Overview**

To enhance and emphasize on the practices of different method/ways of using language as a means of communication. The course connects well to the contemporary challenges in the real world. It provides opportunities and options to hone listening, speaking, listening and writing skills.

#### **Course Objectives**

1. To enhance the vocabulary.
2. To enhance Linguistic competence.
3. Identify literary techniques and creative uses of language in creative texts.
4. To demonstrate consistent and appropriate language in extend conversations and discussions.

## Course Outcomes

1. Students will interpret texts with attention to ambiguity, complexity and aesthetic value.
2. Students will heighten the correct usage of English grammar in speaking and writing.
3. Students will develop their ability as critical readers and writers.
4. Students will attain competence in all four skills.

## Course Content

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<b>Poem: Home Coming Son by Tsegaye Gabre- Mehdin</b> Language Activities: Articles, Prepositions, Transformation of Sentences - Active Voice and Passive Voice, Reported Speech	6
<b>Unit II</b>	<b>Prose: Kabuliwala by Rabindranath Tagore</b> Language Activities: Dos & Don'ts of Writing on Social Media Platforms, Blog Writing, Writing Profiles.	6
<b>Unit III</b>	<b>Poem: Kitchen Rags by Vijila Chirappad</b> Language Activities: Advertisements, Brochure Making.	6
<b>Unit IV</b>	<b>Prose: Real Food by Chimamanda Ngozi Adichie</b> Language Activities: Group Discussions, Debate and Public Speaking.	3
<b>Unit V</b>	<b>Playing the English Gentlemen: Gandhiji</b> Language Activities: Types of Paragraph Writing • Descriptive Writing • Persuasive/Argumentative Writing • comparative writing.	9

## CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	
<b>CO1</b>	3	2	2	-	-	-
<b>CO2</b>	3	2	2	-	-	-
<b>CO3</b>	3	2	3	-	-	-
<b>CO4</b>	3	3	2	-	-	-
<b>CO5</b>	3	2	3	-	-	-

## Action Based Component

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Textbook

### Reference books

## Problem Analysis

**SEMESTER/YEAR : III SEM/II YEAR**

**COURSE CODE : 22SC2302**

**TITLE OF THE COURSE : French- III**

**L: T: P: C : 3: 0: 0: 3**

## Overview

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day-to-day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters, they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

## Course Objectives

Over the entire course of four semesters, the students will gradually achieve:

1. To teach the basics of French language at beginners' level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day-to-day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

## Course Outcomes

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners' level learning alphabet, numerals and minor words
- 2 Student will be able to differentiate the sounds / phonetics of French pronunciation
3. Usage of French words in day-to-day communication and minor messaging
4. Read & strike simple conversations with French speaking people
5. Comprehend text and create meaningful written communication in French

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Readings</li> <li>• Hands on Training</li> </ul>
<b>Assessment Strategy</b>	<p>Students will be assessed on conceptual understanding and business application of communication practices by way of:</p> <ul style="list-style-type: none"> <li>• Group assignments</li> <li>• Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	Révision -Les alphabets, les accents, les chiffres, les déterminants (défini et indéfini) Dire l'heure (formelle et informelle)	6
<b>Unit II</b>	Les verbes réguliers (ER, IR, RE) conjugaison au présent Les verbes irréguliers : révision sur aller, venir, faire, être, avoir Nouveau verbes – pouvoir, vouloir, devoir, comprendre, apprendre, prendre	6
<b>Unit III</b>	Les adjectifs (nationalité, qualificatifs, possessifs, démonstratifs, interrogatifs)	6

<b>Unit IV</b>	Les parties du corps, expression avec avoir (avoir mal au)	3
<b>Unit V</b>	Les moyens de transport, préposition de lieu Les légumes et les fruits, dialogue – au marché / supermarché, expressions de quantité	9

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	3	2	2	-	-	-
<b>CO2</b>	3	2	2	-	-	-
<b>CO3</b>	3	2	3	-	-	-
<b>CO4</b>	3	3	2	-	-	-
<b>CO5</b>	3	2	3	-	-	-

### Action Based Component

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

### Recommended Resources

**Textbook**

**Reference book**

**SEMESTER/YEAR** : III SEM/ II YEAR

**COURSE CODE** : 22SC2303

**TITLE OF THE COURSE** : German III

**L: T: P: C** : 3: 0: 0: 3

### Overview

The course aims at introducing basic concepts of German grammar, pronunciation and communication skills. The course deals with grammar topics such as preposition with Dative, Possessive Article in Accusative, Adjectives, adjective with verb and emphasizing on adjective, Changeable prepositions in Accusative and Dative Perfect tense, past participle and connectors. Application of these grammatical concepts is done with the help of theme based conversations, reading and writing texts.

### Course Objectives

1. Comprehend the grammatical concepts and pronunciation.
2. Develop reading abilities.
3. Develop theme-based writing capabilities.
4. Develop speaking skills through theme-based conversations.

### Course Outcomes

The course should help in developing competencies to:

1. Attain efficient pronunciation skills.
2. Apply the grammatical concepts and create own theme-based articles.
3. Read and apprehend any text for the prescribed syllabus.
4. Active participation in theme-based conversations.

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>• Lectures</li><li>• Readings</li><li>• Active student participation and classroom exercises</li><li>• Role play with students' involvement.</li></ul>
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<b>Assessment Strategy</b>	Participants will be assessed on both reading, writing, speaking skills by way of: <ul style="list-style-type: none"> <li>• Regular reading activity</li> <li>• Submission of assignments</li> <li>• Role play and group conversations to assess speaking skills</li> <li>• Written Exam</li> </ul>
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**Syllabus**

<b>Units</b>	<b>Syllabus Details</b>	<b>Teaching Hours</b>
<b>Unit I</b>	<p><b>KONTAKTE : (Contact)</b></p> <p><b>Learning Objectives:</b>            To arrange an appointment, To understand and to give instructions (written and spoken), To understand the letter and to answer the letter (formal and informal), To find the information in the text, To understand the conversation</p> <p><b>Grammar:</b>            Dative Preposition, Articles in Dative, Possessive articles in Accusative</p> <p><b>Pronunciation:</b>            Letter “E“</p> <p><b>Regional study:</b>            Social networks in Germany, Austria and Switzerland</p>	9

Unit II	<b>MEINE WOHNUNG: (My apartment)</b> <b>Learning objectives :</b> To understand the advertisement of the Apartment, To describe a house or apartment, To plan the furnishing of the house, Written reply for an invitation(To accept and to cancel/call off), To speak about the furniture, To express likes and dislikes, To speak about types of houses, To write the text on house, colors	9
Unit III	<b>Grammar:</b> Adjective, Changeable prepositions <b>Pronunciation:</b> Letter “s and sch” <b>Regional Study:</b> Types of Houses in Germany Austria and Switzerland.	6
Unit IV	<b>ALLES ARBEIT :(Everything is work)</b> <b>Learning objectives :</b> To describe daily routine, To speak about the past, To understand the job advertisements, To express the opinion about the job, To understand the Job blogs, To prepare for Telephonic conversation, to enquire and to speak, To speak about job. <b>Grammar :</b> Perfect tense, Past participle form, Connectors. <b>Pronunciation :</b> Letter “H” <b>Regional study:</b> Seasonal in Germany, Austria and Switzerland.	6

### Course Assessment

	Description of Weighttag	Learning Outcomes Assessed	Submission day/week
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#	Assessment Method	e %						(assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

### Recommended Resources

#### Textbook :

Netzwerk - Deutsch als Fremdsprache - Kursbuch A1

#### Reference books :

Netzwerk - Deutsch als Fremdsprache - Arbeitsbuch A1

**SEMESTER/YEAR** : III SEM/ II YEAR  
**COURSE CODE** : 22SC2304  
**TITLE OF THE COURSE** : KANNADA III  
**L: T: P: C** : 3: 0: 0: 3

