



MESSAGE FROM THE HON'BLE CHANCELLOR

Dr. P. Shyama Raju
Chancellor
REVA University

Education during recent years has witnessed a great transformation. Today's society, termed as "Knowledge Society" has brought about unprecedented economic and social growth. This has propelled universities across the world to devise new ways of tapping human potential for different competencies and building a vibrant society with a win-win situation for all.

REVA University has seen the light of the day to imbibe this character of paradigm shift in academic pursuits to contribute to the knowledge society. REVA works hard to bring in you an exciting and rewarding educational experience, to discover new interests and to develop your career prospects. You will benefit from a unique approach to student-centered learning through group work and individual study tackling real world challenges alongside experienced practitioners and researchers.

REVA has excellent learning facilities including custom built teaching facilities designed specifically to emulate working conditions, air-conditioned library opened for your studies from early morning till midnight and facilities for variety of sports and cultural activities.

Our faculties have introduced socially relevant and market driven engineering courses after studying the requirements of industries in detail and consulting entrepreneurs, experts in different areas of commerce and industry and other stake-holders. I am glad that the Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) being adopted will facilitate learning environment under continuous guidance and monitoring by the faculty and equip you with competent skills to opt for different job prospects across the global.

I hope that the present scheme of instructions, continuous periodic progress assessments, course curriculum of B. Com. and other information provided in this hand book will guide you to choose appropriate courses of study and move ahead in the right direction in your chosen area of study. I hope you will enjoy and experience the curriculum, the student-centered teaching and learning ambience in developing your personality to become successful professionals, entrepreneurs and proud citizens of the country.

I wish you every success in your career.

MESSAGE FROM THE VICE-CHANCELLOR

Higher education across the globe is opening doors of its academic disciplines to the real world experiences. The disciplinary legitimacy is under critical review. Trans-border mobility and practice learning are being fore-grounded as guiding principles. Interactive learning, bridging disciplines and facilitating learners to gain different competencies through judicious management of time is viewed as one of the greatest and fascinating priorities and challenges today.

All the programs in REVA University are designed with a great care and after detailed market survey of present requirements and job opportunities. Experts in respective areas of study from primary institutions, industries, research organizations, business sectors and such others have been involved in designing the curriculum of each program.

The L: T: P structure of teaching and learning under Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) would certainly help our students learn and build competencies needed in this knowledge based society. It provides students an opportunity to choose subject(s) of interest in other areas of study and learn courses with students of different subjects. It facilitates cross cultural learning. It further facilitates students to move in fast track and earn additional certificates and diploma.

The well qualified, experienced, committed teachers in REVA University will involve students in integrative learning and application environment within and outside the university. They will certainly mould them with knowledge, skill and ethical values and empower them to face the competitive world with courage and confidence.

This handy document containing a brief information about B Com scheme of instruction, course content, CBCS-CAGP regulations and its advantages and calendar of events for the year will serve as a guiding path to students to move forward in a right direction. It is for the students to be disciplined, committed and to work hard and make use of enormous resources and expert faculties to accomplish all round development of their personalities and succeed with flying colours not only in earning degree but also in their future career as leaders and proud citizens of mother India.

Dr. V.G.Talawar
Vice-Chancellor

MESSAGE FROM THE PRO-VICE CHANCELLOR

The curriculum of an institution of higher learning is a living entity. It evolves with time; it reflects the ever changing needs of the society and keeps pace with the growing talent of the students and the faculty. The curriculum of the B Com and other programs of REVA University is no exception.

An experience of a decade in preparing graduates and postgraduates in engineering, architecture, law, commerce and science for a wide variety of industries & research level organizations has led to creation of the new curriculum. I sincerely believe that it will meet the aspirations of all stake holders – students, faculty and the employers of the graduates and postgraduates of REVA University.

The curriculum has been designed in such a way that the teacher enjoys freedom to expand it in any direction he feels appropriate and incorporates the latest knowledge and stimulates the creative minds of the students. There is also provision for new experiments with new contents and new techniques. This is going to lead to new teaching – learning paradigm with experiential, experimental & industry relevant approaches. The present curriculum is contemporary because it is culmination of efforts of large number of faculty members, experts from industries and research level organizations. An effort of benchmarking this curriculum with curriculum of other institutions of repute like NITs and IITs has been done.

I am very sure that all students of REVA University enjoy this curriculum and take fullest advantage to expose themselves to fundamentals and applications. Also, imbibe all attributes that are required to term them as Global Engineers. The innovativeness and creativity being introduced should be explored fully by our students.

The flexibility in the curriculum permits staff and students to incorporate changes in terms of addition of new courses and deletion of irrelevant courses keeping the rapid advances in the technology into consideration.

I also record my personal gratitude to Chancellor, Vice chancellor and members of Academic Senate who have lent every bit of their wisdom to make this curriculum truly superior.

Dr. S.Y.Kulkarni
Pro-Vice Chancellor

PREFACE

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

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

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

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

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

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

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

Prof. Shubha A
Director
School of Commerce

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RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust (RECT)** is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Commerce, Education, Engineering, Environmental Science, Management and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Architecture, Commerce, Management, Education, Law and Arts, and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notch educational institutions was born of the philanthropic instincts of Dr. P. Shyama Raju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 11,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

REVA University established under the Government of Karnataka Act 80 of the year 2012 and notified in the Karnataka Gazette dated 7th Feb, 2013, is located 14 KMs away from the Bangalore International Airport on the way to Bangalore city. The university has a sprawling lush green campus spread over 45 acres of land equipped with state-of-the-art infrastructure and conducive environment for higher Course. The REVA campus has well equipped laboratories, custom-built teaching facilities designed specifically to emulate working conditions, fully air-conditioned library and central computer centre kept open from morning 8.00 AM till mid-night for the students and the faculty. The well planned sports facility for variety of sports activities, facilities for cultural programs and friendly campus lifestyle add to the overall personality development of students. The campus also has residential facility for students, faculty and other staff.

Currently, REVA University offers 18 Post Graduate programs and 15 Graduate programs in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Humanities and Legal Studies in addition to research degrees leading to PhD in different disciplines. The University aims to offer many more PG and UG programs in Science, Arts & Humanities, Architecture, Commerce, Engineering, Science & Technology, Management Studies, Legal Studies, and Education in the years to come.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with

many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

ABOUT SCHOOL OF COMMERCE

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

VISION OF THE SCHOOL OF COMMERCE

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

MISSION

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

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

“Seven Deadly Sins

**Wealth without work
Pleasure without conscience
Science without humanity
Knowledge without character
Politics without principle
Commerce without morality
Worship without sacrifice.”**

— Mahatma Gandhi

Advisory Board

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

Approved by:
BOS/SOC/UG-
PG/07-07-
2015/03

Director, Compgece Bangalore

14. Reshma Srinivasan,

Founder and Managing Director, WeCare Learning Private Limited

901, Senswe Block, Elan Homes, Sarjapur Road, Bangalore – 560 035.

CBCS (CHOICE BASED CREDIT SYSTEM) AND CAGP (CONTINUOUS ASSESSMENT AND GRADING PATTERN) OF EDUCATION AND ITS ADVANTAGES

CBCS is a proven, advanced mode of learning in higher education. It facilitates students to have freedom in making their own choices for acquiring a Degree / Masters Degree program. It is more focused towards the student's choice in providing a wide range of modules available in a single campus across various disciplines offered by experts in the subjects. It leads to quality education with active teacher-student participation.

Studying under CBCS has following advantages:

- Students may undergo training in cross-disciplinary and multi-disciplinary subjects and acquire more focused and preferred knowledge.
- Students may get more skills from other subject(s) which are required for the career path in addition to their regular subject knowledge.
- Students may get ample opportunities to use the laboratories and gain practical exposure to the much needed modules available in other departments/schools for want of scientific inputs.
- Courses are conducted by subject experts identified on the basis of their experiences. Courses taught by such experts may provide in-depth information and clear understanding of the modules.
- Students may get an opportunity to study courses with other students of different programs and exchange their views and knowledge in a common class room.
- CBCS provides a cross-cultural learning environment.
- Students may benefit much from selecting the right options to successfully face the public service examinations like UPSC, KPSC, IFS, IES wherein the knowledge of additional subjects become mandatory for general or optional papers.
- Students are exposed to the culture of universal brotherhood during their campus life.
- Students are allowed to practice various methods of learning a subject.

