



# **SCHOOL OF COMMERCE**

## **Bachelor of Commerce (Honours) B.Com (Hons)**

### **HAND BOOK**

**2020-2023**

Rukmini Knowledge Park,  
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**Rukmini Educational**  
Charitable Trust

[www.reva.edu.in](http://www.reva.edu.in)

## **ABOUT SCHOOL OF COMMERCE**

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

## **VISION**

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

## **MISSION**

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

## **Advisory Board**

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Ernst & Young Distinguished Professor of Accounting, EY Distinguished Professor of Accountancy Editor, Accounting Instructors' Report (AIR) School of Accountancy & MIS, DePaul University, Chicago USA.
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5. **Prof. Jacques Richard,**  
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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**  
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14. **Reshma Srinivasan,**  
Founder and Managing Director, WeCare Learning Private Limited, # 901, Senswe Block, Elan Homes, Sarjapur Road, Bangalore – 560 035.

## **B.Com – Honours**

### **Preface**

B.Com – Honours Program offered by School of Commerce is designed keeping in view the current and also emerging future trends both at the National and Global levels. The Program gives greater emphasis on commerce and trade. There are ample number of courses providing knowledge in specialized areas of Finance, Accounting, International Business, Marketing, Human resource Management facilitating students to choose specialized domain areas of their interest, in addition to this adequate importance is given to provide students with the basic concepts.

Commerce and Trade have today gained key place in global environment. Industry 4.0, communication and technological developments, socio-economic and political changes has brought in greater transformation in the global market. The trends like E-Commerce, digital banking, Financial status and prospects in rural areas, derivatives market, micro finance, accounting and management controlling system, risk management and credit management have enormously impacted the business environment.

The curriculum covers hard core courses, soft core courses, foundation core courses, Common core courses, Open electives, skill enhancement courses, courses enhancing the employability and RULO. Students are also offered wide range of elective courses in various domains and also they are encouraged to take up Major Project in the areas of specialization, the project work will certainly provide students with practical experience and exposure of working environment. Technology enabled teaching –learning methodology is followed. Students are given exposure also through field visits, industrial visits and they also gain experience of language lab and Business lab. A variety of activities are planned throughout the academic session through student clubs and forums which are active at the school level. Students also participate in Social outreach programs organized by the school and understand the social issues pertaining to the society.

**Dr. Shubha A**  
**Professor and Director**  
**School of Commerce**

## **Program Overview**

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

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

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

The curriculum is outcome based and it comprises required theoretical concepts and practical skills in the domain. By undergoing this programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. Opportunities are provided for the students to do internship /article ship in business organizations, and also to undertake certificate courses offered by professional organisations. In addition students are trained in communication skills and knowledge of interdisciplinary topics to enhance their scope. The above mentioned features of the program, advanced teaching and learning resources, and experience of the faculty members with their strong connections with industry and business organizations makes this program unique.

### **Program Educational Objectives – PEO**

PEO	Description
PEO 1	Graduate after successful completion of the program will develop skills and competencies in the area of Commerce , trade and Industry
PEO 2	Graduate will be able to lead teams, develop problem solving abilities and Decision making exposure
PEO 3	Graduate after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning

### **Program Specific Outcomes – PSO**

PSO	Description
PSO 1	Demonstrate professional knowledge in core commerce, taxation and auditing field.
PSO 2	Apply skills , techniques and competencies in the area of business
PSO 3	Ability to develop , design and implement solutions to the business problems

### **Program Outcomes – PO**

The School of Commerce offered Honours program from the year 2016 and since then the School has defined Program Outcomes for the courses offered during the Board of Studies meeting. Based on the advice and suggestions of the BOS, EIGHT Program Outcomes have been formulated, keeping in view the Vision, Mission and Program Educational Objectives.

PO	Description
PO 1	Apply knowledge of theory and practices in problem solving and decision making of business.
PO 2	Ability to develop Entrepreneurial Competency and leadership Ability
PO 3	Communicate effectively with various stake - holders
PO 4	Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting
PO 5	Ability to understand , analyse and communicate global , economic, legal and ethical aspects of business
PO 6	Gain exposure through inter- disciplinary and Multi – disciplinary courses
PO 7	Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
PO 8	Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.

**B. Com (Honours)**  
**Scheme of Instruction**  
**(Effective from Academic Year 2020-21)**

Sl No.	COURSE CODE	Title of the Course	HC/S C/SE/ CC	Credit Pattern			
FIRST SEMESTER				L	T	P	TOTAL
1	B20CH1010	Communicative English-I	CC	2	1	0	3
2	B20CH1021	Language – II: Kannada	CC	2	1	0	3
	B20CH1022	Language – II: Hindi					
	B20CH1023	Language – II: Additional English					
3	B20CH1030	Financial Accounting	HC	3	0	1	4
4	B20CH1040	Industrial Economy of India	SC	2	1	0	3
5	B20CH1050	Statistics for Business - I	SC	2	0	1	3
6	B20CH1060	Company Law & Secretrial Practice	SC	2	1	0	3
7	B20CH1070	Indian Constitution & Human Rights	FC	-	-	-	-
8	B20CH1080	Skill Development Course	RULO	-	-	-	-
	TOTAL CREDITS			13	04	02	19
SECOND SEMESTER							
1	B20CH2010	Communicative English-II	CC	2	1	0	3
2	B20CH2021	Language – II: Kannada –II	CC	2	1	0	3
	B20CH2022	Language – II: Hindi- II					
	B20CH2023	Language – II: Additional English -II					
3	B20CH2030	Corporate Accounting-I	HC	3	0	1	4
4	B20CH2040	Modern Marketing	HC	3	1	0	4
5	B20CH2050	Statistics for Business – II	HC	3	0	1	4
6	B20CH2060	Investing in Stock Markets	SC	2	1	0	3

7	B20CH2070	Environment and Public Health	FC	-	-	-	-
8	B20CH2080	Skill Development Course	RULO	-	-	-	-
	TOTAL CREDITS			15	04	02	21
THIRD SEMESTER							
1	B20CH3011	Language –: Kannada –III	CC	1	1	0	2
	B20CH3012	Language –: Hindi-III					
	B20CH3013	Language –: Additional English -III					
2	B20CH3020	Cost Accounting	HC	3	0	1	4
3	B20CH3030	Corporate Accounting-II	HC	3	0	1	4
4	B20CH3040	Human Resource Management	HC	3	1	0	4
5	B20CH3050	Fundamentals of Financial Management	HC	3	0	1	4
6	B20CH3060	Indian Banking System	HC	3	1	0	4
7	B20CH3070	Open Elective - Leadership & Team Development	OE	3	1	0	4
8	B20CH3080	Skill Development Course	RULO	-	-	-	-
	TOTAL CREDITS			19	04	03	26
FOURTH SEMESTER							
1	B20CH4011	Language –: Kannada-IV	CC	1	1	0	2
	B20CH4012	Language –: Hindi-IV					
	B20CH4013	Language –: Additional English-IV					
2	B20CH4020	Methods Techniques of Cost Accounting	HC	3	0	1	4
3	B20CH4030	Income Tax and Practices –I	HC	3	0	1	4
4	B20CH4040	Auditing & Corporate Goverance	HC	3	1	0	4



5	B20CH4050	Business Law	HC	3	1	0	4
6	B20CH4060	Skill Development Course	RULO	-	-	-	-
7	B20CH4070	Minor Project -I (Summer Internship) (Credit will carried and considered for assessment in the Fifth Semester)	HC	0	0	4	4
	<b>I. Specialization    Accounting &amp; Taxation</b>						
1	B20CH4111	Advanced Accounting	SC	2	0	1	3
2	B20CH4112	IFRS & IND-AS	SC	2	0	1	3
	<b>II. Specialization    Finance</b>						
1	B20CH4211	Stock and Commodity Market	SC	2	1	0	3
2	B20CH4212	Finacial Derivatives	SC	2	0	1	3
	<b>III. Specialization International Business</b>						
1	B20CH4311	International Business Environment	SC	2	1	0	3
2	B20CH4312	Forex Management	SC	2	1	0	3
	<b>IV.    Specialization Human Resources</b>						
1	B20CH4411	International Human Resource Management	SC	2	1	0	3
2	B20CH4412	Industrial Relations and Labour Law	SC	2	1	0	3
	<b>V.    Specialization Marketing</b>						
1	B20CH4511	Brand Management	SC	2	1	0	3
2	B20CH4512	Marketing Metrics	SC	2	1	0	3
	<b>TOTAL CREDITS</b>			<b>17</b>	<b>05</b>	<b>02</b>	<b>24</b>
<b>FIFTH SEMESTER</b>							