1. ಕೊಪ್ಪಳನಾಡು - ಡಿ.ಎಸ್.ಕರ್ಕಿ
2. ಆಲೆ ಮನೆ - ಗೊರೂರು ರಾಮಸ್ವಾಮಿ ಅಯ್ಯಂಗಾರ್
3. ಇಬ್ಬರು ರೈತರು - ಸು.ರಂ.ಎಕ್ಕುಂಡಿ
4. ಕನ್ನಡವೆನಿಪ್ಪನಾಡು ಚಿಲ್ವಾಯ್ತು - ಆಂಡಯ್ಯ
5. ಕೃಷ್ಣ ರುಕ್ಮಣಿ ಪಾರ್ವತಿ ಭೇಟಿ - ಅಂಜಲಿ ರಾಮಣ್ಣ
6. ಬದುಕಿನ ಪಥ ಬದಲಿಸುವ ಹತ್ತು ತಂತ್ರಜ್ಞಾನಗಳು - ಪಾರ್ಣಿಮ ಮಾಳಗಿ

**SEMESTER/YEAR: III SEM / II YEAR**

**COURSE CODE : 22SC2305**

**TITLE OF THE COURSE : CORPORATE FINANCE**

**L: T: P: C : 4: 0: 0: 4**

### **Overview**

Finance acts as the Life Blood of any Organization. Management of Finance in order to meet their financial objectives using Various tools and techniques which can be used to help firms maximize value by improved decision making relating to capital budgeting, capital structure, working capital management and dividend decisions. This Introductory course on Corporate finance develops a foundation of financial management concepts. The course will enable the student to understand how corporations make important investment and financing decisions and how they establish working capital policies. The course emphasizes on the major decisions made by the financial executive of an organization.

### **Course Objectives**

The objectives of the course are to enable the student to:

- To define & describe the basic concepts of financial management, time value of money and its computation.
- To demonstrate Investment decision and different techniques of its computation & analysis.
- To examine Cost of capital and capital structure.
- To appraise the Capital budgeting techniques & Theories of dividend decision.
- To design & develop Working capital and its management by learning about the significance, advantages and disadvantages of inadequate working capital.

### **Course Outcomes**

At the end of this course, students are able to:

- Describe the basic concept of Financial Management along with time value of money.
- Demonstrate the Calculation of cost of capital by valuing each source of capital.
- Examine the different investments by using investment decision techniques and leverages.
- Appraise the Capital budgeting techniques and dividend decision making.
- Describe a firm's management of working capital.

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Readings</li> <li>● Case Analysis</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>● Mini projects,</li> <li>● Submission of assignments</li> <li>● Group assignments</li> <li>● Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Introduction to Financial Management</b></p> <p>Introduction, Meaning, Finance Function, Role of Finance Manager. Financial planning –Principles of a good financial plan. Goals of Financial Management-Profit Maximization Vs Wealth Maximization. Sources of fund: Long term and short term sources of fund. Time Preference for Money, Future Value, Present Value, Multi period compounding, Risk-return relationship.</p>	7
<b>Unit II</b>	<p><b>Cost of Capital</b></p> <p>Cost of Capital: Meaning &amp; significance of Cost of capital, Computation of Cost of Debt, Cost of equity &amp; theories of Equity, Cost of Preference share capital &amp; Cost of Retained earnings, Calculation of weighted average cost of capital (Book value &amp; Market value).</p>	8
<b>Unit III</b>	<p><b>Capital Structure and Leverages</b></p> <p>Meaning of Capital structure, Factors influencing Capital structure) EBIT – EPS Analysis, Point of Indifference. Leverages: Concept, Types of Leverages- Computation of leverages. (Problems &amp; cases)</p>	8

<b>Unit IV</b>	<p><b>Investment &amp; Dividend Decision</b></p> <p><b>Capital Budgeting:</b> Meaning &amp; Definition, Capital budgeting process, Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index. (Problems &amp; cases)</p> <p><b>Dividend Decision:</b> Introduction, Meaning, Definition, Determinants of Dividend Policy, Types of Dividends, bonus issue or stock dividend its advantage and disadvantage, stable dividend policy, Legal and financial aspects of dividend policy.</p>	9
<b>Unit V</b>	<p><b>Working Capital Management</b></p> <p>Introduction, concept, Types &amp; components of working capital. Operating cycle and cash cycle (Problems). Determinants of Working Capital, significance of Adequate Working Capital, Evils of Excess or Inadequate Working Capital. Working capital –Techniques and Estimation of working capital requirement (Problems), Latest trend in W.C. finance.</p>	8

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	3	2	2	-	-	-
<b>C03</b>	3	2	3	-	-	-
<b>C04</b>	3	3	2	-	-	-
<b>C05</b>	3	2	3	-	-	-

### Action Based Component

- Research Based Mini projects on Corporate Finance

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Text Book:

1. Financial Management, M Y Khan & P K Jain, McGraw-Hills, ISBN 13:978-93-5316-218- 4, Edition, 2018

### Reference Book:

1. Financial Management, William R Lasher, Cengage
2. Financial Management, Dr Prasanna Chandra, McGraw-Hills.

## Readings & Case Analysis

1. Harvard Business Review

## Suggested Courses on Coursera

1. <https://www.coursera.org/specializations/financial-management>
2. <https://www.coursera.org/learn/finance-fundamentals>

**SEMESTER/YEAR : III SEM / II YEAR**  
**COURSE CODE : 22BB2301**  
**TITLE OF THE COURSE: PROJECT MANAGEMENT**  
**L: T: P: C. : 3:1:0:4**

**Overview**

The course aims at introducing basic concepts of fundamental project management concepts and behavioral skills needed to successfully launch, lead, and realize benefits from projects in profit and nonprofit organizations.

**Course Objectives**

The objectives of the course are to enable the student to:

- To outline the need for Project Management.
- To analyze techniques of activity planning.
- To highlight Project Monitoring and Control
- To Understand the concept of Cost and Quality in Project Management
- To analyze metrics used for tracking and managing a project.

**Course Outcomes**

At the end of this course, students are able to:

- Understand project management design, development, and deployment.
- Understand the implications, challenges, and opportunities of organizational dynamics in project management.
- Understand how to manage project cost, quality, and delivery.
- Align critical resources for effective project implementation.
- Evaluate and select the most desirable projects.

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Readings</li> <li>• Active student participation and class room exercises</li> <li>• Case Analysis collaboratively with students involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>• Mini projects,</li> <li>• Submission of assignments</li> <li>• Group assignments</li> <li>• Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Introduction to Project Management and Project Selection</b></p> <p>Meaning – definition - Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in feasibility study. Need for a project</p>	8
<b>Unit II</b>	<p><b>Project Planning and Implementation</b></p> <p>Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource Allocation.</p>	9
<b>Unit III</b>	<p><b>Project Monitoring and Control</b></p> <p>Setting a base line- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management - Attributes of a good project team – Formation of effective teams – stages of team formation.</p>	9
<b>Unit IV</b>	<p><b>Cost Management</b></p> <p>Work and cost estimation, Direct and indirect (allocated) costs, concept of buffer and buffer management, cost overruns and its impact, Margins; Rolling up of revenue, cost and margins at the company level, concept of EPS</p> <p><b>Quality Management</b></p> <p>Concepts of Quality management - assurance and quality control, Quality definition - process, Process Capability Baseline, Process audit, Quality assurance</p>	8
<b>Unit V</b>	<p><b>Project metrics</b></p> <p>Defining and tracking metrics, tracking metrics at various levels of hierarchy, Status reports</p>	6

## CO-PO Mapping

	P01	P02	P03	P04	P05	P05
<b>C01</b>	3	3	2	-	-	-
<b>C02</b>	3	2	3	-	-	-
<b>C03</b>	3	3	3	-	-	-
<b>C04</b>	3	3	3	-	-	-
<b>C05</b>	3	3	3	-	-	-

## Action Based Component

- Mini projects
- Research Based Assignments

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation/ Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Textbooks

1. "Project Management – the Managerial Process", Clifford F. Grey, Erik W.Larson and Gautam V.Desai; McGraw Hill Publications, 6<sup>th</sup> Edition, 2014.
2. "The Art of Project Management", Scott Berkun, 2005s

### Reference books

- 1 "Project Management – Core Textbook", Mantel, Meredith, Shafer and Sutton, Wiley Publications, 2<sup>nd</sup> Indian Edition, 2014
- 2 "Management", Stephen P. Robbins, Mary Coulter and Agna Fernandez, Pearson publications, 14<sup>th</sup> Edition, 2019

## Readings & Case Analysis

1. Project Management Institute: <https://www.pmi.org/business-solutions/case-studies>

### **Suggested Courses on Coursera**

1. <https://www.coursera.org/learn/project-management-foundations>
2. <https://www.coursera.org/professional-certificates/google-project-management>

**SEMESTER/YEAR : III SEM / II YEAR**

**COURSE CODE : 22SC2306**

**TITLE OF THE COURSE: HUMAN CAPITAL MANAGEMENT**

**L: T: P: C : 4: 0: 0: 0**

### Overview

The course aims at introducing basic concepts of human resource management and training and development. The course deals with introductory topics such as job analysis, position analysis, recruitment and selection, training and development, and performance appraisal. Application of basic concepts in management situations is done with the help of topics like job analysis, job description, job rotation, training and development and 360-degree performance appraisal.