Summary of REVA University Regulations for Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) for Three Years Graduate Degree Programs, 2016

1. Teaching and Learning Process:

The teaching & learning process under CBCS – CAGP of education in each course of study will have three components, namely:

(i) L= Lecture (ii) T= Tutorial (iii) P=Practice; where:

L stands for **Lecture** session consisting of classroom instruction.

T stands for **Tutorial** session consisting participatory discussion / self study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes.

P stands for **Practice** session and it consists of Hands on Experience / Laboratory Experiments / Field Studies / Case Studies that equip students to acquire the much required skill component.

2. Courses of Study and Credits

- a. The study of various subjects in B Com degree program is grouped under various courses. Each of these courses carries credits which are based on the number of hours of teaching and learning.
- b. In terms of credits, every **one hour session of L amounts to 1 credit per Semester** and a minimum of **two hour session of T or P amounts to 1 credit per Semester or a three hour session of T / P amounts to 2 credits** over a period of one Semester of 16 weeks for teaching-learning process.
- c. **The total duration of a semester is 20 weeks inclusive of semester-end examination.**
- d. **A course shall have either or all the four components.** That means a course may have only lecture component, or only practical component or combination of any two or all the three components.
- e. The total credits earned by a student at the end of the semester upon successfully completing the course are L + T + P. **The credit pattern of the course is indicated as L: T: P:.**

Different **Courses of Study** are labeled and defined as follows:

a. Core Course:

A course which should compulsorily be studied by a candidate as a core-requirement is termed as a Core course. The CORE courses of Study are of THREE types, viz – (i) Foundation Course, (ii) Hard Core Course, and (iii) Soft Core Course.

b. Foundation Course (FC):

The foundation Course is a core course which should be completed successfully as a part of graduate degree program irrespective of the branch of study. These would include basic courses in Languages, courses of study prescribed by the University.

c. Hard Core Course (HC):

The **Hard Core Course** is a Core Course in the main branch of study and related branch(es) of study, if any that the candidates have to complete compulsorily.

d. Soft Core Course (SC):

A Core course may be a **Soft Core** if there is a choice or an option for the candidate to choose a course from a pool of courses from the main branch of study or from a sister/related branch of study which supports the main branch of study.

e. Open Elective Course:

An elective course chosen generally from other discipline / subject, with an intention to seek exposure to the basics of subjects other than the main discipline the student is studying is called an **Open Elective Course**.

f. Project Work / Dissertation:

Project work / Dissertation work denoted as 'D' is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A project work carrying **FOUR or SIX** credits is called **Minor Project work / Dissertation**. A project work of **EIGHT, TEN, TWELVE or SIXTEEN** credits is called **Major Project work / Dissertation**. **A Minor Project work may be a hard core or a Soft Core as decided by the BoS / concerned. But the Major Project shall be Hard Core.**

3. Scheme, Duration and Medium of Instructions:

- 3.1. The Three Year Degree program is of 6 semesters - 3 years duration. A candidate can avail a maximum of 12 semesters - 6 years as per double duration norm, in one stretch to complete the Three Year Degree, including blank semesters, if any. Whenever a candidate opts for blank semester, he/she has to study the prevailing courses offered by the School when he/she resumes his/her studies.
- 3.2. The medium of instruction shall be English.

4. Credits and Credit Distribution

- 4.1. A candidate has to earn 144 credits for successful completion of Three Year B Com degree (150 credits for successful completion of Three Year B Com (Honors) degree) with the distribution of credits for different courses as decided by the Board of Studies.**

- 4.2. The concerned BoS based on the credits distribution pattern given above shall prescribe the credits to various types of courses and shall assign title to every course including project work, practical work, field work, self study elective, as **Foundation Course (FC), Hard Core (HC) or Soft Core (SC) or Open Elective (OE)**.
- 4.3. A candidate can enroll for a maximum of 30 credits and a minimum of 20 credits per Semester. However he / she may not successfully earn a maximum of 30 credits per semester. This maximum of 30 credits does not include the credits of courses carried forward by a candidate.
- 4.4. **Only such full time candidates who register for a minimum prescribed number of credits in each semester from I semester to VI semester and complete successfully 144 credits (150 credits in case of Honors program) in 6 successive semesters shall be considered for declaration of Ranks, Medals, Prizes and are eligible to apply for Student Fellowship, Scholarship, Free ships, and such other rewards / advantages which could be applicable for all full time students and for hostel facilities.**
5. **Add- on Proficiency Certification:**
- To acquire **Add on Proficiency Certification** a candidate can opt to complete a minimum of 4 extra credits either in the same discipline /subject or in different discipline / subject in excess to 144 credits for the Three Year B Com Degree (150 credits in case of B Com Honors Degree) program.
6. **Add on Proficiency Diploma:**
- 6.1. To acquire **Add on Proficiency Diploma**, a candidate can opt to complete a minimum of 18 extra credits either in the same discipline /subject or in different discipline / subject in excess to 144 credits (150 credits in case of B Com Honors program) for the Three Year B Com Degree program.
- 6.2. The **Add on Proficiency Certification / Diploma** so issued to the candidate contains the courses studied and grades earned.
7. **Continuous Assessment, Earning of Credits and Award of Grades.**
- 7.1. The assessment and evaluation process happen in a continuous mode. However, for reporting purpose, **a semester is divided into 3 components as C1, C2, and C3**. The performance of a candidate in a course will be assessed for a maximum of 100 marks as explained below.

(i) Component C1: The first Component (C1), of assessment is for 25 marks. This will be based on test, assignment / seminar. During the first half of the semester (i.e. by 8th week), the first 50% of the syllabus (Unit 1&2) will be completed. This shall be consolidated

during the first three days of 8th week of the semester. A review test based on C1 will be conducted and completed in the beginning of the 9th week. In case of courses where test cannot be conducted, the form of assessment will be decided by the concerned school and such

formalities of assessment will be completed in the beginning of the 9th week. The academic sessions will continue for C2 immediately after completion of process of C1.

The finer split - up for the award of marks in C1 is as follows:

| | |
|-----------------------|-----------------------|
| Assignment | 5 marks for Unit 1&2 |
| Seminar | 5 marks for Unit 1&2 |
| Test (Mid-Term) | 15 marks for Unit 1&2 |
| Total | 25 marks |

(ii) Component C2: The second component (C2), of assessment is for 25 marks This will be based on test, assignment / seminar. The continuous assessment and scores of second half of the semester (9th to 16th week) will be consolidated during 16th week of the semester. During the second half of the semester the remaining units in the course will be completed. A review test based on C2 will be conducted and completed during 16th week of the semester. In case of courses where test cannot be conducted, the form of assessment will be decided by the concerned school and such formalities of assessment will be completed during 16th week.

The 17th week will be for revision of syllabus and preparation for the semester - end examination.

The finer split - up for the award of marks in C2 is as follows:

| | |
|-----------------------|-----------------------|
| Assignment | 5 marks for Unit 3&4 |
| Seminar | 5 marks for Unit 3&4 |
| Test (Mid-Term) | 15 marks for Unit 3&4 |
| Total | 25 marks |

(iii) The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) will be proposed by the teacher(s) concerned before the commencement of the semester and will be discussed and decided in the respective School Board. The students should be informed about the modalities well in advance. The evaluated courses / assignments during Component-I (C1) and Component-II (C2) of assessment are immediately brought to the notice of the students individually and obtain acknowledgement of students in the register maintained by the concerned teacher for this purpose. All such records relating to assignments, tests etc,

shall be maintained in the respective Schools for a period of one academic year excluding the year of study.

(iv) **Component C3:** The end semester examination (C3) of 3 hours duration covering the curriculum of all the four units for each course shall be conducted during the 18th & 19th week.

This forms the third / final component of assessment (C3) and the maximum marks for the final component will be 50.

(v) Valuation will be undertaken concurrently and results are announced latest by the end of 20th week. This practice will be followed both in odd semester and even semester.

7.2. Evaluation of Practical's and Minor Project / Major Project / Dissertation

7.2.1. A practical examination shall be assessed on the basis of:

- a) Knowledge of relevant processes;
- b) Skills and operations involved;
- c) Results / products including calculation and reporting.