1	B20CH5010	Management Accounting	HC	3	0	1	4
2	B20CH5020	Business Research methods	HC	3	0	1	4
3	B20CH5030	Income Tax and Practices –II	HC	3	0	1	4
4	B20CH5040	Goods & Services Tax	HC	3	0	1	4
5	B20CH5050	Service Management	HC	3	1	0	4
6	B20CH5060	Skill Development Course	RULO	-	-	-	-
7	B20CH4070	Minor Project -I (Summer Internship) (Credit will carried and considered for assessment in the Fifth Semester)	HC	0	0	4	4
<b>I. Specialization : Accounting</b>							
1	B20CH5111	Accounting Theory and Standards	SC	2	0	1	3
2	B20CH5112	Corporate Financial Reporting	SC	2	0	1	3
<b>II. Specialization : Finance</b>							
1	B20CH5211	Security Analysis and Portfolio Management.	SC	2	0	1	3
2	B20CH5212	Corporate Financial Policy	SC	2	0	1	3
<b>III. Specialization : International Business</b>							
1	B20CH5311	IMPEX Procedure and Documentation	SC	2	1	0	3
2	B20CH5312	International Financial Institutions and Markets	SC	2	1	0	3
<b>IV. Specialization : Human Resources</b>							
1	B20CH5411	Talent Management	SC	2	1	0	3
2	B20CH5412	HR Analytics	SC	2	0	1	3
<b>V. Specialization : Marketing</b>							

1	B20CH5511	Service Marketing	SC	2	1	0	3
2	B20CH5512	Retail Management	SC	2	1	0	3
	TOTAL CREDITS			19	03	08	30
SIXTH SEMESTER							
1	B20CH6010	Entrepreneuership Development	HC	3	1	0	4
2	B20CH6020	Strategic Management	HC	3	1	0	4
3	B20CH6060	Major Project (Based on Specialization)	HC	2	0	10	12
	OR						
1	B20CH6010	Entrepreneuership Development	HC	3	1	0	4
2	B20CH6020	Strategic Management	HC	3	1	0	4
3	B20CH6030	Principles of Investment Management	HC	3	1	0	4
4	B20CH6040	E-Commerce & Tally	HC	3	0	1	4
5	B20CH6050	International Operations Management	HC	3	1	0	4
	TOTAL CREDITS			15	04	01	20
	Total Credits of all Semesters						140

### Semester-wise Summary of Credit Distribution

Semester	L	T	P	No. of Credits	Total Hours
First Semester	13	04	02	19	29
Second Semester	15	04	02	21	31
Third Semester	19	04	03	26	35
Fourth Semester	17	05	02	24	33
Fifth Semester	19	03	08	30	35
Sixth Semester	15	04	01	20	25
<b>Total Credits</b>	<b>98</b>	<b>24</b>	<b>18</b>	<b>140</b>	<b>188</b>

### Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	CC	Total Credits
First Semester	04	09	--	06	19
Second Semester	12	03	--	06	21
Third Semester	20	00	04	02	26
Fourth Semester	16	06	--	02	24
Fifth Semester	24	06	--	--	30
Sixth Semester	20	00	--	--	20
<b>Total Credits</b>	<b>96</b>	<b>24</b>	<b>04</b>	<b>16</b>	<b>140</b>

**B. Com (Honours)**  
**Detailed Syllabus**  
 (Effective from Academic Year 2020-21)

**FIRST SEMESTER**

<b>Course Title: COMMUNICATIVE ENGLISH – I</b>					
<b>Course Code: B20CH1010</b>					
<b>Course Description:</b> This 3-credit course focuses on improving the spoken and written communication of the learners. The course develops personal, inter-personal and group skills among learners. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The widespread reach of this course makes it highly practical and applicable.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To enhance functional communication skills.</li> <li>2. To develop functional use of language in professional contexts.</li> <li>3. To utilize oral presentations in multiple contexts.</li> <li>4. To apply effective written skills in formal communication.</li> </ol>					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Identify pressing issues relating to society, environment and media. CO2: Develop a process-oriented approach to writing. CO3: Apply the grammatical skills developed during the course aptly. CO4: Demonstrate a good command over language usage and refined interpersonal skills.					
<b>Course Pre-requisites:</b> The student must have knowledge of intermediate English Grammar and LSRW skills.					
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Functional English</b> Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs Writing Skills: Paragraph Writing Activities: Conversations; Leaving Phone Messages	10 Hrs.	CO1	PO5	---

	Literature: Chief Seattle – The End of Leaving and Beginning of Survival				
Unit-2	<b>Interpersonal Skills</b> Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs Writing Skills: Official Letters Activities: Making Apologies; Invitations & Making Arrangements Literature: Ruskin Bond – Tiger in the Tunnel	10 Hrs.	CO2	PO5 & PO8	---
Unit -3	<b>Multitasking Skills:</b> Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives Writing Skills: Note Making Activities: Agreeing & Disagreeing with Opinions Literature: Jesse Owens - My Greatest Olympic Prize	10 Hrs.	CO3	PO5 & PO8	---
Unit-4	<b>Communication Skills</b> Remedial Grammar: Collocations; Prepositions Writing Skills: Precise Writing Activities: Offers, Suggestions & Requests Literature: Avijit Pathak – Onscreen Magic	09 Hrs.	CO4	PO5 & PO8	---

**Reference Books:**

1. Green, David. Contemporary English Grammar Structures and Composition. New Delhi: MacMillan Publishers, 2010.
2. Thorpe, Edgar and Showick Thorpe. Basic Vocabulary. Pearson Education India, 2012.
3. Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. Longman, 2003.
4. Murphy, Raymond. Murphy's English Grammar with CD. Cambridge University Press, 2004.
5. Rizvi, M. Ashraf. Effective Technical Communication. New Delhi: Tata McGraw-Hill, 2005.
6. Riordan, Daniel. Technical Communication. New Delhi: Cengage Publications, 2011.
7. Sen et al. Communication and Language Skills. Cambridge University Press, 2015.

<b>Course Title : ಕನ್ನಡ – I</b>
<b>Course Code: B20CH1021</b>
<b>Course Description:</b> ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.
<b>Course Objectives:</b> ನಾಲ್ಕು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಮೊದಲನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ. <ol style="list-style-type: none"> <li>1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.</li> <li>2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.</li> <li>3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ.</li> <li>4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.</li> </ol>
<b>Course Outcomes:</b> ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನದ ವಿವಿಧ ಪ್ರಕಾರದ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ. <p>CO1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>CO2:ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>CO3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>CO4:ಸಂಶೋಧನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ</p>
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ.</li> <li>• ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.</li> <li>• ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.</li> </ul>
<b>Pedagogy:</b> Direct method, ICT and Digital support, Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom
<b>LTP: 2:1:0</b>
<b>Course type: CC</b>

**Contact Hours: 39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ಜನಪದ/ಪ್ರಾಚೀನ/ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ಕೆರೆಗೆ ಹಾರ -ಜನಪದ ಕಾವ್ಯ 2. ಸಾಮಾನ್ಯವೆ ಬಗೆಯೆ ಭವತ್ಯೇಶಪಾಶ ಪ್ರಪಂಚಂ? - ಪಂಪ 3. ಪೊಲ್ಲಮೆಯೆ ಲೇಸು ನಲ್ಲರ ಮೆಯ್ಯೊಳ್ - ಜನ್ನ	10 Hrs.	CO1, CO2, CO3, CO4	PO5, PO8	00
Unit-2	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ನಳಕೂಬರನ ಪ್ರಸಂಗ - ನಾಗಚಂದ್ರ 2. ವಚನಗಳು - ಆಯ್ದ ವಚನಗಳು 3. ಇಳೆಯಾಂಡ ಗುಡಿಮಾರನ ರಗಳೆ - ಹರಿಹರ	10 Hrs.	CO1, CO2, CO3, CO4	PO5, PO8	00
Unit-3	ಸಣ್ಣ ಕಥೆಗಳು 1. ಕೊನೆಯ ಗಿರಾಕಿ - ನಿರಂಜನ 2. ಪ್ರಜಾಪ್ರಭುತ್ವ ಮತ್ತು ಮೂರು ಮಂಗಗಳು - ಬೆಸಗರಹಳ್ಳಿ ರಾಮಣ್ಣ 3. ಬೆಂದಕಾಳೂರು - ವಿಜಯ್ ಹುಗಾರ	10 Hrs.	CO1, CO2, CO3, CO4	PO5, PO8	00
Unit-4	ನಾಟಕ 1. ಜಲಗಾರ - ಕುವೆಂಪು	09 Hrs.	CO1, CO2, CO3, CO4	PO5, PO8	00

**Reference Books:**

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಚಾರಿತ್ರಿಕ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2008
3. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
5. ನಾರಾಯಣ ಪಿ.ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. ಸಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರಿ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
8. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
9. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
11. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶ್ರೀ ಲಕ್ಷ್ಮೀಶನ ಜೈಮಿನಿ ಭಾರತ(ಮೂಲ-ತಾತ್ಪರ್ಯ-ಸಚಿತ್ರ), ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2010



12. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶಿಶುನಾಳ ಶರೀಫರ ನೂರಾರು ತತ್ವಪದಗಳು, ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2007
13. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
14. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
15. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
16. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
17. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
18. ಸಂ.ಜಿ.ಎಸ್.ಅಮೂರ, ಕನ್ನಡ ಸಣ್ಣ ಕಥೆಗಳು, ನಾಷನಲ್ ಬುಕ್ ಟ್ರಸ್ಟ್, ನವದೆಹಲಿ, 2000
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20. ಸಂ. ಡಾ. ರಾಮಲಿಂಗಪ್ಪ ಟಿ. ಬೇಗೂರು, ವರ್ತಮಾನದ ಕಥೆಗಳು, ಕಣ್ಣು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2013