### Course Objectives

The objectives of the course are to enable the student to:

1. Understand HRM functions and practices and its implication in the organization.
2. Analyze Job Analysis and Job evaluation methods and its importance in the organization.
3. Application of the Recruitment and Selection process in the changing scenario.
4. Examine different Training and Development methods.
5. Evaluate different performance Appraisal methods.

### Course Outcomes

At the end of this course, students are able to:

1. Summarize the functions and challenges influencing HR practices.
2. Classify between recruitment and selection and insights on E-Recruitment.
3. Examine the impact of training and development on employees.
4. Justify the importance of performance appraisal and career planning and succession.
5. Predict the trends in IHRM and challenges in EHRM.

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>● Lectures</li><li>● Readings</li><li>● Active student participation and class room exercises</li><li>● Case Analysis collaboratively with student's involvement</li></ul>
<b>Assessment Strategy</b>	Participants will be assessed on both conceptual understanding and business application of HR practices by way of: <ul style="list-style-type: none"><li>● Mini projects,</li><li>● Submission of assignments</li><li>● Group assignments</li></ul>

	<ul style="list-style-type: none"><li>• Written Exam</li></ul>
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## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Introduction to HRM:</b></p> <p>Meaning and significance of HRM, major functions of HRM, line functions and staff functions. HR Responsibilities &amp; Roles: Competitive Challenges Influencing HR, Meeting Competitive Challenges, Business Models &amp; Strategic HR.</p>	6
<b>Unit II</b>	<p><b>Recruitment and Selection:</b></p> <p>Introduction to Job analysis, Job description, Job specification and Job evaluation. Meaning and significance of recruitment, process of recruitment, sources of recruitment, cost-benefit analysis of recruitment, E – Recruitment. Meaning and significance of selection, process of selection, selection techniques- types of tests. Issues in E - staff selection. Types of Interviews, Induction, orientation.</p>	10
<b>Unit III</b>	<p><b>Training and Development</b></p> <p>Meaning and significance of training and development Training Need Analysis, Training process</p> <p><b>Training:</b> Designing Formal Training Programs, Choosing &amp; Evaluating Alternative Training Programs, Cross culture and diversity.</p> <p><b>Development:</b> Management Development implications; Types of Management Development Programs; Types of Management Development Training</p>	10
<b>Unit IV</b>	<p><b>Performance Appraisal</b></p> <p>Meaning and significance of performance management, process of performance management, Methods of performance appraisal system, performance evaluation and performance feedback and Career and succession planning.</p>	6
<b>Unit V</b>	<p><b>International HRM and EHRM:</b></p> <p>Introduction to International HRM, Meaning, Importance and challenges faced in International HRM. Difference between Domestic and International HRM. Latest trends in IHRM. Expatriation and Repatriation.</p>	8

Introduction to E-HRM, Meaning, Importance and Challenges faced in EHRM. Latest trends in EHRM.
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### CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	3	2	3	-	-	-
<b>C03</b>	3	3	2	-	-	-
<b>C04</b>	-	3	3	-	-	-
<b>C05</b>	-	3	3	-	-	2

### Action Based Component

- Mini projects on company training and development.
- Role play on recruitment process.

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation/ Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

### Recommended Resources

#### Textbook

1. Essentials of Human Resource Management and Industrial Relations – P Subba Rao, HPH, 2012.
2. Human Resource Management - Cynthia D. Fisher, Cengage Learning, 2008.

#### Reference books

- 1 Human Resource Management - David A. Decenzo, Stephen P. Robbins, 14/e, Wiley India Pvt. Ltd., 2019.
- 2 Human Resource Management – Seema Sanghi, Macmillan, 2011.
- 3 Human Resources Management: A South Asian Perspective, Snell, Bohlander, &Vohra, Cengage Learning, 16th Rep., 2013.

### **Readings & Case Analysis**

1. Finding people who are passionate about what they do (Gary Dessler page no 195).
2. Case Study on “Enterprise Builds on People”, Human Resource Management, Angelo S Denis / Ricky W Griffin / Anita Sarkar, Cengage Learning, Page 22-23.
3. Enterprise Builds on People, Aswathappa, page no 44.
4. Succession Planning for Federal Express Corporation.  
Source: HRM A managerial tool for competitive advantage, Lawrence S Kleiman, Biztantra, Pg-82, 3<sup>rd</sup> Edition.
5. The Geographical Area of Recruitment Source: HRM A managerial tool for competitive advantage, Lawrence S Kleiman, Biztantra, Pg-141, 3<sup>rd</sup> Edition.

### **Suggested Courses on Coursera**

1. <https://www.coursera.org/specializations/human-resource-management>
2. <https://www.coursera.org/learn/recruiting-hiring-onboarding-employees>
3. <https://www.coursera.org/learn/managing-human-resources>

**SEMESTER/YEAR: III SEM / II YEAR**

**COURSE CODE : 22SC2307**

**TITLE OF THE COURSE: QUANTITATIVE TECHNIQUES**

**L: T: P: C : 3: 1: 0: 4**

### **Overview**

This course presents basic statistical concepts and methods commonly used to make data-based decisions in business applications. We will review techniques to collect, summarize, analyse, and interpret business- related data. Topics in this course include descriptive statistics, sampling and sampling distributions, statistical inference, relationships between variables, formulating and testing hypotheses, and regression analysis in the context of business decision-making.

### **Course Objectives**

The objectives of the course are to enable the student to:

- To Develop ability to deal with numerical and quantitative issues in business and to enable the use of statistical, graphical and algebraic techniques wherever relevant.
- To Apply the applications of Statistics in Economics and Management.
- To learn some common and simple concepts of applied statistics which will be useful to them while analyzing data sets obtained from different scientific experiments.
- To promote the practice of the scientific method in our students: the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results.
- To provide students with the foundations of probabilistic and probability distribution mostly used in varied applications.