7.2.2. In case a course is fully of P type (L=0:T=0:P=4), the performance of a candidate shall be assessed for a maximum of 100 marks as explained below:

- a) Continuous assessment (C1 and C2) = 50 marks
- b) Semester end (C3) practical examination = 50 marks

The 50 marks meant for continuous assessment shall further be allocated as under:

| | | |
|-----|---|-----------------|
| i | Conduction of regular practical throughout the semester | 20 marks |
| ii | Maintenance of lab records | 10 marks |
| iii | Performance of mid-term test | 20 marks |
| | Total | 50 marks |

The 50 marks meant for Semester End (C3) Examination, shall be allocated as under:

| | | |
|-----|---|-----------------|
| i | Conduction of semester end practical examination | 30 marks |
| ii | Write up about the experiment / practical conducted | 10 marks |
| iii | Viva Voce | 10 marks |
| | Total | 50 marks |

7.2.3. The C3 examination for Practical work will be conducted jointly by internal and external

examiners. However, if external examiner does not turn up, then both the examiners will be internal examiners.

7.2.4. In case a course is partly P type i. e, (L=3): (T=0) (P=1), then the examination for C3 component will be as decided by the BoS concerned.

7.2.5. The duration for semester-end practical examination shall be decided by the concerned School Board.

7.3. Evaluation of Minor Project / Major Project / Dissertation:

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

| | | |
|----------------|------|---|
| Component – I | (C1) | Periodic Progress and Progress Reports (25%) |
| Component – II | (C2) | Results of Work and Draft Report (25%) |
| Component– III | (C3) | Final Evaluation and Viva-Voce (50%). Evaluation of the report is for 30% and the Viva-Voce examination is for 20%. |

7.4. The details of continuous assessment are summarized in the following table:

| Component | Period | Syllabus | Weightage | Activity |
|-----------|---|--------------------------------|-----------|--|
| C1 | 1st Week to 8th Week | | | Instructional process and Continuous Assessment |
| | Last 3 days of 8th Week | First 50% (two units) | 25% | Consolidation of C1 |
| | From first day of 9th Week to first 3 days of 16th Week | | | Instructional process and Continuous Assessment |
| C2 | Last 3 days of 16th Week | Second 50% remaining two units | 25% | Consolidation of C2 |
| C3 | 17th Week and 18 th Week | Entire syllabus | | Practical examination and Revision and preparation for semester–end exam |
| C3 | to | Entire | | Conduct of Semester |

| | | | | |
|--|-------------------------------------|----------|-----|------------------------------|
| | 19th Week and 20 th Week | syllabus | 50% | - end Exams and Evaluation |
| | Beginning of 21st Week | | | Tabulation |
| | End of 21st Week | | | Notification of Final Grades |

- Note:** 1. *Examination and Evaluation shall take place concurrently and Final Grades shall be announced latest by 5 days after completion of the examination.*
2. *Practical examination wherever applicable shall be conducted after C2 and before C3 examination. The calendar of practical examination shall be decided by the respective School Boards and communicated well in advance to the Registrar (Evaluation) who will notify the same immediately.*

7.5. Finally awarding the grades should be completed latest by 20th week of the semester.

8. Eligibility to Appear C3 (Semester - end) Examination

Only those students who fulfill a minimum of 75% attendance in aggregate of all the courses including practical courses / field visits etc, as part of the course(s) shall be eligible to appear for C3 examination.

9. Requirements to Pass the Semester and to Carry Forward the Failed Subjects / Courses:

9.1. Requirements to Pass a Course

A candidate's performance from all 3 components will be in terms of scores, and the sum of all three scores will be for a maximum of 100 marks (25 + 25 + 50; i.e, C1 + C2 + C3) and have to secure a minimum of 40% to declare pass in the course. However, a candidate has to secure a minimum of 25% (12 marks) in C3 which is compulsory.

9.2. Provision to Carry Forward the Failed Subjects / Courses:

A student who has failed in a given number of courses in odd and even semesters shall move to next semester of immediate succeeding year and final year of the study. However, he / she shall have to clear all courses of all semesters within the double duration, i. e., within six years of admission of the first semester failing which the student has to re-register to the entire program.

9.3. Re-Registration and Re-Admission:

- a) In case a candidate's class attendance in aggregate of all courses in a semester is less than 75% or as stipulated by the University, such a candidate is considered as dropped the semester and is not allowed to appear for end semester examination (C3) and he / she shall have to seek re-admission to that semester during subsequent semester / year within a stipulated period.
- b) In such a case where in a candidate drops all the courses in semester due to personal reasons, it is considered that the candidate has dropped the semester and he / she shall seek re-admission to such dropped semester.

10. Attendance Requirement:

- 10.1.** All students must attend every lecture, tutorial and practical classes.
- 10.2.** In case a student is on approved leave of absence (e g:- representing the university in sports, games or athletics, placement activities, NCC, NSS activities and such others) and / or any other such contingencies like medical emergencies, the attendance requirement shall be minimum of 75% of the classes taught.
- 10.3.** Any student with less than 75% of attendance in aggregate of all the courses including practical courses / field visits etc, during a semester shall not be permitted to appear to the end semester (C3) examination and such student shall seek re-admission as provided above.
- 10.4.** Teachers offering the courses will place the above details in the School Board meeting during the last week of the semester, before the commencement of C3, and subsequently a notification pertaining to the above will be brought out by the Director of the School before the commencement of C3 examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

11. Challenge Valuation

- a. A student who desires to apply for challenge valuation shall obtain a photo copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. He / She can challenge the grade awarded to him/her by surrendering the grade card and by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 10 days after the announcement of the results. This challenge valuation is only for C3 component.
- a. **The answer scripts for which challenge valuation is sought for shall be evaluated by the external examiner who has not involved in the first evaluation. The higher of two marks from first valuation and challenge valuation shall be the final.**

12. Grade Card and Grade Point:

- 12.1. Provisional Grade Card:** The tentative / provisional Grade Card will be issued by the Registrar (Evaluation) at the end of every semester indicating the courses completed successfully. The provisional grade card provides **Semester Grade Point Average (SGPA)**.
- 12.2. Final Grade Card:** Upon successful completion of B Com / B Com (Honors) Degree a Final Grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).

12.3. The Grade and the Grade Point: The Grade and the Grade Point earned by the candidate in the subject will be as given below:

| Marks P | Grade G | Grade Point (GP=V x G) | Letter Grade |
|------------|------------|---------------------------|-----------------|
| 90 > 100 | 10 | v*10 | O |
| 80 > 90 | 9 | v*9 | A+ |
| 70 > 80 | 8 | v*8 | A |
| 60 > 70 | 7 | v*7 | B+ |
| 55 > 60 | 6 | v*6 | B |
| 50 > 55 | 5.5 | V*5.5 | C |
| 40 > 50 | 5 | v*5 | P |
| 0-40 | 0 | v*0 | F |
| ABSENT | | | AB |

O - Outstanding; A-Excellent; B-Very Good; C-Good; D-Fair; E-Satisfactory; F - Fail

Here, P is the percentage of marks ($P = [(C1+C2)+M]$) secured by a candidate in a course which is **rounded to nearest integer**. V is the credit value of the course. G is the grade and GP is the grade point.

12.3.1. Computation of SGPA and CGPA

The Following procedure to compute the Semester Grade Point Average (SGPA)

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in a given semester, i.e : **SGPA (Si) = $\sum(C_i \times G_i) / \sum C_i$** where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

Illustration for Computation of SGPA and CGPA

Illustration No. 1

| Course | Credit | Grade Point | Grade letter | Credit Point (Credit x Grade point) |
|----------|--------|-------------|--------------|--|
| Course 1 | 4 | 8 | A | 4X8=32 |
| Course 2 | 4 | 7 | B+ | 4X7=28 |
| Course 3 | 3 | 9 | A+ | 3X9=27 |
| Course 4 | 3 | 7 | B+ | 3X7=21 |
| Course 5 | 3 | 6 | B | 3X6=18 |
| Course 6 | 3 | 5 | P | 3X5=15 |
| Course 7 | 2 | 7 | B+ | 2X7=14 |
| Course 8 | 2 | 8 | A | 2X8=16 |

| | | | | |
|--|-----------|--|--|------------|
| | 24 | | | 171 |
|--|-----------|--|--|------------|