Course Title: HINDI
Course Code: B20CH1022
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।</li> </ol>
<b>Course Outcomes:</b> अध्ययन की समाप्ति पर अध्येता – CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है। CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है। CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है। CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है।</li> <li>• अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।</li> </ul>

<b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	<b>इकाई - 1</b> 1 कहानी – तावान – प्रेमचंद 2 कहानी – उसकी रोटी – मोहन राकेश 3 व्यंग्य रचना – वैष्णव की फिसलन – हरीशंकर परसाई	10Hrs.	CO1& CO2	PO5& PO8	00
<b>Unit-2</b>	<b>इकाई - 2</b> 1 कहानी – वापसी - उषा प्रियंवदा 2 कहानी – नाम के बेटी तीसरी - सुधा अरोड़ा 3 निबंध – अच्छी हिन्दी – रवीन्द्रनाथ त्यागी	10Hrs.	CO1& CO2	PO5& PO8	00
<b>Unit-3</b>	<b>इकाई - 3</b> 1. कहानी – जल्लाद – पांडेय बेचन शर्मा ‘उग्र’ 2. रेखाचित्र – बुधिया कब आएगा – ज्ञानचंद मर्मज्ञ 3. एकांकी – अंधेर नगरी – भारतेन्दु हरिश्चंद्र	10Hrs.	CO3& CO4	PO5& PO8	00
<b>Unit-4</b>	<b>इकाई - 4</b> अनुवाद अनुच्छेद ( में हिन्दी से अंग्रेजी) संक्षेपण लेखन निबंध <b>सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।</b>	10Hrs.	CO3& CO4	PO5& PO8	00

**Reference Books:**

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र

5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग
10. हिन्दी निबंध लेखन – प्रो. विराज
11. निबंध माला – योगेशचंद जैन

<b>Course Title: ADDITIONAL ENGLISH – I</b>					
<b>Course Code: B20CH1023</b>					
<b>Course Description:</b> This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To develop linguistic prowess of the students.</li> <li>2. To appraise different genres of literature.</li> <li>3. To illustrate the fundamentals of creative language.</li> <li>4. To enhance consistent reading habits.</li> </ol>					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Demonstrate a thorough understanding of sensitive and critical social issues. CO2: Develop reading skills and a wide range of vocabulary. CO3: Critically analyze a piece of prose or poetry. CO4: Explain their opinion in a coherent and communicable manner.					
<b>Course Pre-requisites:</b> The student must possess fundamentals of language skills and be aware of social issues.					
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Values &amp; Ethics</b> Literature: Rabindranath Tagore - Where the Mind is Without Fear	10Hrs.	CO1	PO5	- - -

	William Wordsworth – Three Years She Grew in Sun and Shower Saki – The Lumber-room William Shakespeare – Extract from Julius Caesar (Mark Antony’s Speech) Language: Vocabulary Building				
Unit-2	<b>Natural &amp; Supernatural</b> Literature: John Keats – La Belle Dame Sans Merci Charles Dickens – The Signal Man Hans Christian Anderson - The Fir Tree William Shakespeare – An Excerpt from The Tempest Language: Collective Nouns	10Hrs.	CO2	PO8	---
Unit-3	<b>Travel &amp; Adventure</b> Literature: R.L. Stevenson – Travel Elizabeth Bishop - The Question of Travel H.G. Wells – The Magic Shop Jonathan Swift – Excerpt from Gulliver’s Travels Book – I Writing Skills: Travelogue	10Hrs.	CO3	PO8	---
Unit-4	<b>Success Stories</b> Literature: Emily Dickinson – Success is Counted Sweetest Rupert Brooke – Success Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from The Story of My Life Writing Skills: Brochure & Leaflet	09Hrs.	CO4	PO5 & PO8	---

#### Reference Books:

1. Tagore, Rabindranath. Gitanjali. Rupa Publications, 2002.
2. Wordsworth, William. The Complete Works of William Wordsworth. Andesite Press, 2017.
3. Munro, Hector Hugh. The Complete Works of Saki. Rupa Publications, 2000.
4. Shakespeare, William. The Complete Works of William Shakespeare. Sagwan Press, 2015.
5. Chindhade, Shirish. Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, Arun Kolatkar, Dilip Chitre, R. Parthasarathy. Atlantic Publications, 2011.

6. Dickens, Charles. The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2. Createspace Independent Publications, 2015.
7. Anderson, Hans Christian. The Fir Tree. Dreamland Publications, 2011.
8. Colvin, Sidney. The Works of R. L. Stevenson. (Edinburgh Edition). British Library, Historical Prints Edition, 2011.
9. Bishop, Elizabeth. Poems. Farrar, Straus and Giroux, 2011.
10. Swift, Jonathan. Gulliver's Travels. Penguin, 2003.
11. Dickinson, Emily. The Complete Poems of Emily Dickinson. Createspace Independent Publications, 2016.
12. Brooke, Rupert. The Complete Poems of Rupert Brooke. Andesite Press, 2017.

<b>Course Title: FINANCIAL ACCOUNTING</b>					
<b>Course Code: B20CH1030</b>					
<b>Course Description:</b> This course is intended to introduce the basic theory, concepts and practice of fundamentals of accounting and to enable students to understand information contained in the published financial statements of companies and other organisations. The course also emphasizes on the relevance of accounting in today's scenario. It also focuses upon financial accounting information relating to profit-oriented business organizations.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Familiarize the students with the basic accounting concepts and the functioning of financial accounting standards.</li> <li>2. To make the student acquaint with various reporting standards of accounting.</li> <li>3. To make the student understand the accounting process of conversion of partnership firm into a limited company</li> </ol>					
<b>Course Outcome:</b> CO1: Understand the accounting concepts and various financial accounting standards. CO2: Determine the transactions relating to conversion of a firm to a limited company. CO3: Evaluate the concept of HPS and Installment purchase. CO4: Analyze the concept of working of Inland branch accounts.					
<b>Course Pre-requisites:</b> Basics of Accounting with rules and principles.					
<b>Pedagogy:</b> Direct Method, ICT & FLIPPED CLASSROOM					
<b>LTP:</b> 3 0 1					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Theoretical Framework</li> </ul>	12 Hrs	CO1	PO1	PSO1

	<p>Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India, Distinction between Indian accounting standards (IND AS) and Accounting standards (AS). International Financial Reporting Standards (IFRS)</p> <ul style="list-style-type: none"> <li>• <b>Accounting process</b></li> </ul> <p>From recording of a business transaction to preparation of trail balance including adjustments: Capital and Revenue expenditures &amp; Receipts. Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only)</p>				
<b>UNIT-2</b>	<p><b>Conversion Of Partnership Firm Into A Limited Company</b></p> <p>Meaning – Need for conversion - Purchase Consideration – Mode of Discharge of Purchase Consideration – Methods of calculation of Purchase Consideration – Net Payment Method – Net Assets Method – Journal Entries and Ledger Accounts in the books of Vendor – Treatment of items: Dissolution Expenses, Unrecorded Assets and Liabilities, Assets and Liabilities not taken over by the Purchasing Company, Contingent liabilities, Incorporation entries and preparation of balance sheet of the purchasing company under vertical format.</p>	14 Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<p><b>Accounting For Hire Purchase And Installment System</b></p> <p>Meaning of Hire Purchase and Installment Purchase System, difference between Hire Purchase and Installment Purchase, Important Definitions, Hire Purchase Agreement, Hire Purchase Price, Cash Price, Hire Purchase Charges, Net Hire Purchase Price, Net Cash Price, Calculation of Interest, Calculation of Cash Price, Journal Entries and Ledger Accounts in the books of Hire</p>	14 Hrs	CO3	PO1	PSO1

	Purchaser.Calculation of interest, partial and full repossession.				
<b>UNIT-4</b>	<b>Accounting For Inland Branches</b> Concept of dependent branches: accounting aspects: debtors system, stock and debtors system, branch final accounts system and whole sale basis system, Independent branches, Concept accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.	12 Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS:

1. Monga, J.R. Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi.
2. Shukla, M.C., Grewal, T.S., and Gupta, S.C. Advanced Accounts. S. Chand & Co., New Delhi.
3. Dr S N Maheshwari, CA Sharad K Maheshwari&Dr Suneel K MaheshwariFinancial Accounting. Vikas Publishing House, New Delhi.
4. Tulsian, P.C.and Bharath Tulasian Financial Accounting B.Com Hons. S Chand Publishing, New Delhi
5. Jain, S.P., and Narang, K.L. Financial Accounting. Kalyani Publishers, New Delhi.