### **Course Outcomes**

At the end of this course, students are able to:

- Identify statistical tools needed to solve various business problems.
- Achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.
- Interpret the results of Regression and Correlation Analysis for forecasting
- Appreciate business Statistics concepts that are encountered in the real world, understand and be able to communicate the underlying concepts to gain insight into the situation.
- Identify the type of statistical situation to which different distributions can be applied

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Readings</li> <li>• Case Analysis collaboratively with students involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>• Mini projects,</li> <li>• Submission of assignments</li> <li>• Group assignments</li> <li>• Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Introduction to Statistics</b></p> <p>Basic Concepts: Meaning, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data. Classification and tabulation of data (problems). Diagrammatic and graphical representation Introduction – Significance – Difference between diagrams and graphs – Types of diagrams (Multiple Bar diagrams &amp; Percentage bar diagrams) and graphs (Histograms, Frequency polygons, Ogives), Stem-and-Leaf Display</p>	8
<b>Unit II</b>	<p><b>Measures of Central Tendency</b></p> <p>Mean, Median and Mode and their implications, Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation, Skewness, Kurtosis</p>	8
<b>Unit III</b>	<p><b>Correlation and Regression</b></p> <p><b>Correlation Analysis:</b> Positive and Negative Correlation, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Concept of Multiple and Partial Correlation.</p> <p><b>Regression Analysis:</b> Concept, Least Square fit of a Linear Regression, Two lines of Regression, and properties of Regression coefficients.</p>	8
<b>Unit IV</b>	<p><b>Time Series</b></p> <p>Time series analysis: Concept, Additive and Multiplicative</p>	

	models, Components of time series. Trend analysis: Least Square method, Linear and Non- Linear equations, Exponential shooting method, Applications in business decision-making.	
<b>Unit V</b>	<p><b>Probability and Probability Distribution</b></p> <p><b>Probability:</b> Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.</p> <p><b>Probability Theoretical Distributions:</b> Concept and application of Binomial; Poisson and Normal distributions.</p>	8

### CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	3	3	-	-	-
<b>C02</b>	3	2	3	2	-	3
<b>C03</b>	3	2	3	2	-	-
<b>C04</b>	3	2	2	-	-	-
<b>C05</b>	2	2	2	-	-	-

### Action Based Component

- Research Based Mini projects

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission k (assignments) or length(exam) day/week
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Text Book:

1. Business Statistics, C.M.Chikkodi and B.G.Satyaprasad, Himalaya Publishing House, ISBN Number: 978-93-5142-814-5 Edition: 2018

### Reference Books:

1. Statistics for Business & Economics, Anderson, Sweeney, Williams, Camm, Cochran, Cengage Learning , ISBN-13: 978-93-5350-251-5
2. Mathematics and Statistics for Management, P.K.Mittal, B.G.Satyaprasad, M.K.Pradeep Kumar Rao , Himalaya Publishing House, ISBN -13 : 9788183183147

## Readings & Case Analysis

- 1 Harvard Business Review

## Suggested Courses on Coursera

1. <https://www.coursera.org/learn/quantitative-methods>
2. <https://www.coursera.org/specializations/social-science>

**SEMESTER/YEAR : III SEM / II YEAR**  
**COURSE CODE. : 22SC2307**  
**TITLE OF THE COURSE : START-UP MANAGEMENT**  
**L: T: P: C. : 2:0:0:2**

**Overview**

The course provides the conceptual knowledge relating to start-up of a new business concerns and various kinds of start-up ideas through brain storming. The course also gives the information relating to capital estimations and financial assumptions for start-ups and legal environmental policies relating to incorporation of new business. The course is relating about the various financial issues to start-up and venture capital investment concepts. The course provides enough knowledge in terms of wind up of and organization and bankruptcy position and exit strategies like sale or windup of business organization.

**Course Objectives**

The objectives of the course are to enable the student to:

1. To outline the venture capital opportunities
2. To understand the resources and requirements for enterprise start-up
3. Addressing the financial issues of start up
4. Understanding on the survival techniques required for startup business ventures
5. Outline each stages of startup business

**Course Outcomes**

At the end of this course, students are able to:

- Develop a start-up Enterprise with Big Idea Generation.
- Analyze start-up capital requirement by analyzing legal factors.
- Interpret feasibility Analysis towards funding issues.
- Access growth stages in new venture and reasons for scaling ventures.
- Evaluate financial stability and decide on expansion possibilities

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Active student participation and class room exercises</li> <li>• Case Analysis collaboratively with students involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>• Mini projects,</li> <li>• Submission of assignments</li> <li>• Group assignments</li> <li>• Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Start-up opportunities:</b></p> <p>The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India. Government Initiatives.</p>	5
<b>Unit II</b>	<p><b>Startup Capital Requirements and Legal Environment</b></p> <p>Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures Taxes or duties payable for new ventures.</p>	4
<b>Unit III</b>	<p><b>Role of Support Institutions and Management of Small Enterprises</b></p> <p>Entrepreneurship Development Programmes (EDPs) – Phases of EDPs and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks – Other Major Financial Institutions - Role of Small Enterprises in Economic Development. Ownership Structures, MSME Act- Different types of Investors.</p>	4

<b>Unit IV</b>	<b>Starting up Financial Issues</b> <b>Feasibility Analysis</b> - The cost and process of raising capital – Unique funding issues of a high-tech ventures. <b>Funding with Equity</b> – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.	4
<b>Unit V</b>	<b>Stages of growth in a new venture</b> Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures Scaling Ventures – preparing for change - Leadership succession. Support for growth and sustainability of the venture.	3

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	3	2	3	-	-	-
<b>CO2</b>	2	2	3	-	-	-
<b>CO3</b>	2	2	3	-	-	-
<b>CO4</b>	2	3	3	-	-	-
<b>CO5</b>	3	2	2	-	-	-

### Action Based Component

- Mini projects
- Preparation of Feasibility Report
- Preparation of Business Plan

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission k (assignments) or length(exam) day/week
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Textbook

1. “Startup Management”, K. Swapna, J.S. Moses, Y.Sarada, Himalaya Publishing House, First Edition, 2019
2. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
3. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
4. Pushkar Aurangabadkar, Supriya Singh, “Startup and New Management”, Nirali Prakashan, 1<sup>st</sup> Edition, 2017

### Reference books

- 1 S. R. Bhowmik& M. Bhowmik, Entrepreneurship, New Age International, 2007.
- 2 Steven Fisher, Ja-nae’ Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- 3 Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur’s Road Map, 2e, Routledge, 2017.
- 4 Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

## Readings & Case Analysis

1. Case Studies and Management Resources – Startup Case Studies

## Suggested Courses on Coursera

1. <https://in.coursera.org/specializations/start-your-own-business>
2. <https://in.coursera.org/learn/startup-financing-without-vc>
3. <https://in.coursera.org/learn/entrepreneurship-strategy>

**SEMESTER/YEAR : IV SEM/II YEAR**  
**COURSE CODE : 22SC2401**  
**TITLE OF THE COURSE: GENERAL ENGLISH-IV**  
**L: T: P: C : 3:0:0:3**

### Overview

To communicate ideas in clear, logical and persuasive ways. In a range of styles, registers and for a variety of purposes and situation.

### Course Objectives

- Students will understand the nature and uses of language in light of audience and purpose.
- Students will be able to identify their genres, conventions and period-specific discourses.
- Students will develop Empathy by engaging in discussion of literary works, highlighting the emotional aspect.
- Students will appreciate the art form.

### Course Outcomes

1. Students will be able to interpret texts from a variety of approaches and perspective.
2. Students will be able to analyze and synthesize disciplinary, scholarly conversations.
3. Students will analyze communication and writing strategies and implement them in their disciplines.
4. Students will be able read perceptively and think critically. They will enhance their writing skills.

### Syllabus

Units	Syllabus Details	Teaching Hours
Unit I	<b>Poem: Night of the Scorpion by Nizzim Ezekiel</b> Language Activities: Synonyms, antonyms, prefixes, suffixes, homonyms, homophones and collocations.	6
Unit II	<b>Prose: The Drought by Sarath Chandra Chattopadhyay</b> Language Activities: Listening Verses Hearing, Types of Listening	6
Unit III	<b>Poem: The Earth Never Dies by Niyi Osundare</b> Language Activities: Story Writing – Outline expansion	6
Unit IV	<b>Prose: Tell Tale Heart by Edgar Allan Poe</b> Language Activities: Data Interpretation – Bar Graph, Pie chart, Tree Diagram	3
Unit V	<b>Prose: The Golden Dream by K.P Poorna Chandra Tejaswi</b> Language Activities: Resume Writing with Cover Letter, Report writing on college Events, Dialogue writing.	9

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
1	Class Participation	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

### Recommended Resources

#### Reference books

1. George Rejda, Principles of Risk Management and Insurance, Pearson
2. Education.
3. C. Arthur, William Jr., Michael Smith, Peter Young, Risk Management and Insurance, McGraw-Hill
4. Techniques of Teaching English- AL Kohli
5. Practical English Usage- Michael Swan
6. The Oxford essential guide to writing- Thomas S. Kane.