Thus, **SGPA = $171 \div 24 = 7.13$**

Illustration No. 2

| Course | Grade Point | Grade letter | Credit | Credit Point (Credit x Grade) |
|---------------|--------------------|---------------------|---------------|--|
| Course 1 | 9 | A+ | 4 | 4X9=36 |
| Course 2 | 8 | A | 4 | 4X8=32 |
| Course 3 | 7 | B+ | 3 | 3X7=21 |
| Course 4 | 10 | O | 3 | 3X10=30 |
| Course 5 | 5 | C | 3 | 3X5=15 |
| Course 6 | 6 | B | 3 | 3X6=18 |
| Course 7 | 10 | O | 2 | 2X10=20 |
| Course 8 | 8 | A | 2 | 2X8=16 |
| | | | 24 | 188 |

Thus, **SGPA = $188 \div 24 = 7.83$**

Illustration No.3

| Course | Credit | Grade Point | Grade Letter | Credit Point (Credit x Grade point) |
|----------|--------|-------------|--------------|--|
| Course 1 | 4 | 10 | O | 4 x 10 = 40 |
| Course 2 | 4 | 9 | A+ | 4 x 9 = 36 |
| Course 3 | 3 | 7 | B+ | 3 x 7 = 21 |
| Course 4 | 3 | 8 | A | 3 x 8 = 24 |
| Course 5 | 3 | 9 | A+ | 3 x 9 = 27 |
| Course 6 | 3 | 9 | A+ | 3 x 9 = 27 |
| Course 7 | 4 | 10 | O | 4 x 10 = 40 |
| | 24 | | | 215 |

Thus, **SGPA = 215 ÷ 24 = 8.99**

12.3.2. Cumulative Grade Point Average (CGPA):

Overall Cumulative Grade Point Average (CGPA) of a candidate after successful completion of the required number of credits (144) for B. Com (150 for B Com (Honors) degree is calculated taking into account all the courses undergone by a student over all the semesters of a program i. e.,

$$\text{CGPA} = \sum(\text{Ci} \times \text{Si}) / \sum \text{Ci}$$

Where Si is the SGPA of the ith semester and Ci is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration:**CGPA after Final Semester**

| Semester (ith) | No. of Credits (Ci) | SGPA (Si) | Credits x SGPA (Ci X Si) |
|-------------------|------------------------|--------------|-----------------------------|
| 1 | 24 | 6.83 | 24 x 6.83 = 163.92 |
| 2 | 24 | 7.13 | 24 x 7.13 = 171.12 |
| 3 | 24 | 7.83 | 24 x 7.83 = 187.92 |
| 4 | 24 | 8.99 | 24 x 8.99 = 215.76 |
| 5 | 24 | 8.68 | 24 x 8.68 = 208.32 |
| 6 | 24 | 9.20 | 24 x 9.20 = 220.80 |

| | | | |
|------------|-----|--|---------|
| Cumulative | 144 | | 1167.84 |
|------------|-----|--|---------|

$$\text{Thus, CGPA} = \frac{24 \times 6.83 + 24 \times 7.13 + 24 \times 7.83 + 24 \times 8.99 + 24 \times 8.68 + 24 \times 9.20}{144} = 8.11$$

CONVERSION OF GRADES INTO PERCENTAGE:

Conversion formula for the conversion of CGPA into Percentage is:

Percentage of marks scored = CGPA Earned x 10

Illustration: CGPA Earned 8.11 x 10 = 81.10

12.3.4. Classification of Results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

| CGPA | Grade (Numerical Index) | Letter Grade | Performance | FGP |
|-----------------|-------------------------------|-----------------|---------------|----------------------|
| | G | | | Qualitative Index |
| 9 >= CGPA 10 | 10 | O | Outstanding | Distinction |
| 8 >= CGPA < 9 | 9 | A+ | Excellent | |
| 7 >= CGPA < 8 | 8 | A | Very Good | First Class |
| 6 >= CGPA < 7 | 7 | B+ | Good | |
| 5.5 >= CGPA < 6 | 6 | B | Above average | Second Class |
| > 5 CGPA < 5.5 | 5.5 | C | Average | |
| > 4 CGPA < 5 | 5 | P | Pass | Satisfactory |
| CGPA < 4 | - | F | Fail | - |

Overall percentage=10*CGPA

13. Provision for Appeal

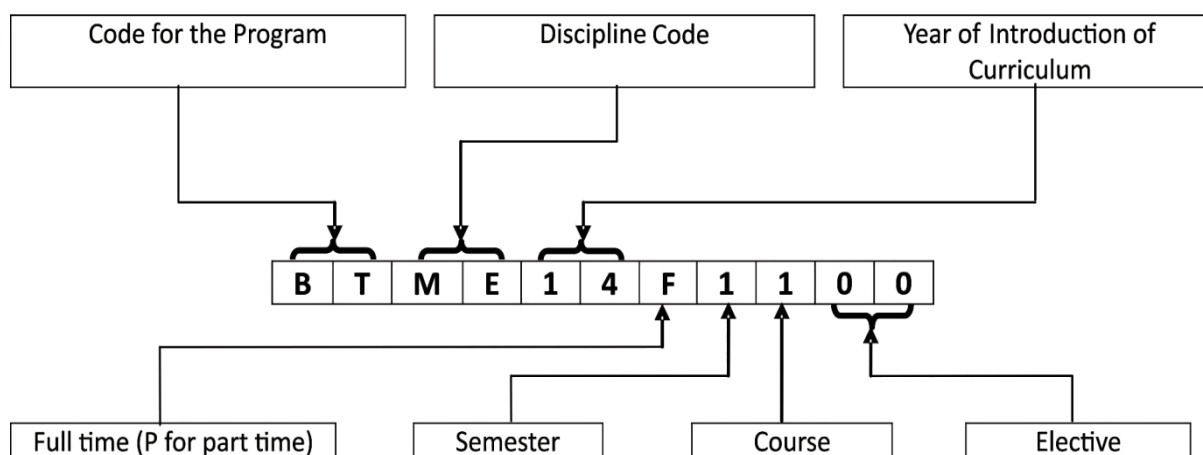
If a candidate is not satisfied with the evaluation of C1 and C2 components, he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc, which were evaluated. He/she can do so before the commencement of semester-end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows:-

- The Registrar (Evaluation) - Ex-officio Chairman / Convener
- One Senior Faculty Member (other than those concerned with the evaluation of the course concerned) drawn from the school / department/discipline and/or from the sister schools / departments/sister disciplines – Member.

- One Senior Faculty Members / Subject Experts drawn from outside the University school / department – Member.
14. With regard to any specific case of ambiguity and unsolved problem, the decision of the Vice-Chancellor shall be final.

Course Numbering Scheme



List of Codes for Programs and Disciplines / Branch of Study

| Program Code | Title of the Program | Discipline Code | Name of the Discipline / Branch of Study |
|--------------|---|-----------------|---|
| BA | Bachelor of Arts | AE | Advanced Embedded Systems |
| BB | BBM (Bachelor of Business Management) | AI | Advanced Information Technology |
| BC | B.Com (Bachelor of Commerce) | AP | Advanced Power Electronics |
| BR | B. Arch (Bachelor of Architecture) | CA | Computer Aided Structural Engineering |
| BS | B Sc, BS (Bachelor of Science) | CE | Civil Engineering |
| BT | B.Tech (Bachelor of Technology) | CH | Chemistry |
| BP | Bachelor of Computer Applications | CO | Commerce |
| BL | LLB (Bachelor of Law) | CS | Computer Science and Engineering / Computer Science |
| MA | Master of Arts | DE | Data Engineering and Cloud Computing |
| MB | MBA (Master of Business Administration) | EC | Electronics and Communication Engineering |
| MC | M.Com (Master of Commerce) | EN | English |
| MS | M.Sc / MS (Master of Science) | MD | Machine Design and Dynamics |

| | | | |
|----|---------------------------------|----|--------------------------------------|
| MT | M Tech (Master of Technology) | ME | Mechanical Engineering |
| MC | Master of Computer Applications | EE | Electrical & Electronics Engineering |