<b>Course Title : INDUSTRIAL ECONOMY OF INDIA</b>
<b>Course Code: B20CH1040</b>
<b>Course Description:</b> This course gives an overview of Indian Industries and its structure Which helps for the overall development of the country where industries plays a crucial Role. It also focuses on the MSME Sector.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To Understand the knowledge of industrial economics</li> <li>2. To comprehend concept of theories of firm</li> <li>3. To evaluate industrial policy of 1991 in India &amp; to interpret the dynamics of industries</li> </ol>
<b>Course Outcomes:</b> CO1: Identify the industrial economics objectives and structure CO2: Understand the concept of different theories of firm CO3: Enumerate the purpose of labor market and wages CO4: Know about the India's industrial policy of 1991.
<b>Course Pre-requisites:</b> Basic knowledge in Micro Economics & Macro Economics
<b>Pedagogy:</b> Direct Method ICT & FLIPPED CLASSROOM
<b>LTP:</b> 2 1 0

<b>Course type: SOFT CORE</b>					
<b>Contact Hours: 39</b>					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction</b> Meaning-Nature-Scope-Significance-Framework of Industrial Economics-The Relationship between Industrial Economics and Micro Economics. Role of Industry in Economic Development–Industrial Structure-Private and Public Sector, MSME in India.	12 Hrs	CO1	PO5	PSO3
<b>UNIT-2</b>	<b>Theory of Firm</b> Concept Of Firm, Features And Objectives of a business firm-Size of Firm, Optimum Firm and Its Determinants-Growth of Firm and its Determinants ,Theory of Growth of Firm-Downies Theory, Penrose's Theory And Morris Theory.	14 Hrs	CO2	PO5	PSO3
<b>UNIT-3</b>	<b>Labour Marketing And Wages</b> Concepts Of Labors Market And Its Features, Types of Labour Markets, Determinants Of The Supply And The Demands For Labour. <b>Wages</b> -Wage Concept and Definition, Theories Of Wages-Classical Theory – Marginal Theory And Productivity Theory.	16 Hrs	CO3	PO5	PSO3
<b>UNIT-4</b>	<b>India's Industrial Economy</b> Indian Industrial Structure, Pattern And Phases, Industrial Development In India Since 1991,Industrial Policy ,MRTP Act,Foreign Capital in Industrial Sector-Role of MNC's And Foreign Collaborations, Current Problems in Indian Industrial Sector.	10 Hrs	CO4	PO5	PSO3

**REFERENCE BOOKS:**

1. Ahluwalia I J-Industrial Growth in India, Oxford university press ,New Delhi.CherunilamF (1994)-Industrial Economics :Indian Perspectives
2. Dhingra I.C.), The Indian Economy, Sultan Chand & Sons.
3. Tirthankar Roy, The Economic History of India, , Oxford University Press.
4. Ramesh Singh Indian Economy, 10<sup>th</sup> edition, Mc Graw Hill.



**Course Title : STATISTICS FOR BUSINESS-I****Course Code: B20CH1050**

**Course Description:** This course provides an introduction to the mathematical and statistical tools required in a business organization. There is an emphasis on problems on Measures of Dispersion and Skewness, components of Time series Analysis and also about the Index numbers.

**Course Objectives:**

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

**Course Outcomes:**

CO1: Understands basic statistical concepts such as arithmetic mean, geometric mean and harmonic mean and positional averages like median and mode, tabular and graphical representation of data.

CO2: Compute the concept of Measures of Dispersion and Skewness.

CO3: Analyse and Interpret solutions for the problems on Time series.

CO4: Comprehend the concept of Index numbers and its construction.

**Course Pre-requisites:** Basic Concepts of Statistics

**Pedagogy:** Direct Method, ICT & FLIPPED CLASSROOM

**LTP:** 2 0 1

**Course type:** SOFT CORE

**Contact Hours:** 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Measures Of Central Tendency</b> Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications. <b>Positional Averages:</b> Mode and Median (and other partition values including quartiles, deciles, and percentiles) (Including graphic determination).	10Hrs	CO1	PO7	PSO3
UNIT-2	<b>Measures Of Dispersion And Skewness.</b> Meaning–Calculation of Absolute and Relative measures of dispersion Range – Quartile Deviation –Mean Deviation	8Hrs	CO2	PO7	PSO3

	<p>–Standard Deviation and Coefficient of Variation.</p> <p><b>Measures Of Skewness:</b>  Meaning of Skewness-Symmetrical &amp; Skewed Distributions-Measures of Skewness  -Absolute and Relative Measures of Skewness –Karl Pearson’s Coefficient of Skewness and Bowley’s Coefficient of Skewness.</p>				
<b>UNIT-3</b>	<p><b>Time Series Analysis</b>  <b>Time Series Data:</b> Components of time series, Additive and multiplicative models  <b>Trend analysis.</b> Fitting of trend line using principle of least squares-linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages  <b>Seasonal variations</b>-Calculation of seasonal indices using simple averages, Ratio-to-trend, Ratio-to-moving averages methods, Uses of seasonal Indices</p>	11Hrs	CO3	PO7	PSO3
<b>UNIT-4</b>	<p><b>Index Numbers</b>  <b>Meaning and uses of index numbers.</b>  Construction of index numbers: Fixed and chain base: uni-variate and composite. Aggregative and average of relatives- simple and weighted  <b>Tests of adequacy of index numbers,</b> Base shifting, splicing and deflating. Problems in the construction of index numbers  <b>Construction of consumer price indices.</b>  Important share price indices, including BSE SENSEX and NSE NIFTY.</p>	10Hrs	CO4	PO7	PSO3

#### REFERENCE BOOKS

1. S P Gupta, Statistical Methods-Sultan Chand, Delhi
2. Dr. C.R.Reddy, Quantitative Methods for Management Decisions, Himalaya Publishing House.
3. Dr. B N Gupta Business Statistics, SahityaBhavan Publications Agra.
4. R.S Bhardwaj, Business Statistics, Excel Books.

<b>Course Title : COMPANY LAW &amp; SECRETERIAL PRACTICE</b>					
<b>Course Code: B20CH1060</b>					
<b>Course Description:</b> To be enlightening the student's knowledge on Companies Act 2013 skill sets. This course will have thorough knowledge on formation of company, documents required and Acts pertaining to it.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Identify the various stages involved in the formation of company and know the process of winding of company.</li> <li>2. Apply their minds to have a bird's eye view of the company secretary with their qualification, roles and career as a CS.</li> </ol>					
<b>Course Outcomes:</b> CO1: Outline the knowledge about the legal procedures relating formation of the company CO2: Evaluate about the management of the companies and Winding –up of companies. CO3: Analyze the document involved while the formation of the company and also about the company capital CO4: Understand about the company secretary with their role and duties in the company					
<b>Course Pre-requisites:</b> Basic Concepts of Company Law					
<b>Pedagogy:</b> Direct Method ,ICT & FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
<b>Unit-1</b>	<b>Introduction to Company Law:</b> Definition-Essential characteristics and kinds of companies, study of Public, Private, Government Companies and deemed Public Company. Provisions regarding incorporation and raising of capital through shares, Debentures and Public Deposits and concessions of Private Company, Promoters, MOA & AOA Prospectus, Statement in lieu of Prospectus, Membership of a company, Alternation and Reduction of shares capital	10 Hrs	CO1	PO3	PSO1
<b>Unit-2</b>	<b>Management of Companies</b> BOD-Managing Director (MD)-Manager, Managerial remuneration-Powers, Position and Responsibility of Directors-Duties and Liabilities of directors-Director Identification Number (DIN),	9 Hrs	CO2	PO3	PSO1

	Prevention of oppression and mismanagement. Winding-up of companies				
<b>Unit-3</b>	<b>Company Documents and Company Capital</b> Corporate Compliance, Promotional Documents; MOA-Clauses and Alteration-AOA-Table A and alteration-Statutory documents, Statutory and Non-statutory books required by the company- Company Capital-Owned and Borrowed capital-types of shares and Debentures and Methods of Borrowings.	10 Hrs	CO3	PO3	PSO1
<b>Unit-4</b>	<b>Company Secretary</b> Qualities, Qualification, Appointments, Termination, Removal, Role, Power and Duties - Secretary as an advisor to Chairman and BOD. Company Secretary as a liaison officer between the Company and Stock Exchanges, Company and Depository Participants (DP) and Company and Registrar of Companies (ROC)- Secretarial Standards issue by ICSI – Career as CS- Role of CS in Practice under Companies Bill 2012.-Speciment resolutions thereon.	10 Hrs	CO4	PO3	PSO1

#### REFERENCE BOOKS

1. Company Law Procedure by K.V.Shanbhogue, Bharat Law House publisher
2. Company Notices, Meetings and Resolutions by A.M.Chakraborti, B.P.Bhargava, and Taxman publisher.
3. Company Law and Secretarial Practice by Dr.K.R Chandratre by Bharat Law publisher
4. Company Rules and Forms by Bhargava, Taxman publisher.

<b>Course Title: INDIAN CONSTITUTION AND HUMAN RIGHTS</b>
<b>Course Code: B20CH1070</b>
<b>Course Description:</b> This course is intended to focus on various provisions of the Constitution of India, their basic understanding. It also covers the important concepts of human rights law and their application in India.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To acquire the knowledge of evolution of the Indian constitution and to comprehend the union and state executive, legislature and judiciary function.</li> <li>2. To discuss the concepts and development human rights in India and to describe the protection of Human Right Act and evolution of human right in India.</li> </ol>

**Course Outcomes:**

CO1: Acquire the knowledge of preamble, fundamental rights and duties.