**SEMESTER/YEAR : IV SEM/II YEAR**

**COURSE CODE : 22SC2402**

**TITLE OF THE COURSE : FRENCH- IV**

**L: T: P: C : 3: 0: 0: 3**

### Overview

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day-to-day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters, they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

### Course Objectives

Over the entire course of four semesters, the students will gradually achieve:

1. To teach the basics of French language at beginners' level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day-to-day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

### Course Outcomes

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners' level learning alphabet, numerals and minor words
- 2 Student will be able to differentiate the sounds / phonetics of French pronunciation
3. Usage of French words in day-to-day communication and minor messaging
4. Read & strike simple conversations with French speaking people
5. Comprehend text and create meaningful written communication in French

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>● Lectures</li><li>● Readings</li><li>● Hands on Training</li></ul>
	Students will be assessed on conceptual understanding and business application of communication practices by way of: <ul style="list-style-type: none"><li>● Group assignments</li></ul>

<b>Assessment Strategy</b>	<ul style="list-style-type: none"> <li>• Written Exam</li> </ul>
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## Syllabus

<b>Units</b>	<b>Syllabus Details</b>	<b>Teaching Hours</b>
<b>Unit I</b>	Révision – les noms, les prénoms sujets, les déterminants, les jours de la semaine, les mois de l’année  Les saisons – décrire la saison, décrire votre saison préférée	6
<b>Unit II</b>	Révision – les verbes réguliers et irréguliers (présent) Le passé récent Le futur proche	6
<b>Unit III</b>	Les verbes pronominaux Parler de vos activités quotidiennes Expression de la fréquence (d’habitude, souvent, rarement, parfois, toujours, jamais, de temps en temps)	6
<b>Unit IV</b>	Parler de notre profession, nos rêves, nos passions (aimer, adorer, détester + nom/ verbe)	3
<b>Unit V</b>	L’adverbe d’interrogation (où, pourquoi, quand, qui, comment, combien de)  Proposer une sortie Accepter ou refuser une sortie L’impératif au présent	9

## CO-PO Mapping

	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>
<b>C01</b>	3	2	2	-	-
<b>C02</b>	3	2	2	-	-
<b>C03</b>	3	2	3	-	-
<b>C04</b>	3	3	2	-	-
<b>C05</b>	3	2	3	-	-

## Action Based Component

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

**Textbook**

**Reference books**

## Problem Analysis

**SEMESTER/YEAR** : IV SEM / II YEAR  
**COURSE CODE** : 22SC2402  
**TITLE OF THE COURSE** : German IV  
**L: T: P: C** : 3: 0: 0: 3

### Overview

The course aims at introducing basic concepts of German grammar, pronunciation and communication skills. The course deals with grammar topics such as dative personal pronouns, dative verbs, interrogative and demonstrative articles, Modal verbs, Imperative, adverbs, several question words. Application of these grammatical concepts are done with the help of theme-based conversations, reading and writing texts.

### Course Objectives

1. Comprehend the grammatical concepts and pronunciation.
2. Develop reading abilities .
3. Develop theme based writing capabilities .
4. Develop speaking skills through theme based conversations.

### Course Outcomes

The course should help in developing competencies to:

1. Attain efficient pronunciation skills.
- 2 Apply the grammatical concepts and create own theme based articles.
3. Read and apprehend any text for the prescribed syllabus .
4. Active participation in theme based conversations.

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>● Lectures</li><li>● Readings</li><li>● Active student participation and classroom exercises</li><li>● Role play with students' involvement.</li></ul>
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<b>Assessment Strategy</b>	Participants will be assessed on both reading, writing, speaking skills by way of: <ul style="list-style-type: none"> <li>● Regular reading activity</li> <li>● Submission of assignments</li> <li>● Role play and group conversations to assess speaking skills</li> <li>● Written Exam</li> </ul>
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## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Kleidung und Mode: (Clothing and Fashion)</b></p> <p><b>Learning Objectives:</b></p> <p>Understand and have conversations about clothing. Observe and understand the conversation between the salesperson and the customer while shopping/purchasing.</p> <p>Discussing about the past - Usage of verbs in past tense.</p> <p>Conversations when buying clothes.</p> <p>Conversation while shopping in department stores. Understand and know about Berlin.</p> <p><b>Grammar:</b></p> <p>Interrogative articles, demonstrative articles, verbs and personal pronouns in dative, separable verbs in past participle.</p> <p><b>Pronunciation:</b></p> <p>Emphasis on verbs with prefixes.</p> <p><b>Regional study :</b></p>	6

	About trendy city Berlin.	
Unit II	<p><b>Gesund und munter :(Healthy and cheerful)</b></p> <p><b>Learning objectives :</b></p> <p>Provide personal information. Name body parts.</p> <p>Understand and explain about sport exercises. Conversations with the doctor.</p> <p>Understand and give instructions. Understand and give health tips. <b>Grammar :</b></p> <p>Imperative</p> <p>Usage of sentences while making a request/call.</p> <p>Modal verbs: sollen, müssen, dürfen, nicht dürfen.</p> <p><b>Pronunciation:</b></p>	6

	<p>p and b, t and d,k and g</p> <p><b>Regional Study :</b></p> <p>Home remedies for diseases.</p>	
<p><b>Unit III</b></p>	<p><b>Ab in den Urlaub :(Off on vacation)</b></p> <p><b>Learning objectives :</b></p> <p>Suggestions for a city tour.</p> <p>Describing the route or path /Show the directions.Write a postcard.</p> <p>Describe the weather conditions.</p> <p>Describe the problems encountered in a hotel stay.Complain the issues encountered in a Hotel.</p> <p>Speak about travel experience .</p> <p><b>Grammar :</b></p> <p>Pronoun “man”.</p> <p>Question words wer?,wen?,wem?,was?. Use time as adverbs and adjectives - zuerst, dann, später, zum Schluss.</p> <p><b>Pronunciation:</b></p> <p>f/v/w</p> <p><b>Regional study:</b></p> <p>Top /popular locations in Germany.</p>	<p><b>8</b></p>

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

### Recommended Resources

#### Textbook:

Netzwerk - Deutsch als Fremdsprache - Kursbuch A1

#### Reference book:

Netzwerk - Deutsch als Fremdsprache - Arbeitsbuch A1

SEMESTER/YEAR : IV SEM / II YEAR

COURSE CODE :

TITLE OF THE COURSE : KANNADA- IV

L: T: P: C : 3: 0: 0: 3

1. ಭಜನೆ ಬುಡೇನ್ ಸಾಬಿ - ಬೆಳಗೆರೆ ಕೃಷ್ಣಶಾಸ್ತ್ರಿ
2. ಬರಿದಾಗುತ್ತಿರುವ ನನ್ನ ಪ್ರೀತಿಯ ಕಡಲು - ಎಸ್.ನಾಗವೇಣಿ
3. ದುಡ್ಡಿನ ದಾರಿದ್ರ್ಯ - ಪ್ರಸನ್ನ
4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳು - ಹರಿಪ್ರಸಾದ್
5. ಯೂಲೋಸಸ್ ಮತ್ತು ಸೈಕ್ಲೋಪ್ಸರು - ವಿ. ಸೀತಾರಾಮಯ್ಯ
6. ವರುಷಕ್ಕೊಂದು ಹೊಸತು ಜನ್ಮ - ಭಾರತಿ ಬಿ.ವಿ

### Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length (exam)
			1	2	3	4	5	
1	Class Participation & Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10			X	X		
4	IAT	20	X	X	X			
5	CBT	15	X	X	X			
6	Semester End Examination	40	X	X	X	X	X	

**SEMESTER/YEAR : IV SEM / II YEAR**

**COURSE CODE :22BB2401**

**TITLE OF THE COURSE : PRODUCTION AND OPERATION MANAGEMENT**

**L: T: P: C. : 4:0:0:4**

### **Overview**

The course 'Production and Operations management' aims at production planning procedure and production controls to achieve best production practices in manufacturing environment. This course introduces inventory management and deals with various inventory techniques like ABC analysis, VED analysis, JIT, EOQ, FSN Analysis. The Course covers concepts of standard time, ergonomics, charts and diagrams and automation. The course also covers total quality management, quality circles, ISO, and waste management.