B. COM -INDUSTRY INTEGRATED

Scheme of Instruction

Duration: 6 Semesters (3 Years)

| Sl. No | Course Code | Title of the Course | HC/SC/SE/CC | Credit Pattern | | | |
|-----------------|-------------|--|-------------|----------------|---|---|-------|
| | | | | L | T | P | Total |
| FIRST SEMESTER | | | | | | | |
| 1 | BCOM16F1100 | Communicative English and Critical Awareness | CC | 2 | 1 | 0 | 3 |
| 2 | BCOM16F1200 | Language – II: K / H / AE | CC | 3 | 0 | 0 | 3 |
| 3 | BCOM16F1300 | Business organization and Management | HC | 3 | 1 | 0 | 4 |
| 4 | BCOM16F1400 | Financial Accounting | HC | 3 | 0 | 1 | 4 |
| 5 | BCOM16F1500 | Micro Economics | HC | 3 | 1 | 0 | 4 |
| 6 | BCOM16F1600 | Business Law | HC | 2 | 1 | 0 | 3 |
| 7 | BCOM16F1700 | Computer Applications | FC | 2 | 0 | 1 | 3 |
| Total Credits | | | | 17 | 5 | 2 | 24 |
| SECOND SEMESTER | | | | | | | |
| 1 | BCOM16F2100 | Business Communication | CC | 2 | 1 | 0 | 3 |
| 2 | BCOM16F2200 | Language – II: K / H / AE | CC | 2 | 1 | 0 | 3 |
| 3 | BCOM16F2300 | Corporate Accounting-I and Tally | HC | 3 | 0 | 1 | 4 |
| 4 | BCOM16F2400 | Marketing Management | HC | 2 | 1 | 0 | 3 |
| 5 | BCOM16F2500 | Business statistics | HC | 3 | 1 | 0 | 4 |
| 6 | BCOM16F2600 | Macro economics | HC | 3 | 1 | 0 | 4 |
| 7 | BCOM16F2700 | Environmental Studies | FC | 1 | 0 | 1 | 2 |
| Total Credits | | | | 16 | 5 | 2 | 23 |
| THIRD SEMESTER | | | | | | | |
| 1 | BCOM16F3100 | Auditing | HC | 3 | 1 | 0 | 4 |
| 2 | BCOM16F3200 | Cost Accounting | HC | 3 | 0 | 1 | 4 |
| 4 | BCOM16F3300 | Corporate Accounting – II | HC | 3 | 0 | 1 | 4 |
| 5 | BCOM16F3400 | Human Resource Management | HC | 2 | 1 | 0 | 3 |
| 6 | BCOM16F3500 | Corporate Administration | HC | 2 | 1 | 0 | 3 |
| 7 | BCOM16F3600 | Indian Constitution And Human Rights | FC | 2 | 0 | 0 | 2 |
| 8 | BCOM16F3700 | E-Commerce | OE | 3 | 0 | 1 | 4 |
| Total Credits | | | | 18 | 3 | 3 | 24 |
| FOURTH SEMESTER | | | | | | | |
| 1 | BCOM16F4100 | Taxation-I | HC | 3 | 0 | 1 | 4 |
| 2 | BCOM16F4200 | Financial Management | HC | 3 | 0 | 1 | 4 |
| 3 | BCOM16F4300 | Management Accounting | HC | 3 | 0 | 1 | 4 |

| | | | | | | | |
|---|-------------|----------------------|----|---|---|---|---|
| 4 | BCOM16F4400 | Costing Methods | HC | 2 | 0 | 1 | 3 |
| 5 | BCOM16F4500 | E-Commerce and Tally | SC | 0 | 0 | 3 | 3 |

Specializations (Soft Core Courses(SC)); * Choose any ONE of the following specializations

I. Accounting and Taxation Specialization

II. Finance Specialization

III. Banking and Insurance Specialization

I. Accounting and Taxation Specialization

| | | | | | | | |
|---|-------------|-----------------------|----|---|---|---|---|
| 6 | BCOM16F4A11 | Advanced Accounting | SC | 3 | 0 | 1 | 4 |
| | BCOM16F4A12 | Business Taxation - I | SC | 3 | 0 | 1 | 4 |

II. Finance Specialization

| | | | | | | | |
|---|-------------|----------------------------|----|---|---|---|---|
| 7 | BCOM16F4F11 | Corporate Financial Policy | SC | 3 | 0 | 1 | 4 |
| | BCOM16F4F12 | International Finance | SC | 3 | 0 | 1 | 4 |

III. Banking and Insurance Specialization

| | | | | | | | |
|---|-------------|--|----|---|---|---|---|
| 8 | BCOM16F4B11 | Introduction to Banking and Insurance | SC | 3 | 1 | 0 | 4 |
| | BCOM16F4B12 | International Banking and Forex Management | SC | 3 | 1 | 0 | 4 |

Total Credits

26

FIFTH SEMESTER

| | | | | | | | |
|---|-------------|--|----|---|---|---|---|
| 1 | BCOM16F5100 | Taxation II | HC | 3 | 0 | 1 | 4 |
| 2 | BCOM16F5200 | Business Ethics and Corporate Governance | HC | 3 | 1 | 0 | 4 |
| 3 | BCOM16F5300 | Indian Financial System | HC | 3 | 0 | 0 | 3 |
| 4 | BCOM16F5400 | Business Research Methods | HC | 3 | 0 | 1 | 4 |
| 5 | BCOM16F5500 | Corporate Risk Management | HC | 3 | 1 | 0 | 4 |

Specializations (Soft Core Courses(SC)); Choose any ONE of the following specialization

I. Accounting and Taxation Specialization

| | | | | | | | |
|---|-------------|---|----|---|---|---|---|
| 6 | BCOM16F5A11 | Business Taxation - II | SC | 3 | 0 | 1 | 4 |
| | BCOM16F5A12 | International Financial Reporting Standards | SC | 3 | 0 | 1 | 4 |

II. Finance Specialization

| | | | | | | | |
|---|-------------|--|----|---|---|---|---|
| 7 | BCOM16F5F11 | Advanced Financial Management | SC | 3 | 0 | 1 | 4 |
| | BCOM16F5F12 | Security Analysis and Portfolio Management | SC | 3 | 0 | 1 | 4 |

III. Banking and Insurance Specialization

| | | | | | | | |
|---|-------------|---------------------------------|----|---|---|---|---|
| 8 | BCOM16F5B11 | Life and General Insurance | SC | 3 | 1 | 0 | 4 |
| | BCOM16F5B12 | Marketing of Insurance Products | SC | 3 | 1 | 0 | 4 |

Total Credits

27

SIXTH SEMESTER

| | | | | | | | |
|---|-------------|------------------------------|----|---|---|---|---|
| 1 | BCOM16F6100 | Entrepreneurship Development | HC | 3 | 1 | 0 | 4 |
|---|-------------|------------------------------|----|---|---|---|---|

| | | | | | | | |
|---|-------------|---------------------------------------|----|---|---|----|------------|
| 2 | BCOM16F6200 | Stock and Commodity Markets | HC | 3 | 1 | 0 | 4 |
| 3 | BCOM16F6300 | Major Project / Internship | HC | 0 | 2 | 10 | 12 |
| | | Total Credits | | | | | 20 |
| | | Total Credits of all Semesters | | | | | 144 |

Semester-wise Summary of Credit Distribution

| Semesters | No. of Credits |
|----------------------|-----------------------|
| First Semester | 24 |
| Second Semester | 23 |
| Third Semester | 24 |
| Fourth Semester | 26 |
| Fifth Semester | 27 |
| Sixth Semester | 20 |
| Total Credits | 144 |

-

-
-
Detailed Syllabus

Semester-I

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|---|---|---|---|---|
| BCOM16F1100 | 16 Weeks | COMMUNICATIVE ENGLISH AND CRITICAL AWARENESS | 2 | 1 | 0 | 4 |

Outline of courses and Pedagogical Strategies:

The course containing three units would aim at and take care of basic grammatical and communicative fluency. One unit on critical awareness is included to sensitize students. Teachers will have the autonomy to choose contexts based studies and issues related texts which could provide sites for specific skills focused learning process. Capacity building for effective communication will be the major thrust and goal. Peer – team learning, role plays and co-operative learning methods could be used to ensure better efficiency in terms of learning outcomes.

Course Contents:**UNIT-1:**

Grammatical Aspects and Fluency: Tenses, Articles, Prepositions, Voice, Reported Speech, Concord, Questions / tags, Adjectives, Linkers, Idioms and Phrases.

UNIT-2:**Communicative Fluency**

- Listening skills
- Telephone skills
 - Telephone etiquette
 - Giving / taking instructions
 - Making enquiries
- Describing (people, process, objects, places)
- Narrating events

UNIT-3:**Critical Awareness (Themes / Ideas)**

- Ecology and Environment
- Media and Entertainment
- Travel and Tourism
- Sports and Adventure

Learning Outcomes:

At the end of the semester students should be able to –

UNIT-1 & 2:

- Revise / reinforce grammar (remedial) in context through tasks/activities.