CO2: Identify and recognize how state legislature and judiciary function.

CO3: Know aware the knowledge about of Human Rights Act.

CO4: Understand the evolution, protection and judiciary activities in India.

**Course Pre-requisites:** Basic Knowledge of Constitution

**Pedagogy:** Direct Method ,ICT & Digital Support

**Course type:** FOUNDATION CORE.

**Contact Hours:** 26

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Indian Constitutional Philosophy:</b> a) Features of the Constitution and Preamble b) Fundamental Rights and Fundamental Duties c) Directive Principles of State Policy	07Hrs.	CO1	PO5	PSO1
Unit-2	<b>Union and State Executive, Legislature and Judiciary:</b> a) Union Parliament and State Legislature: Powers and Functions b) President, Prime Minister and Council of Ministers c) State Governor, Chief Minister and Council of Ministers d) The Supreme Court and High Court: Powers and Functions	08Hrs.	CO2	PO5	PSO1
Unit-3	<b>Concept and Development of Human Rights:</b> a) Meaning Scope and Development of Human Rights b) United Nations and Human Rights- UNHCR c) UDHR 1948, ICCR 1996 and ICESCR 1966	09Hrs.	CO3	PO5	PSO1
Unit-4	<b>Human Rights in India:</b> a) Protection of Human Rights Act, 1993( NHRC & SHRC) b) First, Second and Third Generations- Human Rights c) Judicial Activities and Human Rights	07Hrs.	CO4	PO5	PSO1

**Reference Books:**

1. M.P. Singh (ed.), V.N. Shukla, Constitutional Law of India (2000), Oxford.
2. S.C Kashyap, Human Rights and Parliament (1978) Metropolitan, New Delhi.
3. Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi.

## SECOND SEMESTER

<b>Course Title: COMMUNICATIVE ENGLISH – II</b>					
<b>Course Code: B20CH2010</b>					
<b>Course Description:</b> This 3-credit course focuses on enhancing written proficiency required for professional enhancement. It also polishes the spoken skills of the learners to make them effective and confident presenters. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The practical components discussed in this course enables a fruitful transition from academia to the industry of their choice					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To build skills essential for corporate communication.</li> <li>2. To enhance context specific language skills.</li> <li>3. To discover the creative linguistic potential through language and literature.</li> <li>4. To develop communication skills necessary for employability.</li> </ol>					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Apply acquired skills to communicate effectively in a corporate scenario. CO2: Demonstrate command over rhetoric of language CO3: Develop critical and creative thinking through assimilated language skills. CO4: Utilize the communication skills learnt to match industry standards.					
<b>Course Pre-requisites:</b> The student must possess functional knowledge of LSRW skills.					
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Language Acquisition</b> Remedial Grammar: Questions & Negatives; Questions Tags Writing Skills: Email Writing Activities: Group Discussions Literature: Alphonse Daudet - The Last Lesson	9 Hrs	CO1	PO8	0
Unit-2	<b>Persuasive Skills</b> Remedial Grammar: Past Simple & Past Perfect Writing Skills: Report Writing	10 Hrs	CO2	PO8	0

	Activities: Book & Movie Reviews Literature: Lord Alfred Tennyson – Ulysses				
Unit -3	<b>Cognitive Skills</b> Remedial Grammar: Present & Past Passive; Conditionals Writing Skills: Creative Writing Activities: Role Plays Literature: O. Henry – The Gift of the Magi	10 Hrs	CO3	PO8	0
Unit-4	<b>Employability Skills</b> Remedial Grammar: Reported Speech; Idioms Writing Skills: Cover Letter & CV Activities: Exchanging Information Literature: Saki – The Open Window	10 Hrs	CO4	PO5 & PO8	0

#### Reference Books:

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

<b>Course Title : ಕನ್ನಡ – II</b>
<b>Course Code: B20CH2021</b>
<b>Course Description:</b> <p>ಸಂಪನ್ಮೂಲ ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.</p>
<b>Course Objectives:</b> <p>ಹಿಲ್ಟು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯಗಳು, ಲೇಖನಗಳು ಹಾಗೂ ಸಂಕೀರ್ಣ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.</p>

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

#### Course Outcomes:

ಮಧ್ಯಕಾಲೀನದ ವಿವಿಧ ಪ್ರಕಾರದ ಕಾವ್ಯಗಳು, ಲೇಖನಗಳು ಮತ್ತು ಸಂಕೀರ್ಣ ಬರಹ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.

CO1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.

CO2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.

CO3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

CO4:ಸಂಶೋಧನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.

#### Course Pre-requisites:

- ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ..
- ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.
- ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP:2:1:0**

**Course type: CC**

**Contact Hours: 39 hours**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ಗಾನರಾಣಿಯರ ಸಂವಾದ – ರಾಘವಾಂಕ 2. ಸಿಡಲ ಪೊಟ್ಟಣ ಕಟ್ಟಿ ಸೇಖವ ಕೊಡುವರೆ – ಕುಮಾರವ್ಯಾಸ 3. ಸರ್ವಜ್ಞನ ವಚನಗಳು – ಸರ್ವಜ್ಞ	10 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-2	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ಗಿಳಿಯು ಪಂಜರದೊಳಿಲ್ಲ – ಪುರಂದರದಾಸ 2. ಎಲ್ಲಾರು ಮಾಡುವುದು – ಕನಕದಾಸ	10 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-



	3. ಎಲ್ಲರಂತವನಲ್ಲ ನನಗಂಡ - ಶಿಶುನಾಳ ಶರೀಫ				
Unit-3	<p>ಲೇಖನಗಳು</p> <ol style="list-style-type: none"> <li>1. ಪೈಪೋಟಿಗೆ ಸಜ್ಜಾಗುತ್ತಿರುವ ದೇಶ - ಎ.ಪಿ.ಜೆ. ಅಬ್ದುಲ್ ಕಲಾಂ</li> <li>2. ಬಾಪು ಚಿಂತನೆ - ಬಿ.ಎ. ಶ್ರೀಧರ</li> <li>3. ಭಾರತ ಸಂವಿಧಾನಕ್ಕೆ 'ಭೂತ' ಚೇಷ್ಟೆ - ದೇವನೂರು ಮಹದೇವ</li> </ol>	10 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-4	<p>ಸಂಕೀರ್ಣ ಬರಹ</p> <ol style="list-style-type: none"> <li>1. ಸಹಜ ಕೃಷಿ - ಪೂರ್ಣ ಚಂದ್ರ ತೇಜಸ್ವಿ</li> </ol>	9 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-

#### Reference Books:

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಚಾರಿತ್ರಿಕ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2008
3. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
4. ಸಂಗ್ರಹ. ನಾಗೇಗೌಡ ಎಚ್.ಎಲ್., ಕನ್ನಡ ಜನಪದ ಕಥನ ಕಾವ್ಯಗಳು, ಪ್ರಕಾಶಕರು ಕರ್ನಾಟಕ ಜಾನಪದ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2007
5. ನಾರಾಯಣ ಪಿ.ವಿ, ಚಂಪೂ ಕವಿಗಳು, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
6. ಕಾಳೇಗೌಡ ನಾಗವಾರ, ತ್ರಿಪದಿ, ರಗಳೆ ಮತ್ತು ಜಾನಪದ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
7. ಸಂ. ಬೆನಗಲ್ ರಾಮ ರಾವ್ ಮತ್ತು ಪಾನ್ಯಂ ಸುಂದರ ಶಾಸ್ತ್ರಿ, ಪುರಾಣ ನಾಮ ಚೂಡಾಮಣಿ, ಪ್ರಕಾಶಕರು ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ. 2010
8. ಡಾ. ಚಿದಾನಂದ ಮೂರ್ತಿ, ವಚನ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013
9. ಸಂ ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ದಪ್ಪ ಕೆ, ಷಟ್ಪದಿ ಸಾಹಿತ್ಯ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2010
11. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶ್ರೀ ಲಕ್ಷ್ಮೀಶನ ಜೈಮಿನಿ ಭಾರತ(ಮೂಲ-ತಾತ್ಪರ್ಯ-ಸಚಿತ್ರ), ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2010
12. ಸಂ. ಸೇತುರಾಮ ರಾವ್ ಅ.ರಾ., ಶಿಶುನಾಳ ಶರೀಫರ ನೂರಾರು ತತ್ವಪದಗಳು, ಪ್ರಕಾಶಕರು ಕಾಮಧೇನು ಪುಸ್ತಕ ಭವನ, ಬೆಂಗಳೂರು. 2007
13. ಸಂ. ಜಿ.ಎಸ್.ಭಟ್., ಕುಮಾರವ್ಯಾಸನ ಕರ್ಣಾಟ ಭಾರತ ಕಥಾಮಂಜರಿ ಪ್ರವೇಶ, ಪ್ರಕಾಶಕರು ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಸಾಗರ. 2006
14. ರಂಜಾನ್ ದರ್ಗಾ, ಶರಣರ ಸಮಗ್ರ ಕ್ರಾಂತಿ, ಪ್ರಕಾಶಕರು. ಲೋಹಿಯಾ ಪ್ರಕಾಶನ, ಬಳ್ಳಾರಿ. 2015
15. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
16. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Title : HINDI -II					
Course Code: B20CH2022					
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।</li> </ol>					
<b>Course Outcomes:</b> अध्ययन की समाप्ति पर अध्येता – CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है। CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है। CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है। CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।					
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है।</li> <li>• अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।</li> </ul>					
<b>Pedagogy:</b> Direct Method, ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom <b>LTP: 2:1:0</b> <b>Course type: CC</b> <b>Contact Hours:39</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b> <ol style="list-style-type: none"> <li>1 कबीरदास के दोहे – कबीरदास</li> <li>2 कविता – प्रतिज्ञा की अर्जुन - मैथिलीशरण गुप्त</li> <li>3 कविता – वीरों का कैसा हो बसंत – सुभद्रकुमारी चौहान</li> </ol>	10Hrs.	CO1	PO5& PO8	--