### **Course Objectives**

**The objectives of the course are to enable the student to:**

- Concepts of productions and operations management with different planning procedures.
- Factors determining the production and inventory control techniques like EOQ, ABC analysis, VED analysis, JIT
- Models for Operations Management and International Operations Management
- Concepts like Standard time, method study, Ergonomics, charts, diagrams and work measurement.
- Quality and maintenance concepts with the Quality Control techniques like TQM, ISO

### **Course Outcomes**

**At the end of this course, students are able to:**

- Recognize the different types of production procedures and also identify the advantages &disadvantages.
- Describe and explain the different inventory management techniques, Concepts of Quality management for enhancing the quality of production.
- Explain the concepts of standard time, method study, ergonomics, charts, diagrams and work measurement
- Understanding the challenges and problems in International Operations and strategic planning for the operations.
- Analyze the concepts of TQM, ISO and Waste management.

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Readings</li> <li>● Active student participation and class room exercises</li> <li>● Case Analysis collaboratively with students involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>● Mini projects,</li> <li>● Submission of assignments</li> <li>● Group assignments</li> <li>● Written Exam</li> </ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Production Management</b></p> <p>Introduction, meaning &amp; definition, classification, objectives and scope of production and operation management. Production Planning &amp; Control: Introduction, meaning &amp; definition, objectives of production planning, Factors determining the production planning procedure, production control, Factors determining the production control, Capacity, Capacity planning, Aggregate planning and RCCP, Scheduling and its associated activities.</p>	7
<b>Unit II</b>	<p><b>Inventory Management</b></p> <p>Meaning &amp; definition, purchasing, selection of suppliers, inventory management, material handling principles and practices, economic consideration, criteria for selection of materials handling equipment, standardization, codifications, simplification, inventory control, techniques of inventory control – ABC analysis, VED analysis, JIT, EOQ(Questions), FSN analysis.</p>	8
<b>Unit III</b>	<p><b>Supply Chain Management</b></p> <p>Definition of supply chain management Information Technology and SCM- Logistics - An Integral Component of Supply Chain Management - Logistics Operations in Supply Chain Network - Logistics Service Providers keeps Supply Chain Moving - International Logistics - Finished Goods Supply Chain - Spare Parts Supply Chain - Reverse Logistics - 3PL Contract Logistics Operations - Warehouse Management System - Documentation in Supply Chain Management - Aggregate Product Planning - Factors Affecting Aggregate Planning - Aggregate Planning as an Operational Tool - Importance of Aggregate Planning - Aggregate Planning Strategies</p>	9

<b>Unit IV</b>	<p><b>Operation Management and Strategies for Competitive Advantage</b></p> <p>Meaning &amp; Definition, Elements of Operational Management- Different schools of management thought, Framework of Managing Operations, Strategic role of Operations, Trends in Operational Management. Forced choice model of strategic planning for Operations, Building Production and Operations Strategy on competitive priorities, International Operations Management- Challenges, Case study on meeting the competitive challenge in operations management.</p>	8
<b>Unit V</b>	<p><b>Basics of Quality Control</b></p> <p>Statistical quality control, quality management, control charts &amp; operating characteristics curves, acceptance sampling procedures, quality circles, meaning of ISO &amp; TQM. Maintenance &amp; waste management: Modern scientific maintenance methods.</p>	8

### CO-PO Mapping

	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	3	3	3	-	-	-
<b>C03</b>	3	2	2	-	-	-
<b>C04</b>	-	3	3	-	-	-
<b>C05</b>	-	2	2	-	-	-

### Action Based Component

- Mini projects
- Role Play Analysis
- Company Production and Operations Visit to gain practical Exposure

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission k (assignments) or length(exam) day/week
			1	2	3	4	5	
1	Class Participation/ Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Textbook

1. Ashwathappa. K and Sridhar Bhatt, (2012), Production & Operations Management, Himalaya publications
2. Everett E. Adam, Jr. Ronald J. Ebert, Production and Operations Management, PHI Learning Pvt Ltd

### Reference books

1. Sarin Buffa (2011), Modern Production & Operations Management, Wiley India Pvt. Ltd
2. Victory E Sower, Michael J Sovie (2012), Production & Operations Management, MCB Ltd.
3. JK Sharma (2010), Operations Research - Problems & Solutions, Macmillan India Limited.

## Readings & Case Analysis

1. International Journal of Scientific Research Engineering & Technology (IJSRET), ISSN 2278 -0882 Volume 3, Issue 3, June 2014
2. <https://onlinelibrary.wiley.com/journal/19375956>
3. [https://himadri.cmsdu.org/documents/pom\\_case\\_studies.pdf](https://himadri.cmsdu.org/documents/pom_case_studies.pdf)

## Suggested Courses on Coursera

1. <https://www.coursera.org/learn/operations-strategy>

**SEMESTER/YEAR: IV SEM / II YEAR**

**COURSE CODE : 22SC2408**

**TITLE OF THE COURSE : INDIAN FINANCIAL SYSTEM**

**L: T: P: C : 4: 0: 0: 4**

### Overview

A Financial System plays a vital role in the economic growth of a country. It intermediates between the flow of funds belonging to those who save a part of their income and those who invest in productive assets. It facilitates the transfer and allocation of funds, efficiently and effectively. The Indian Financial System has metamorphosed in to a substantive, competitive and cost effective system and hence, it is essential to study in depth about its structure and recent developments.

### Course Objectives

The objectives of the course are to enable the student to:

- To provide students an overview of financial System
- To familiarize with Financial Markets and Capital Markets.
- To Contrast Financial institutions in India and
- To familiarize them with the functioning of Non-Banking Financial Corporations in India
- To provide Overview of financial services industry.

### Course Outcomes

At the end of this course, students are able to:

- Understand the meaning and scope of financial markets as well as institutions in India.
- Understand the concepts of Money Market and Capital Market
- Explain Commercial Banking and its Current developments.
- Explain concept of Non-Banking Financial Companies (NBFC's)
- Examine the Financial Services Industry

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>• Lectures</li><li>• Readings</li><li>• Case Analysis collaboratively with students involvement</li></ul>
<b>Assessment Strategy</b>	Participants will be assessed on both conceptual understanding and business application of Finance practices by way of: <ul style="list-style-type: none"><li>• Mini projects,</li><li>• Submission of assignments</li><li>• Group assignments</li></ul>

	<ul style="list-style-type: none"> <li>• Written Exam</li> </ul>
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## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<p><b>Introduction</b></p> <p>An Introduction to Financial System, Components, Financial System and Economic Development, Financial Inter-mediation, An overview of Indian Financial System since 1951, Financial Sector Reforms since liberalization 1990-91.</p>	6
<b>Unit II</b>	<p><b>Financial Markets</b></p> <p><b>Introduction, Meaning, Types of Financial Markets</b></p> <p><b>Money Market</b> – functions, organization and instruments. Role of central bank in money market. Indian Money Market – an overview.</p> <p><b>Capital Markets</b> –Introduction, role and functions. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX. Role of Stock Exchanges in India. SEBI and Investor Protection.</p>	9
<b>Unit III</b>	<p><b>Banking and Financial Institutions I</b></p> <p><b>Commercial Banking</b> – Meaning and functions, Types of Banks – Public, Private and foreign Banks, Payments Bank, Small Finance Banks, Cooperative Banking System and RRB's. Investment Policy of Commercial Banks and Consolidation of Banks in India.</p> <p><b>Financial institutions</b> - Concept, Objective composition and functions of All Indian Financial Institutions (AIFI's)- IFC, SIDBI, NABARD, EXIM Bank and NHB.</p>	9
<b>Unit IV</b>	<p><b>Financial Institutions II</b></p> <p>Life and non-life insurance companies in India: public and private.</p> <p>Mutual Funds – Introduction and their role in capital market</p>	8

	development. Types of mutual fund schemes (open ended vs close ended), Equity, Debt, Hybrid schemes and ETFs.	
<b>Unit V</b>	<b>Financial Services Industry</b> Overview of financial services industry. Merchant Banking – pre and post issue management, underwriting. Regulatory framework relating to Merchant Banking in India. Leasing and Hire Purchase, Consumer and Housing Finance, Venture Capital Finance, Factoring Services, Angel Investment, Crowd Funding, Credit Rating, Financial Advisory and Portfolio Management Services.	8

### CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	3	2	2	-	-	-
<b>C03</b>	3	2	3	-	-	-
<b>C04</b>	3	3	3	-	-	-
<b>C05</b>	3	2	2	-	-	2

### Action Based Component

- Research Based Mini projects
- Visit to Banks

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Text Book:

1. Khan, M.Y., Indian Financial System –Theory and Practice, Vikas Publishing House.
2. Sharma, G.L., & Singh, Y.P., Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi.