- Acquire the functional use of language in context.
- Carryout simple telephonic conversation and dialogues.
- Obtain skills in speaking and listening that are useful in specific tasks such as explaining, narrating, directing instructing etc.

UNIT-3:

- Understand issues of ecology and environment.
- Examine and critique issues related to media.
- Perceive travel and tourism as a learning experience

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|---------------------------|---|---|---|---|
| BCOM16F1200 | 16 Weeks | LANGUAGE-II K / H / AE | 2 | 1 | 0 | 3 |

Course Objective: To improve language proficiency in respective language and learn grammar for critical and proper communication.

KANNADA

The following texts are prescribed:

- 1) T. P. Kailasam, TOLLUGATT ATWA MAKKALISCHOOL MANELALVE? A play, published by AnkitaPustaka - 2010, Bangalore
- 2) V. Sitaramiah (V.Si.), PAMPA YATRE – (Pilgrimage to Hampi: Capital of Vijayanagar Empire), published by V. Si. Sampada (V. Si SamsamaranaVedike), 6th Edition, 2004, Bangalore

HINDI

The following texts are prescribed:

- 1) Jaya Prakash, Nutan Gadya Sangraha published by Sumitra Prakashan, Islamabad, 2009.
- 2) Dr. Sanjeev Kumar Jain, Media Writing and Mass Communication by Kailash PustakSadan, Bhopal

ADDITIONAL ENGLISH

The following texts are prescribed:

- 1) NandiniNayar, Footprints I, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2008
- 2) NandiniNayar, Footprints II, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2008
- 3) NandiniNayar, Footprints III, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2010

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|--------------------------------------|---|---|---|---|
| BCOM16F1300 | 16 Weeks | Business Organization and Management | 3 | 1 | 0 | 4 |

Course Objective:

The course familiarizes the students with the business organization and Management and Managerial Practices.

Course Outcome:

The student will gain knowledge regarding management functions, Organisation culture and systems.

Level of knowledge: Basic and Conceptual

Course Contents:

UNIT - 1 Introduction to Management

Evolution of Management thought, Process of Management, Functions of Management, Delegation of authority and responsibility. Management as profession-Management as science and as an art. Taylor, Fayol, Neo classical and Human Relations approach. Mayo, Hawthorne Experiments, Behavioral Approach, Systems approach, contingency approach-Lawrence and Larsh.

UNIT-2 Introduction to Organisation

Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Modern Business, Business & Profession. Business Unit, Establishing a new business unit. Meaning of Promotion. Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

UNIT-3 Planning and Organizing

Meaning and significance - Types of plans - Different approaches to plans – strategies - Objectives and policies. Organizing: Principles of organization –Types of organization - Formal and informal organization structure - Authority and responsibility - Delegation - Span of control and chain of command.

UNIT-4 Leadership theories, Motivation

Leadership: concept and styles, Trait and situational theory of leadership. Motivation: Concept and importance, Maslow Need Hierarchy theory, Hertzberg two factor theory. Communication: process and barriers. Control: concept and process. Directing: Definition - Importance - Principles of Direction - Co-ordination as essence of management. Managerial Control: Need for control - Features of effective controlling system - Emerging trends in management. Controlling: Definition, importance-Need, Scope, Objectives Tools of controlling.

REFERENCE BOOKS:

1. Gupta CB, Principles of management. Sultan & Chand publishers, New Delhi
2. Prasad L.M, Principles and Practices of Management, Chand and Sons, New Delhi.
3. Sherlekar, Principles of Management
4. Raman AT, Knowledge Management
5. Prasad L M, Strategic Management

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|--------------|---|---|---|---|
|-------------|----------|--------------|---|---|---|---|

| | | | | | | |
|-------------|----------|-----------------------------|---|---|---|---|
| BCOM16F1400 | 16 Weeks | FINANCIAL ACCOUNTING | 3 | 0 | 1 | 4 |
|-------------|----------|-----------------------------|---|---|---|---|

Course Objective:

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Course Outcome:

Students can analyze the financial data for decision making purpose. To enable the students to identify and address the issues relating to financial planning and control

Level of knowledge: Analytical**UNIT-1: (a) Theoretical Framework:**

i) Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.

ii) The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

iii) Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): 1 (ICAI). International Financial Reporting Standards (IFRS): - Need and procedures.

(b)Accounting Process: From recording of a business transaction to preparation of final accounts including adjustments.

UNIT-2: (a)Measurement of Income: Inventory Valuation (FIFO, LIFO and Weighted Average only; AS-2). Depreciation (SLM, WDV and change of methods only; AS-6)

(b) Final Accounts: Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of non-corporate business entities.

UNIT-3: Accounting for Hire Purchase and Instalment Systems: Introduction-meaning- hire purchase agreement-calculation of Hire purchase price, interest- Journal entries and ledger accounts in the books of hire purchaser and hire vendor (asset accrual method only) - **Installment Purchase Method:** Introduction – Meaning – Difference between hire purchase and installment purchase system –Treatment of interest suspense account - Journal entries and ledger account in the books of both parties.

UNIT-4 Royalty Accounts: Introduction – Meaning – Technical terms – Royalty – Landlord – Tenant – Minimum rent –Short workings – Recoupment of short working under fixed period – Floating period –Recoupment within the life of a lease –Journal Entry in the books of lessee (tenant) – When royalty is less than minimum rent –When royalty is equal to minimum rent – When the right of recoupment is lost- when minimum rent account method is followed – Preparation of ledger accounts – Royalty account- Landlord account – Short workings account - Minimum rent account when minimum rent account is followed.

REFERENCE BOOKS:

1. Anthony, Hawkins, and Merchant, *Accounting: Text and Cases*. McGraw-Hill Education.
2. Horngren, *Introduction to Financial Accounting*, Pearson Education.
3. Monga, J.R. *Financial Accounting: Concepts and Applications*. Mayoor Paper Backs, New Delhi.
4. Shukla, M.C., T.S. Grewal and S.C.Gupta. *Advanced Accounts. Vol.-I*. S. Chand and Co., New Delhi.
5. Maheshwari, S.N. and S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
6. Sehgal, Ashok, and Deepak Sehgal. *Advanced Accounting. Part –I*. Taxmann Applied Services, 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. Jain, S.P. and K.L. Narang. *Financial Accounting*, Kalyani Publishers, New Delhi
11. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|-----------------|---|---|---|---|
| BCOM16F1500 | 16 Weeks | MICRO ECONOMICS | 3 | 1 | 0 | 4 |

Course Objective:

Course Objective: The course is to acquaint the students with the concepts of microeconomics the course also makes the student understand the consumer behaviour and market structure of firms.

Course Outcome:

This course intends to provide the students understanding of various microeconomic variables that determine business decisions and consumer's purchase decisions.

Level of knowledge: Basic / Conceptual

Course Content:

UNIT-1 : Introduction to Economics: Nature and Scope of Economics: Micro and Macro Economics - Types of Economies–Basic problems of an Indian economy. –Business Economics–Scope- Goals of Business economics Difference between economics and business economics

UNIT-2: Theories of Demand and Analysis: Demand - Demand determinants–Law of demand–Elasticity of demand–Price elasticity–Types–Determining factors–Change in demand and elasticity of demand–Business applications of price elasticity–Concepts of income and cross elasticity of demand - Price elasticity of demand measurement by total outlay

method.

UNIT-3 Consumer Behavior: Consumer sovereignty-Limitations-Approaches to the study of consumer behavior - Cordial approach -The Law of Equi-Marginal utility- Ordinal approach - Indifference curve analysis - Properties–Consumer surplus - Meaning-Analysis - Limitations.

UNIT-4: Market Structure: (a). **Perfect Competition:** Features- Equilibrium of the firm and Industry in the short run and long run (b) **Imperfect Competition:** Difference between perfect competitions and imperfect competition;
(i) Monopolistic Competition: Assumption; Short – run Equilibrium.
(c) **Monopoly: Features** short run and long-run equilibrium of monopoly firm (d) **Oligopoly: Features** short run and long-run equilibrium of monopoly firm.