<b>Unit-2</b>	<b>इकाई – 2</b> 1 तुलसीदास के पद –तुलसीदास 2 कविता – संध्या सुंदरी – सूर्यकांत त्रिपाठी ‘निराला’ 3 कविता – करमवीर – अयोध्या सिंह उपाध्याय ‘हरिऔध’	10Hrs.	CO2	PO5& PO8	--
<b>Unit-3</b>	<b>इकाई – 3</b> 1. मीराबाई के पद – मीराबाई 2. कविता – मधुशाला – हरिवंशराय बच्चन 3. कविता – हम झुक नहीं सकते – अटलबिहारी बाजपई	10Hrs.	CO3	PO5& PO8	--
<b>Unit-4</b>	<b>इकाई - 4</b> अनुवाद अनुच्छेद ( अंग्रेजी से हिन्दी ) सृजनात्मक व्यक्तित्व अ कबीर, महादेवी वर्मा, प्रेमचंद आ महात्मा गांधी, डॉ बाबासाहेब आंबेडकर, अब्दुल कलाम <b>सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।</b>	09Hrs.	CO4	PO5& PO8	--

**Reference Books:**

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग

**Course Title: ADDITIONAL ENGLISH – II****Course Code: B20CH2023**

**Course Description:** This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.

**Course Objectives:**

To assess ecological and environmental concerns through literature.

1. To identify the unequal structures of power in society.
2. To compare the position of men and women in society.
3. To interpret the representation of society in popular culture.

**Course Outcomes:**

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

CO1: Demonstrate a thorough understanding of sensitive and critical ecological and environmental issues.

CO2: Analyze the rigid structure of center and margin in our society.

CO3: To criticize the subordinate position of women in society.

CO4: To justify the depiction of society in popular culture.

**Prerequisites:** The student must possess fair knowledge of language and literature.

**Pedagogy:** Direct method / ICT / Collaborative Learning / Flipped Classroom.

**LTP:** 2:1: 0

**Course type:** CC

**Contact Hours:** 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Ecology &amp; Environment</b> Literature: Toru Dutt - Casuarina Tree Robert Frost – Stopping by Woods on a Snowy Evening Tomas Rivera –The Harvest C.V. Raman – Water – The Elixir of Life Language: Degrees of Comparisols	10Hrs	CO1	PO8	---
Unit-2	<b>Voices from the Margin</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance	10Hrs	CO2	PO8	---

	Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix				
Unit 3:	<b>Women &amp; Society</b> Literature: Kamala Das – An Introduction Usha Navrathnaram – To Mother Rabindranath Tagore – The Exercise Book Jamaica Kincaid – Girl Writing Skills: Dialogue Writing	10Hrs .	CO3	PO5&8	---
Unit 4:	<b>Popular Culture</b> Literature: Rudyard Kipling – The Absent-minded Beggar Sir Arthur Conan Doyle – The Hound of the Baskervilles Aldous Huxley – The Beauty Industry Writing Skills: Story Writing	09Hrs .	CO4	PO5	---

#### Reference Books:

1. Agrawal, K.A. Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). The Poetry of Robert Frost. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. A Study Guide for Tomas Rivera's The Harvest. Gale, Study Guides, 2017.
4. Basu, Tejan Kumar. The Life and Times of C.V. Raman. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. New Poems. Archipelago, 2007.
6. Manohar, Murli. Critical Essays on Dalit Literature. Atlantic Publishers, 2013.
7. Hansda, SowvendraShekhar. The Adivasi Will Not Dance: Stories. Speaking Tiger Publishing Private Limited, 2017.

<b>Course Title :CORPORATE ACCOUNTING-I</b>
<b>Course Code: B20CH2030</b>
<b>Course Description:</b> This course helps to acquire conceptual and practical knowledge about valuation of shares & goodwill in the company, about Holding and Subsidiary Company, accounting procedure, recording, preparation of Profit and loss and balance sheet Prior to Incorporation and Final Accounts.
<b>Course Objectives:</b> 1. The presentation and understanding of financial reporting for the companies as well as for external users.

2. To Help the students to acquire the conceptual Knowledge of the Corporate Accounting and to learning the technique of preparing the financial Statements.
3. To know the procedure for preparation of holding company accounts.

**Course Outcomes:**

CO1: Analyze the value of Shares and Goodwill by adopting various methods.

CO2: To Analyse the Mutual Indebtedness of Holding company and Subsidiary Company.

CO3: Impart the Knowledge on Ascertainment of Pre-Incorporation and Post-Incorporation.

CO4: Enumerate the financial position of the organization.

**Course Pre-requisites:** Concepts of Financial Accounting.

**Pedagogy:** Direct Method ,ICT & FLIPPED CLASSROOM

**LTP:** 3 0 1

**Course type:** HARD CORE

**Contact Hours:** 52

UNIT	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Valuation of Goodwill and Shares</b> Meaning, factors influencing in valuation of goodwill, Methods of valuation of Goodwill- Average Profit, Super profit Method, Capitalization Method and Annuity Method. Meaning of shares, factors affecting valuation of shares, Methods of valuation of shares- Intrinsic value method, Yield method and fair value method.	14 Hrs	CO1	PO1	PSO1
UNIT-2	<b>Holding Company Accounts</b> Introduction, Meaning of Holding Company, Subsidiary Company, Steps, Pre Acquisition Profits, Post Acquisition Profits, Minority Interest, Cost of Control or Capital Reserve, Unrealized Profit –Mutual Indebtedness, Preparation of Consolidated Balance Sheet (As per AS21).	12 Hrs	CO2	PO1	PSO1
UNIT-3	<b>Profit Prior To Incorporation</b> Meaning – calculation of sales ratio – time ratio – weighted ratio – treatment of capital and revenue expenditure – Ascertainment of pre-incorporation and post-incorporation profits by preparing Profit and Loss Account	10 Hrs	CO3	PO1	PSO1
UNIT-4	<b>Company Final Accounts</b>	16 Hrs	CO4	PO1	PSO1

	Meaning-Objectives- Regulations and contents for preparation of Financial Statements– Treatment of special items relating to company final accounts-Tax deducted at source- Advance tax paid- Provision for tax- Depreciation –Interest on debentures – Tax –Dividends – Interim – Proposed – Unclaimed –Transfer to reserves– Preparation of profit and loss account – Preparation of balance sheet in Vertical Format (As per schedule III of Companies Act 2013).				
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### REFERENCE BOOKS:

1. M.C. Shukla, T.S. Grewal, and S.C. Gupta , Advanced Accounts, Vol.-II. S. Chand & Co., New Delhi.
2. S.N. Maheshwari, S. K. Maheshwari and Dr. Suneel K Maheshwari, Corporate Accounting. Vikas Publishing House, New Delhi.
3. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
4. V.K. Goyal and Ruchi Goyal , Corporate Accounting. PHI Learning.