### Reference Book:

1. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company.
2. Kumar, V., Gupta, K., Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
3. Khan M.Y. and Jain, P.K Financial Services, Tata McGraw Hill.

## Readings & Case Analysis

- 1 Harvard Business Review
- 2 MIT Sloan Management Review

## Suggested Courses on Coursera

1. <https://www.coursera.org/learn/financial-markets-global>
2. Swayam , MOOCS

**SEMESTER/YEAR: IV SEM / II YEAR**

**COURSE CODE : 22BB2402**

**TITLE OF THE COURSE : STATISTICS FOR BUSINESS**

**L: T: P: C : 3: 1: 0: 4**

### **Overview**

Operational Research (OR)/ Statistics for Business is a discipline to aid decision making and improving efficiency of the system by applying advanced analytical methods. As a formal discipline it originated in the efforts of military planners during World War II. The tools of Operational Research are not from any one discipline; rather Mathematics, Statistics, Information Technology, Economics, Engineering, etc. have contributed to this discipline of knowledge. Today, it has become a professional discipline that deals with the application of scientific methods for decision-making, and especially to the allocation of scarce resources. The courses in Operational Research offer a unique blend of traditional coursework, practical skills, and real world problem solving experience designed to position students for success in today's competitive world.

### **Course Objectives**

**The objectives of the course are to enable the student to:**

- The purpose of this subject is to introduce the concept of operations research in their proper perspective & present the fundamentals necessary to grasp the features about the techniques and their tools.
- In this subject, the scope, characteristics, the different techniques and the models used in OR will be studied.
- The subject aims at combining the knowledge of various disciplines such as mathematics, statistics, economics engineering and psychology in making decisions in complex situations.
- The various techniques covered in this course include allocation problems, Assignments problems, Transportation problems, Job sequencing, Replacement models, Network Analysis (PERT and CPM) and competitive problems.

### **Course Outcomes**

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

- Understand and identify optimization problem from a physical situation
- Formulate and solve optimization problems

- Solve a two dimensional Linear Programming Problem using graphical method and also understand the formulation of some of the common problems like Transportation problem and trans-shipment problems
- Apply techniques of PERT CPM in Network problems
- Learn the basic concepts of Sequencing, Replacement and Game theory.

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Readings</li> <li>• Case Analysis collaboratively with students involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Finance practices by way of:</p> <ul style="list-style-type: none"> <li>• Mini projects,</li> <li>• Submission of assignments</li> <li>• Group assignments</li> <li>• Written Exam</li> </ul>

## Syllabus

<b>Units</b>	<b>Syllabus Details</b>	<b>Teaching Hours</b>
<b>Unit I</b>	<p><b>Introduction</b></p> <p>Evolution of OR, Definitions of OR, Scope of OR, Applications of OR, Phases in OR study. Characteristics and limitations of OR, models used in OR, Linear Programming Problem (LPP), Generalized LPP- Formulation of problems as L.P.P. Solutions to LPP by graphical method (Two Variables).</p>	8
<b>Unit II</b>	<p><b>Linear Programming Problem</b></p> <p>Simplex method, Canonical and Standard form of LP problem, slack, surplus and artificial variables, Solutions to LPP by Simplex method, Big-M Method and Two Phase Simplex Method, Degeneracy in LPP. Concept of Duality, writing Dual of given LPP. Solutions to L.P.P by Dual Simplex Method.</p>	8

<b>Unit III</b>	<p><b>Transportation &amp; Assignment problems</b></p> <p><b>Transportation problem:</b> Basic feasible solution by different methods, finding optimal solution using NW corner rule, Matrix minima method, VAM method, MODI method, Unbalanced transportation problems, Maximization problems.</p> <p><b>Assignment problem:</b> Balanced and Unbalanced assignment problems, Maximization problem, travelling salesman problems.</p>	8
<b>Unit IV</b>	<p><b>PERT-CPM Techniques</b></p> <p>Steps in CPM / PERT Techniques, Network Construction, rules for drawing network diagram, labeling rule. Critical path and Floats in network, PERT time estimates and optimum duration. Cost analysis and crashing of networks, sensitivity analysis.</p>	8
<b>Unit V</b>	<p><b>Game theory, Sequencing and Replacement models</b></p> <p><b>Game theory-</b> Characteristics and formulation of games, two people-zero sum game, games with and without saddle point, principles of dominance, graphical solution for <math>2 \times n</math> and <math>m \times 2</math> games.</p> <p><b>Sequencing</b> – Introduction, Terminology &amp; Notations. Solution of Sequencing problems, Johnson’s algorithm for n jobs Two machines.</p> <p><b>Replacement models</b> – Introduction, failure mechanism of items, Replacement of items that deteriorate. Replacement of items that fail completely</p>	8

### CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	3	2	2	-	-	-
<b>C03</b>	3	3	3	-	-	-
<b>C04</b>	3	3	3	-	-	-
<b>C05</b>	2	2	2	-	-	-

## Action Based Component

- Research Based Mini projects

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Text Book:

1. "Operations Research", S.D. Sharma and Kedarnath Ramnath, , 17<sup>th</sup> revised edition, 2019

### Reference Books:

1. "Linear Programming", Katta G. Murthy, Wiley Publications, 1983
2. "Quantitative Techniques in Management", N D Vohra, Tata McGraw Hill Publishing, 5<sup>th</sup> Edition, 2017
3. Mathematical Application for Management for Life and Social Science, Ronald.J.Harsbarger, James.J.Reynolds, Cengage Publication, 12<sup>th</sup> Edition,2019
4. "Operations Research – An Introduction", Hamdy A Taha, Pearson Publications, 10<sup>th</sup> Edition, 2019

## Readings & Case Analysis

- 1 Harvard Business Review
- 2 MIT Sloan Management Review

## Suggested Courses on Coursera

1. <https://www.coursera.org/learn/operations-research-modeling>
2. <https://www.coursera.org/specializations/business-statistics-analysis>
3. <https://www.coursera.org/learn/business-statistics-analysis-capstone>

**SEMESTER/YEAR : IV SEM / II YEAR**

**COURSE CODE : 22SC2405**

**TITLE OF THE COURSE: PRINCIPLES OF MARKETING MANAGEMENT**

**L: T: P: C : 3: 0: 0: 3**

### **Overview**

The course aims at introducing basic concepts of marketing and promotion models. The course deals with introductory topics such as segmenting, targeting, positioning, and pricing strategies. Application of basic concepts in management situations is done with the help of topics like AIDA Model, personal selling, direct marketing and network marketing.

### **Course Objectives**

The objectives of the course are to enable the student to:

1. Understanding of key marketing concepts and skills.
2. Understand the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
3. Apply the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning.
4. Examine the product mix, pricing strategy, branding and packaging tools in marketing.
5. Understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and control the marketing mix variables in order to achieve organizational goals.

### **Course Outcomes**

At the end of this course, students are able to:

1. Summarize the importance of STP in marketing.
2. Classify the various product and pricing strategy.
3. Examine the importance of branding and packaging in marketing.
4. Evaluate the AIDA model applicable for product development.
5. Construct a promotional mix for a new product development.