REFERENCE BOOKS:

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
3. Gould, J.P. and E.P. Lazear; *Microeconomic Theory*, All India Traveller Bookseller, New Delhi.
4. Lipsey, R.G. and K.A. Chrystal; *Economics*, Oxford University Press.
5. Joel Dean, *Managerial Economics*, Prentice Hall Ltd., India.
6. Varshney & Maheswari, *Managerial Economics*, Sultan Chand & Co.
7. Mehatha P.L., *Managerial Economics*, Sultan Chand & Co.
8. Dwivedi D.N., *Managerial Economics*, Himalaya Publishing House

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|--------------|---|---|---|---|
| BCOM16F1600 | 16 Weeks | BUSINESS LAW | 2 | 1 | 0 | 3 |

Course Objective:

The objective of this course is provides a brief idea about the framework of Indian business law.

Course Outcome:

By the time they complete the course they will be confident of the legal requirements of doing business in India. They will gain an insight in to the important s laws which matter in business world.

Level of knowledge: Basic/Conceptual

COURSE CONTENTS:

UNIT-1: Law of Contract (1872)

Nature of contract, Classification; Offer & acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.

UNIT-2: Special Contract

Indemnity; Guarantee; Bailment and pledge; Agency. **The Consumer Protection Act 1986:** Salient features; Definition of consumer; Grievance redressal machinery;

UNIT-3: Sale of Goods Act 1930

Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

UNIT-4: Negotiable Instrument Act 1881

Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonors and discharge of negotiable instrument.

REFERENCE BOOKS:

1. Desai T.R. Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Khergamwala J.S.: The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow.
4. Kuchal M.C.: Business Law; Vikas Publishing House, New Delhi.
5. Kapoor N.D. : Business Law; Sultan Chand & Sons, New Delhi.
6. Chandha P.R.: Business Law; Galgotia, New Delhi.

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|-----------------------|---|---|---|---|
| BCOM16F1700 | 16 Weeks | COMPUTER APPLICATIONS | 2 | 0 | 1 | 3 |

Course Objective:

To provide basic knowledge of computer and its usage.

Course Outcome:

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

Level of knowledge: Application

Course Contents:**UNIT-1: Introduction to Computers**

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

UNIT-2: Computer Organization

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

UNIT-3: Computer Hardware and Software

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

UNIT-4: Microsoft Office

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

REFERENCE BOOKS:

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

SEMESTER-II

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|------------------------|---|---|---|---|
| BCOM16F2100 | 16 Weeks | BUSINESS COMMUNICATION | 2 | 1 | 0 | 3 |

COURSE OBJECTIVE:

To enable the Students to grasp the basic principles, objectives and importance of communication in trade and commerce.

COURSE OUTCOME:

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

Level of knowledge: Comprehensive

Course Contents:

UNIT-1: Introduction to Communication

Communication – Meaning and definition – Importance in business – Types – Barriers – Principles – Communication Vs Correspondence – Lay-out and components of business letters - Qualities of a good business letter.

UNIT-2: Application

Application for situations – Application blank – Bio-data – Interview call – Appointment order – Application seeking agency – Sanctioning agency.

UNIT-3: Trade Letters

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

UNIT- 4: Credit Letters

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

Secretarial Correspondence: Company secretary – Role and functions – Duties – Invitation for share application – Letter of allotment – Letter of regret – Notice for company meeting – Agenda for company meetings – Minutes writing.

REFERENCE BOOKS:

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

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|---------------------------|---|---|---|---|
| BCOM16F2200 | 16 Weeks | Language – II: K / H / AE | 2 | 1 | 0 | 3 |

Course Objective: To improve language proficiency in respective language and learn grammar for critical and proper communication.

KANNADA

The following texts are prescribed:

- 1) T. P. Kailasam, TOLLUGATT ATWA MAKKALISCHOOL MANELALVE? A play, published by AnkitaPustaka - 2010, Bangalore
- 2) V. Sitaramiah (V.Si.), PAMPA YATRE – (Pilgrimage to Hampi: Capital of Vijayanagar Empire), published by V. Si. Sampada (V. Si SamsamaranaVedike), 6th Edition, 2004, Bangalore

HINDI

The following texts are prescribed:

- 1) Jaya Prakash, Nutan GadyaSangraha published by Sumitra Prakashan, Islamabad, 2009.
- 2) Dr. Sanjeev Kumar Jain, Media Writing and Mass Communication by Kailash PustakSadan, Bhopal

ADDITIONAL ENGLISH

The following texts are prescribed:

- 1) NandiniNayar, Footprints I, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2008
- 2) NandiniNayar, Footprints II, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2008
- 3) NandiniNayar, Footprints III, An anthology of prose, poetry and fiction, published by Cambridge University, New Delhi, 2010.

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|---|---|---|---|---|
| BCOM16F2300 | 16 Weeks | CORPORATE ACCOUNTING AND TALLY | 3 | 0 | 1 | 4 |

Course Objectives:

The objective of this course is to familiarize the students with corporate accounting procedure.

Course Outcome:

Ability to prepare Annual Financial Statements using accounting packages.

Level of knowledge: Analytical

Course Contents:

UNIT-1: Valuation of Goodwill

Meaning – Definition – Elements of goodwill – Types of goodwill – Purchased goodwill – None purchased or inherent goodwill – Valuation of Non-purchased goodwill – Average profit method–Super profit method – Capitalization of average profit method – Capitalization of super profit method – Annuity method.

UNIT-2: Valuation of Shares

Meaning – Need for valuation – Factors affecting valuation – Methods of valuation – Asset backing or intrinsic value method –Yield valuation method – Dividend yield – Fair value method – Value of right shares – Valuation of preference shares.

UNIT-3: Company Final Accounts

Knowledge on requirements of companies act for presentation of profit and loss account and balance sheet of a company – Treatment of special items relating to company final accounts-Depreciation –Interest on debentures – Tax –Dividends – Interim – Proposed – Unclaimed –Interest out of capital – Managerial remuneration – Commission after charging such commission –Treatment of profit and loss appropriation account – Preparation of balance sheet as per the requirements of companies act amendment 1993.

UNIT-4: Tally

Introduction to Tally -Getting started with Tally Hours - Using Tally Software: introduction and installation, Required Hardware, Preparation for installation of tally software, installation. Items on Tally screen: Menu options, creating a New Company, Basic Currency information, New Company, Other information, Company features and inventory features. Vouchers in Tally- Groups in Tally.

REFERENCE BOOKS:

1. Battacharya S.K., John Dearden, Accounting for Management; Vikas Publishing House Ltd., New Delhi.
2. Jain and Narang; Advanced Accountancy, Kalyani Publishers, New Delhi.
3. Gupta R.L., and M. Radhaswamy, Advanced Accountancy, Chand and Sons, New Delhi.
4. Financial Accounting – A dynamic approach B. K .Banerjee, Printice Hall India Pvt. Ltd., New Delhi
5. Shukla and Grewal , Advanced Accounts, S. Chand and Co. New Delhi.
6. Narayana Swamy, R. Financial Accounting of Managerial Perspective, Printice Hall India Pvt. Ltd., New Delhi.
7. Maheswari S.N., Corporate Financial Accounting.
8. Tulsian, Advanced Accounting

| Course Code | Duration | Course Title | L | T | P | C |
|--------------------|----------|-----------------------------|---|---|---|---|
| BCOM16F2400 | 16 Weeks | MARKETING MANAGEMENT | 2 | 1 | 0 | 3 |

Course Objective:

To facilitate students to understand the conceptual framework of marketing and process of decision making in product and price under various market constraints.

Course Outcome:

This course introduces the student to marketing theory and concepts. Application of the concepts and theory occur via a series of team projects. These base skills provide a foundation for later coursework and are base knowledge and skills required by potential employers.

Level of knowledge: Conceptual

Course Contents:

UNIT-1: Introduction to Marketing

Meaning and Definition – Goals – Concepts of marketing- Approaches to Marketing – Functions of Marketing.

Recent trends in Marketing – Introduction, E-Business – Telemarketing – M-Business – Green Marketing –Relationship marketing – Retailing – concept marketing and virtual marketing (meaning only).

UNIT-2: Marketing Environment

Meaning – Demographic – Economic – Natural – Technological – Political –Legal- Socio – Cultural Environment, Micro Environment.

Consumer Behaviour- need for CB, Consumer buying process, factors influencing consumer buying decisions.

UNIT-3: Marketing Mix

Meaning – Elements –Product –Product mix – Product line – Product life cycle – Product planning- New Product Development – Failure of New Product – Branding – Packing and Packaging Pricing – Objectives – Factors influencing pricing policy and methods of pricing. Physical Distribution – Meaning – factors affecting channel selection – Types of marketing channels.