<b>Course Title: MODERN MARKETING</b>
<b>Course Code: B20CH2040</b>
<b>Course Description:</b> It is an economic process of choosing markets and getting, keeping and growing customers by creating, delivering and communicating values. it focuses on practices and application of theory such as nature of consumers, sales management, advertising, quality management. The course is career orienting in nature that provides many opportunities in various fields.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the various facts &amp; concept of marketing techniques</li> <li>2. To understand the innovative trends in Recent Marketing and to have information about various product strategies.</li> <li>3. To understand the strategies towards attainment of organization goals</li> </ol>
<b>Course Outcomes:</b> <p>CO1:Understands of various facts of Marketing management and Marketing Philosophy.</p> <p>CO2: Imparts knowledge on Product life cycle and product strategies.</p> <p>CO3: To Develop various Promotional tools for a Product.</p> <p>CO4: To understand the new innovative trends in Marketing.</p>
<b>Course Pre-requisites:</b> Basic knowledge on Marketing.
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 1 0
<b>Course type:</b> HARD CORE

**Contact Hours: 52**

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	<b>Introduction to Marketing</b> Marketing concepts & meaning importance, limitations, effective marketing mix-meaning and essential.  Meaning and definition of marketing management. Features and objectives of marketing management. Marketing philosophy. Development of a marketing strategy, Competitive marketing strategy.	14Hrs	CO1	PO2	PSO2
UNIT-2	<b>Product Strategy</b> Product concept meaning and definition. Essential features of a product. Product mix-meaning and structure-Product mix decision strategies. Product Life Cycle (PLC)- meaning and definition. Stages of PLC. Factors affecting PLC. New product development: Meaning, stages in New product development. Reasons for failure of new products. Branding-meaning, Branding and Trademarks, Functions of Branding, Branding strategies.	10Hrs	CO2	PO2	PSO2
UNIT-3	<b>Advertising and Sales Management</b> Meaning of Advertising, advertising budget, factors influencing budget decisions. Media selection: Consideration in media selection, advertisement copy meaning and essentials of a good advertisement copy & different types of copy. AIDA and DAGMAR advertisement layout. <b>Sales Management:</b> selection and recruitment of salesmen. Training of salesmen. Methods of training salesman. Remuneration and compensation to salesmen. Motivation of salesmen. Control of salesmen.	14Hrs	CO3	PO2	PSO2
UNIT-4	<b>Emerging Trends in Marketing</b> <b>Rural Marketing:</b> Features of Rural Markets; causes for the changes in the volume and pattern of rural consumption. Problems of rural	14Hrs	CO4	PO2	PSO2



	marketing. Marketing mix for rural markets- Strategy for rural marketing.				
	<b>E- Marketing or web-marketing or online marketing:</b> Introduction to E-marketing – meaning and definition. Benefits of E-Marketing to sellers and consumers. Limitations of E-Marketing. Problems of E-Marketing in India (Legal), Infrastructural, Commercial and others).				
	<b>Green Marketing:</b> Meaning, Importance, Fundamental requirement, Problems on Green Marketing				

#### REFERENCE BOOKS

1. Marketing Management by Philip Kotler.
2. Fundamentals of Marketing by W.J.Stanton.
3. Marketing Mangement by Rajan Saxena.
4. Marketing Management by J.N Jain and P.P Singh

<b>Course Title : STATISTICS FOR BUSINESS-II</b>
<b>Course Code: B20CH2050</b>
<b>Course Description:</b> This course gives the student in-depth knowledge about various Statistical tools. It provides inputs about Various method of Liner Programming and interpolation and extrapolation and the need of vital statistics.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand relevance and need of quantitative methods for making business decisions.</li> <li>2. Be able to perform statistical analysis.</li> <li>3. Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques.</li> </ol>
<b>Course Outcomes:</b> <p>CO1: Compute the simple correlation and regression</p> <p>CO2: Understand various methods of linear programming.</p> <p>CO3 Analyse and Interpret solutions for the problems on Interpolation and Extrapolation.</p> <p>CO4: Acquire knowledge how to interpret the Mortality rates and Fertility rates.</p>
<b>Course Pre-requisites:</b> Statistics for Business I
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 0 1
<b>Course type:</b> HARD CORE
<b>Contact Hours:</b> 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Simple Correlation and Regression Analysis</b> <b>Correlation Analysis:</b> Meaning of Correlation: simple, multiple and partial: linear and non-linear, Correlation and Causation, Scatter diagram, Person's co-efficient of correlation: calculation and properties (proofs not required). Correlation and Probable error: Rank Correlation <b>Regression Analysis:</b> Principle of least squares and regression lines, regression equations and estimation: Properties of regression coefficients. Relationship between Correlation and Regression coefficients: Standard Error of Estimate.	14 Hrs	CO1	PO7	PSO3
UNIT-2	<b>Linear Programming</b> Meaning and uses .Linear programming, problems formulation, graphical method and simplex method of solution,	14 Hrs	CO2	PO7	PSO3
UNIT-3	<b>Interpolation And Extrapolation</b> Meaning - Significance – Assumptions - Methods of Interpolation – Binomial expansion (Interpolating method one and two missing values only) - Newton's Advancing Differences Method - Problems.	10 Hrs	CO3	PO7	PSO3
UNIT-4	<b>Vital Statistics</b> Meaning, sources and uses. <b>Mortality rates-</b> Crude Death Rate, Age Specific Death Rate, Standardized Death Rate, (Direct method of standardization), Infant Mortality Rate, Maternal Mortality Rate. <b>Fertility Rates-</b> Crude Birth Rate, Age Specific Fertility Rate, General Fertility Rate & Total Fertility Rate.	14 Hrs	CO4	PO7	PSO3

**REFERENCE BOOKS:**

1. S P Gupta, Statistical Methods-Sultan Chand, Delhi
2. Dr. C.R.Reddy, Quantitative Methods for Management Decisions, Himalaya Publishing House.
3. Dr. B N Gupta (2018) Business Statistics, Sahitya Bhavan Publications Agra.
4. R.S Bhardwaj, Business Statistics, Excel Book

<b>Course Title : INVESTING IN STOCK MARKETS</b>					
<b>Course Code: B20CH2060</b>					
<b>Course Description:</b> This course is designed in such a way that it integrates the core skills of smart trading in the stock market and ability to forecast the market trends. It also gives immense knowledge on Investment in Mutual Funds and Understanding the trade in futures and options.					
<b>Course Objectives:</b>					
1. The objective of this course is to introduce the different facts of actual trading. 2. To be taught different types of trading strategies, as well as concrete build-up position. 3. To educate the students to the notion of balance between risk and reward, to give them a framework that can help them when they decide to do investments.					
<b>Course Outcomes:</b>					
CO1: Understand about the investment avenue in the stock market					
CO2: Evaluate the fundamental and technical analysis of Valuation of Stock.					
CO3: Analyze the concept of mutual fund and about its ranking agencies					
CO4: Know about trading in forwards, futures & options					
<b>Course Pre-requisites:</b> Basic Concepts of Stock Market					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
<b>UNIT</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -I</b>	<b>Fundamentals of Investment</b> Types of Investment-Equity shares, IPO/FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of Financial information. Role of stock Exchange, stock exchange in India: BSE, NSE, MCX. Buying and selling of stocks: using brokerage and analysts' recommendations. Use of limit order and market order.	10 hrs	CO1	PO3	PSO2
<b>UNIT-2</b>	<b>Stock Analysis and Valuation-</b> Online trading of stocks, Understanding stocks quotations, types and placing of order. Risk: Its valuation and mitigation, Analysis of the company: financial characteristics -Comparative analysis of companies, Stock Valuations: Using ratios like PE ratio, PEG ratio, and Price Revenue ratio. Use of Historic prices, simple moving	10Hrs	CO2	PO3	PSO2

	average, basic and advanced interactive charts. Examining the shareholding pattern of the company. Pitfalls to avoid while investing: high P/E stocks, low price stocks, stop loss, excess averaging.				
<b>UNIT-3</b>	<b>Investing In Mutual Funds-</b> Background of mutual funds: pros in investing in mutual funds, Motives of mutual fund investment, Net Asset Value, Types of Mutual Funds: Open ended, close ended, debt, hybrid, money market, Load vs. no load Funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund ranking and its usage.	9Hrs	CO3	PO3	PSO2
<b>UNIT-4</b>	<b>Understanding Derivatives</b> Futures, Options, trading in futures and options. Understanding stock market quotes on futures and options. Types of orders Put and Call options: Commodities, Derivatives of commodities, trading of commodity derivatives on MCX, Currency derivatives and its trading.	10Hrs	CO4	PO3	PSO2

### REFERENCE BOOKS

1. Gitman and Joehnk, Fundamentals of investing, Pearson.
2. MaduraJeff, Personal Finance, Pearson.
3. Chandra, Prassana, Investment Analysis and Portfolio Management, Tata McGraw Hill.
4. Pandiyan, Punithavathy, Security Analysis and Portofolio Management, Vikas Publications

<b>Course Title: ENVIRONMENT AND PUBLIC HEALTH</b>
<b>Course Code: B20CH2070</b>
<b>Course Description:</b> An environmental studies course advances a student's knowledge in a variety of currently relevant topics such as energy, pollution, and environmental awareness. Sessions often cover how to evaluate and address environmental problems. Education focusing on environmental studies can launch several types of careers.
<b>Course Objectives:</b> 1) Imparting basic knowledge and to develop attitude of concern, awareness about the environment and Creating awareness among students to acquire skills for identifying and solving environmental problems

- 2) To educate students on cause, effects and measures to control environmental pollution and to have interdisciplinary approach in environmental education to build a bridge between environment and technology.

**Course Outcomes:**

CO1: Understand multidisciplinary nature of environment and linkage between Environment and Health.

CO2: Articulate the interdisciplinary context of environmental issues and Diseases in Contemporary Society

CO3: Understand core concepts and methods of Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH).

CO4: Students will have mastered foundational knowledge about Environmental Policies and practices.