<b>Approach to Learning</b>	<ul style="list-style-type: none"> <li>● Lectures</li> <li>● Readings</li> <li>● Active student participation and class room exercises</li> <li>● Case Analysis collaboratively with student's involvement</li> </ul>
<b>Assessment Strategy</b>	<p>Participants will be assessed on both conceptual understanding and business application of Marketing practices by way of:</p> <ul style="list-style-type: none"> <li>● Mini projects,</li> <li>● Submission of assignments</li> <li>● Group assignments</li> <li>● Written Exam</li> </ul>

## Syllabus

<b>Units</b>	<b>Syllabus Details</b>	<b>Teaching Hours</b>
<b>Unit I</b>	<p><b>Introduction to Marketing and Focusing Marketing Strategy with Segmentation, Targeting and Positioning:</b>            Nature, importance and scope, evolution/various marketing orientations, Evaluating Opportunities in the Changing Marketing Environment. Bases for market segmentation of consumer goods, Effective segmentation criteria, Evaluating &amp; Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition &amp; USP, positioning errors, International Marketing-Entry strategies</p>	7
<b>Unit II</b>	<p><b>Setting Product and Pricing Strategy:</b>            Concept, product hierarchy, new product development, diffusion process, Product Life cycle, Product mix strategies.  <b>Pricing Strategy:</b> Pricing concepts for establishing value, Pricing Strategies-Value based, Cost based, Market based, Competitor based, New product pricing – Price Skimming &amp; Penetration pricing.</p>	9
<b>Unit III</b>	<p><b>Branding and Packaging:</b>  <b>Branding:</b> Brand and its importance, Concept of Branding, Types of brands, Brand equity, Branding Strategies.  <b>Packaging / Labelling:</b> Packaging as a marketing tool and its challenges, requirement of good packaging, Role of labelling in packaging.</p>	7

<b>Unit IV</b>	<b>Marketing Communications:</b> Concept of communication mix, communication objectives, steps in developing effective communication, Stages in designing message Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Advertising Agency Decisions.	7
<b>Unit V</b>	<b>Promotion Mix; Marketing Channels: Place Mix; Promotion Decisions:</b> <b>Sales Promotion:</b> Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion. Personal selling: Concept, features, and Functions, Steps/process involved in Personal Selling, Types of selling. Publicity / Public Relation: Meaning, Objectives, Types, Functions of Public Relations. Direct Marketing: Meaning, Features, Functions. Social media and social networks marketing. <b>Place/Channel Design:</b> Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Distribution system, Supply chain management, Multilevel Marketing (Network Marketing).	10

### CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	2	2	-	-	-
<b>C02</b>	2	2	2	-	-	-
<b>C03</b>	3	3	3	-	-	-
<b>C04</b>	3	2	2	-	-	-
<b>C05</b>	3	2	2	-	-	-

### Action Based Component

- Mini projects on company AIDA Model.
- Role play on Personal selling and Direct marketing.

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation/ Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Textbooks

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Koshy & Jha, 15/e, Pearson Education, 2017.
2. Marketing Management - Ramaswamy V. S. & Namakumar S, 4/e, Macmillan Publishers, 2018.

### Reference books

1. Marketing: An Introduction - Rosalind Masterson & David Pickton, 2/e, Sage Publications, 2014.
2. Marketing Management- Karunakaran, HPH.
3. Marketing in India: Neelamegham, 4/e, Vikas publications.

## Readings & Case Analysis

- Target: From “Expect More” to “Pay Less” Armstrong and Philip Kotler, Principles of Marketing, 14e, pp.94-95.
- Harrah’s Entertainment: Hitting the CRM Jackpot Armstrong and Philip Kotler, Principles of Marketing, 14e, pp.129-131.
- Brentford Square Community Shopping Centre Project: The research proposal pearsoned.com.au/wps/media.
- New Product Development- Case study <http://www.sanandres.esc.edu.ar/secondary/marketing>
- Marketing Channels and Logistics: A Case Study of Pepsi International. Ivoryresearch.com

## Suggested Courses on Coursera

1. <https://www.coursera.org/specializations/marketing-strategy>
2. <https://www.coursera.org/learn/assess-for-success>
3. <https://www.coursera.org/specializations/social-media-marketing>

**SEMESTER/YEAR: IV SEM / II YEAR**

**COURSE CODE : 22SC2406**

**TITLE OF THE COURSE : CONSTITUTION OF INDIA**

**L: T: P: C : 2: 0: 0: 2**

### Overview

The constitution of India aims to imbue students with the constitutional making process and its formulations. Further, it is done with the objective to acquaint / embolden students to have the basic understanding of the constitution of India.

### Course Objectives

**The objectives of the course are to enable the student to:**

- To familiarize students with key elements of Indian Constitution
- To Acting Out Fundamental Rights and understanding Directive Principles.
- To enable students to understand various political institutions that are operationalized under Indian Constitution.
- To Understand the process of judiciary System
- To appraise Administrative organization and constitution

### Course Outcomes

**At the end of this course, students are able to:**

- Understand the philosophy of the constitution and its structure.
- Book marking Fundamental Rights and Directive Principles.
- Measure the powers and functions of various offices under the constitution.
- Familiarize with judicial system in India
- Appreciate the role of constitution in a democracy

<b>Approach to Learning</b>	<ul style="list-style-type: none"><li>• Lectures</li><li>• Readings</li><li>• Case Analysis collaboratively with students involvement</li></ul>
<b>Assessment Strategy</b>	Participants will be assessed on both conceptual understanding and application of constitution of India by way of: <ul style="list-style-type: none"><li>• Mini projects,</li><li>• Submission of assignments</li><li>• Group assignments</li><li>• Written Exam</li></ul>

## Syllabus

Units	Syllabus Details	Teaching Hours
<b>Unit I</b>	<b>Constitution – Structure and Principles</b> Meaning and importance of Constitution; Making of Indian Constitution – Sources; Preamble and Salient features of Indian Constitution.	3
<b>Unit II</b>	<b>Fundamental Rights and Directive Principles</b> Fundamental Rights; Fundamental Duties; Directive Principles	4
<b>Unit III</b>	<b>Government of the Union and States</b> <b>Government of the Union</b> President of India – Election and Powers; Prime Minister and Council of Ministers; Lok Sabha – Composition and Powers; Rajya Sabha – Composition and Powers <b>Government of the States</b> Governor – Powers; Chief Minister and Council of Ministers; Legislative Assembly – Composition and powers; Legislative Council – Composition and powers	5
<b>Unit IV</b>	<b>The Judiciary</b> Features of judicial system in India; Supreme Court –Structure and jurisdiction; High Court – Structure and jurisdiction.	4
<b>Unit V</b>	<b>Administrative organization and constitution</b> Federalism in India – Features; Local Government -Panchayats – Powers and functions; 73rd and 74th amendments; Election Commission – Organization and functions; Citizen oriented measures – RTI and PIL – Provisions and significance.	4

## CO-PO Mapping

	P01	P02	P03	P04	P05	P06
<b>C01</b>	3	2	-	-	3	-
<b>C02</b>	2	3	3	-	3	-
<b>C03</b>	2	3	3	-	3	-
<b>C04</b>	3	3	-	-	3	-
<b>C05</b>	2	2	2	-	3	-

## Action Based Component

- Research Based Mini projects
- Role Plays
- Court Visit

## Course Assessment

#	Description of Assessment Method	Weightage %	Learning Outcomes Assessed					Submission day/week (assignments) or length(exam)
			1	2	3	4	5	
1	Class Participation / Attendance	5	X	X	X	X	X	
2	Assignment 1	10	X	X				
3	Assignment 2	10				X	X	
4	IAT	20	X	X				
5	CBT	15	X	X	X	X		
6	Semester End Examination	40	X	X	X	X	X	

## Recommended Resources

### Reference Book:

- 1.. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
2. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55<sup>th</sup> edn.)
3. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015
4. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015

### Text Book:

1. Constitution of India (Full Text), India.gov.in., National Portal of India,  
[https://www.india.gov.in/sites/upload\\_files/npifiles/coi\\_part\\_full.pdf](https://www.india.gov.in/sites/upload_files/npifiles/coi_part_full.pdf)
2. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)

## Readings & Case Analysis

- Relevant Court Cases.
- Case Laws.