Promotion- Meaning and significance of Promotion – Personal selling & Advertising (Meaning only)

UNIT-4: Market Segmentation

Meaning and Definition Bases of Market segmentation – Requisites of sound market segmentation.

CRM – Meaning and Definition – Role of CRM – Advantages and Disadvantages.

REFERENCE BOOKS:

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

6. Govindharajan, Marketing Management, PHI, New Delhi.
7. Gandhi, J.C., Marketing – A managerial introduction, Tata Mc Graw Hill, New Delhi.
8. Valarie A, Ziethaml and Mary Jo Bitner, Services Marketing, Tata Mc Graw Hill, New Delhi.

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|---------------------|---|---|---|---|
| BCOM16F2500 | 16 Weeks | BUSINESS STATISTICS | 3 | 1 | 0 | 4 |

Course Objective:

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Outcome:

The student is expected to be equipped with the tools of processing and description of statistical data. In addition, the student would develop competence to use computer for statistical calculations especially for comparatively large sized problems.

Level of Knowledge: Analytical

Course Contents:

UNIT-1: Introduction to Statistics

Meaning and Definition –Function –Scope – Limitations.

Organization of Data: - Collection (census and sample techniques) of data- Classification – Tabulation of data.

Diagrams and graphs: - Simple bar diagram, multiple, and percentage, component bar diagram, pie chart, and frequency polygon.

UNIT-2: Measures of Central Tendency

Meaning and definition – Types of averages – Arithmetic Mean (Simple and Weighted), Median, Mode. Graphical representation of Median and Mode (Ogives and Histogram) (Excluding Short cut method).

UNIT-3: Measures of Dispersion

Meaning and Definition –Range – Quartile Deviation – Mean Deviation – Standard deviation and Co-efficient of Variation.

Skewness:- Meaning uses and problems on Karl Pearson's co-efficient of skewness.

UNIT-4: Index Numbers

Meaning and Definition – uses – methods of constructing Index numbers- simple aggregative method – Simple Average of Price Relative method – Weighted index method- Fishers Ideal method (including TRT and FRT) – consumer price Index – problems.

REFERENCE BOOKS:

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

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|-----------------|---|---|---|---|
| BCOM16F2600 | 16 Weeks | MACRO ECONOMICS | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES:

The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the Policy framework is elaborated, including the open economy.

COURSE OUTCOME:

This course intends to provide the basics of macroeconomic theory and policies in order to understand the influence of external environment in doing business. The students will be able to understand the various macroeconomic variables that determine income, output and employment.

Level of Knowledge: Basic/Conceptual

Course Contents:

UNIT-1: Introduction

Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macro-economic analysis short and the long run – determination of supply, determination of demand, and conditions of Equilibrium.

UNIT-2: Economy in the short run

IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand- aggregate supply analysis.

UNIT-3: Inflation

Causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait

unemployment. Labour market and its interaction with production system. Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

UNIT-4: Open Economy

Flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest rate differentials case of a large economy.

REFERENCE BOOKS:

1. Mankiw, N. Gregory. *Principles Macroeconomics*. Cengage Learning
2. Dornbusch, Rudiger, and Stanley. Fischer, *Macroeconomics*. McGraw-Hill.
3. Dornbusch, Rudiger., Stanley. Fischer and Richard Startz, *Macroeconomics*. Irwin/McGraw-Hill.
4. Deepashree, *Macro Economics*, Scholar Tech. New Delhi.
5. Barro, Robert, J. *Macroeconomics*, MIT Press, Cambridge MA.
6. Burda, Michael, and Wyplosz. *Macroeconomics A European Text*. Oxford University Press, Oxford.
7. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.

| Course Code | Duration | Course Title | L | T | P | C |
|-------------|----------|-----------------------|---|---|---|---|
| BCOM16F2700 | 16 Weeks | ENVIRONMENTAL STUDIES | 1 | 0 | 1 | 2 |

COURSE OBJECTIVE:

To familiarize students with environmental issues as how to conserve, preserve our Environment.

COURSE OUTCOME:

Students will be able to develop concern for environment and its related aspects.

Level of Knowledge: Basic

Course Contents:**UNIT-1: Introduction**

Multidisciplinary nature of environmental studies – Definition -Scope and importance - Need for public awareness.

UNIT-2: Natural Resources

Renewable and non-renewable -Problems associated - Forest resources-Water resources-Mineral resources-Food resources-Energy resources-Land resources and their conservation.

UNIT-3: Environmental Pollution

Definition- Causes - Effects and control measures of air - Water-Soil-Marine-Noise-Thermal -Nuclear pollutions -Solid waste management-Prevention of pollution.

UNIT-4: Social Issues and the Environment

Unsustainable to sustainable development, Environmental ethics, Climate changes, global warming, Wildlife protection act, Public awareness,- Human Population and the Environment- Population growth - Population explosion - Human rights - Value education - Role of information technology in environment and human health - HIV/Aids -Women and child welfare - Case studies..

REFERENCE BOOKS:

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

TRAINING AND PLACEMENT

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

- Willingness to learn
- Self motivation
- Team work
- Communication skills and application of these skills to real scenarios
- Requirement of gathering, design and analysis, development and testing skills
- Analytical and Technical skills
- Computer skills
- Internet searching skills
- Information consolidation and presentation skills
- Role play
- Group discussion, and so on

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

The need of the hour in the field of Engineering is efficient leaders of repute, who can deal the real time problems with a flavour of innovation. This kept in focus, the Training and Placement cell has designed the training process, which will commence from second semester along with the curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, leadership, and strategic management and communication skills to every student of REVA University is

given with utmost care. The process involves continuous training and monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his/her interest and march forward to make better career.

Skill development is one of the very important activities of the University and Industry relationship. A skill development centre is established to organize skill and certification programs. The students shall compulsorily complete at least two skill/certification based programs before the completion of the degree.

The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs.

The various skill/certification programs identified are as follows:

- Big-data and Cloud Computing, Internet of Things (IOT), ORACLE, MYSQL, Advanced Java and Internals of LINUX/UNIX
- Red-hat certified programs on LINUX,
- Management related programs like SAP,ERP and Business Analytics
- Open Source software/hardware, Software Testing
- Advanced networking based CISCO / Microsoft technology.
- Web designing, System administration
- IBM certified programs.

The University has signed MOU's with Multi-National Companies, research institutions, Government agencies like NSDC (National Skill Development Corporation) and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

FACULTY MEMBERS

| SL. NO. | Name of the Faculty | Designation |
|---------|----------------------|---------------------|
| 1 | Prof. Shubha .A | Director |
| 2 | Dr. M.Subramanyam | Assistant Professor |
| 3 | Dr. Harani B | Assistant Professor |
| 4 | Dr. Lokanadha Reddy | Assistant Professor |
| 5 | Mr. G Kantharaju | Assistant Professor |
| 6 | Mr. Harsha J | Assistant Professor |
| 7 | Mr. Nagaraju L G | Assistant Professor |
| 8 | Mr. Karthik Reddy | Assistant Professor |
| 9 | Mrs. Shalini B | Assistant Professor |
| 10 | Mr. Jagannath S | Assistant Professor |
| 11 | Mr. Harish S N | Assistant Professor |
| 12 | Mr. Naresh Babu K S | Assistant Professor |
| 13 | Mr. Sudhakara M R | Assistant Professor |
| 14 | Ms. Anusha B | Assistant Professor |
| 15 | Mr. Azeem Jamamdar | Assistant Professor |
| 16 | Dr. Aruna Kumar | Assistant Professor |
| 17 | Mr. Vedananda Prabhu | Assistant Professor |
| 18 | Ms. Krupa S | Assistant Professor |
| 19 | Ms. Malashree | Assistant Professor |
| 20 | Ms. Geetha | Assistant Professor |
| 21 | Ms. Shruthi | Assistant Professor |
| 22 | Mr. Sridhar N | Assistant Professor |
| 23 | Ms. Ramya | Assistant Professor |
| 24 | Mr.Bharath | Teaching Associate |
| | Ms. Revathi | Teaching Associate |

DO'S AND DON'TS

DO'S

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

DON'TS

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

12. Use of mobiles in the academic areas.

Note: 1. Rules are revised / reviewed as and when required.

2. Healthy suggestions are welcome for betterment of Institution