**Course Pre-requisites:** Basic Knowledge of Environmental Science

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**Course type:** FC

**Contact Hours:** 26

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Linkages between Environment and Health</b> Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio –cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health. Climate Change and Implications on Public Health Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain	07Hrs.	CO1	PO6	-
Unit-2	<b>Diseases in Contemporary Society</b> Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking,	08Hrs.	CO2	PO6	-

	drugs and alcohol. Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.				
Unit-3	<b>Perspectives and Interventions in Public Health</b> Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physicalchemical and biological, Occupational diseases-prevention and control.	08Hrs.	CO3	PO6	-
Unit-4	<b>Environmental Management Policies and Practices</b> Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules. Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.	07Hrs.	CO4	PO6	-

#### Reference Books:

1. Desai R.G. - Environmental studies. Himalaya Pub. House.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson,B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

6. Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J. Gary K. Meffe and Carl Ronald carroll Principles of Conservation Biology.

## THIRD SEMESTER

<b>Course Title : ಕನ್ನಡ – III</b>
<b>Course Code: B20CH3011</b>
<p><b>Course Description:</b></p> <p>ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.</p>
<p><b>Course Objectives:</b></p> <p>ನಾಲ್ಕು ಸೆಮಿಸ್ಟರ್‌ಗಳಲ್ಲಿ ಸಮಗ್ರ ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಚಯಿಸುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿದೆ. ಅದರಂತೆ ಮೂರನೆಯ ಸೆಮಿಸ್ಟರ್‌ನಲ್ಲಿ ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ಸಾಹಿತ್ಯವನ್ನು ಪಠ್ಯವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸದಭಿರುಚಿಯನ್ನು ಮೂಡಿಸಲಾಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ತಿಳುವಳಿಕೆಯ ಜೊತೆಗೆ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ ಕಡೆಗೆ ಗಮನ ನೀಡಲಾಗುತ್ತದೆ.</p> <ol style="list-style-type: none"> <li>1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ.</li> <li>2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, ಬೆಳೆಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳ ಆಯ್ಕೆಯಾಗಿದೆ.</li> <li>3. ಅವರಲ್ಲಿ ಸೃಜನಶೀಲತೆ, ಶುದ್ಧ ಭಾಷೆ, ಉತ್ತಮ ವಿಮರ್ಶಾ ಗುಣ, ನಿರರ್ಗಳ ಸಂಭಾಷಣೆ, ಭಾಷಣ ಕಲೆ ಹಾಗೂ ಬರಹ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು ಗುರಿಯಾಗಿದೆ.</li> <li>4. ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತಹ ವಿಷಯಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಸೂಕ್ತ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳಲಾಗಿದೆ.</li> </ol>
<p><b>Course Outcomes:</b></p> <p>ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>CO1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>CO2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>CO3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>CO4:ಸಂತೋದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.</p>
<b>Course Pre-requisites:</b>

<ul style="list-style-type: none"> <li>• ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ..</li> <li>• ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.</li> <li>• ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.</li> </ul>					
<b>Pedagogy:</b> Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom					
<b>LTP: 1:1:0</b>					
<b>Course type: CC</b>					
<b>Contact Hours: 26</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	<b>ನವೋದಯ ಕಾವ್ಯ</b> <ol style="list-style-type: none"> <li>1. ಇಳಿದು ಬಾ ತಾಯಿ – ದ.ರಾ. ಬೇಂದ್ರೆ</li> <li>2. ದೇವರು ರುಜು ಮಾಡಿದನು – ಕುವೆಂಪು</li> <li>3. ನನ್ನ ನಲ್ಲ- ಮಧುರಚೆನ್ನ</li> </ol>	08 Hrs	CO1	PO5, PO8	--
<b>Unit-2</b>	<b>ನವ್ಯ ಕಾವ್ಯ</b> <ol style="list-style-type: none"> <li>1. ನೆಲ ಸಪಾಟಿಲ್ಲ – ಗೋಪಾಲ ಕೃಷ್ಣ ಅಡಿಗ</li> <li>2. ಇಡದಿರು ನನ್ನ ನಿನ್ನ ಸಿಂಹಾಸನದ ಮೇಲೆ – ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ</li> <li>3. ಅವ್ವ – ಪಿ. ಲಂಕೇಶ್</li> </ol>	08Hrs.	CO1, CO2	PO5, PO8	--
<b>Unit-3</b>	<b>ವಾಣಿಜ್ಯ ಕನ್ನಡ ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು</b> <ol style="list-style-type: none"> <li>1. ಅತಿ ಸಣ್ಣ, ಸಣ್ಣ ಪ್ರಮಾಣದ ಉದ್ಯಮಗಳು ಹಾಗೂ ವಿಶೇಷ ಆರ್ಥಿಕ ವಲಯ (ಎಸ್.ಇ.ಝೆಡ್) – ಮುರುಳಿಧರ ಬಿ ಕುಲಕರ್ಣಿ</li> <li>2. ಮೊಬೈಲ್ ಬ್ಯಾಂಕಿಂಗ್ ಬಲು ಸುಲಭ – ಮಹೇಶ್ ಚಂದ್ರ</li> <li>3. ವಿಜ್ಞಾನ ಮತ್ತು ಧರ್ಮ – ಡಾ. ಜಿ. ರಾಮಕೃಷ್ಣ</li> </ol>	07Hrs.	CO3, CO4	PO5, PO8	--
<b>Unit-4</b>	<b>ಏಕಾಂಕ</b> <ol style="list-style-type: none"> <li>1. ಮಾನಿಷಾದ – ಗಿರೀಶ್ ಕಾರ್ನಾಡ್</li> </ol>	07Hrs.	CO3, CO4	PO5, PO8	--

#### Reference Books:

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014
3. ಡಾ. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್., ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013



6. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು -2014
8. ಸಂ. ಡಾ! ಸಿ. ಆರ್. ಚಂದ್ರಶೇಖರ್, ಮುಂದಾಳುತನದ ಲಕ್ಷಣಗಳನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳುವುದು ಹೇಗೆ?, ಪ್ರಕಾಶಕರು ನವಕರ್ನಾಟಕ ಪಬ್ಲಿಕೇಷನ್ಸ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್. 2010
9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004
10. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013.

Course Title : HINDI -III
Course Code: B20CH3012
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना ।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना ।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना ।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना ।</li> </ol>
<b>Course Outcomes:</b> अध्ययन की समाप्ति पर अध्येता - CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है । CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है । CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है । CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है ।
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>• अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए ।</li> <li>• हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है ।</li> <li>• हिन्दी व्याकरण का अवबोधन आवश्यक है ।</li> <li>• अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है ।</li> </ul>
<b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom
<b>LTP:1:1:0</b>

<b>Course type: CC</b>				
<b>Contact Hours:26</b>				
<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>
Unit-1	<b>इकाई - 1</b> नाटक - आधे - अधूरे - मोहन राकेश परिचय का विधा नाटक - आधे अधूरे - अंक प्रथम	07Hrs.	CO1, CO2	PO5 &8
Unit-2	<b>इकाई - 2</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - अंक ्वितीय	07Hrs.	CO1, CO2	PO5&8
Unit-3	<b>इकाई -3</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - अंक तृतीय	06Hrs.	CO3, CO4	PO5&8
Unit-4	<b>इकाई -4</b> नगदी रहित व्यवहार अ 1 चेक तथा बैंक प्रणाली द्वारा भुगतान 2 प्रणाली इंटरनेट कम्प्युटर भुगतान द्वारा आ 1 स्वैप (POS) मशीन द्वारा भुगतान 2 भुगतान द्वारा भ्रमणध्वनि इ 1 ए टी एम द्वारा भुगतान 2 भुगतान द्वारा ऐप के बैंकों विभिन्न	06Hrs.	CO3, CO4	PO5&8

**Reference Books:**

1. नाटक - आधे - अधूरे - मोहन राकेश
2. हिन्दी नाटक उद्भव और विकास -दशरथ ओझा
3. हिन्दी साहित्य का इतिहास नागेन्द्र .डॉ -
4. आधुनिक हिन्दी साहित्य का इतिहास सिंह बच्चन .डॉ -
5. हिन्दी साहित्य का नवीन इतिहास सिंह साहब लाल .डॉ -
6. शुद्ध हिन्दी कैसे बोले कैसे लिखेपाण्डे पृथ्वीनाथ -
7. हिन्दी नाटक और रंगमंच - डॉ.रामकुमार वर्मा
8. कंप्यूटर सूचना प्रणाली विकास - रामबंसल वाज्ञाचर्या
9. कंप्यूटर के भाषिक अनुपयोग - विजयकुमार मल्होत्रा

**Course Title: ADDITIONAL ENGLISH – III****Course Code: B20CH3013**

**Course Description:** This 2-credit course allows the learners to explore the various socio-political aspects represented in literature. The concepts discussed in the course provide learning exposure to real life scenarios. The course is designed to develop critical thinking ability among learners, through the socio-political aspects discussed in literature. Thus, the aim is to produce responsible and sensitive individuals.

**Course Objectives:**

1. To outline the global and local concerns of gender and identity.
2. To identify the complexities of human emotions through literature.
3. To assess the struggles of human survival throughout history.
4. To compare and contrast between the various dimensions of childhood.

**Course Outcomes:**

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

CO1: Evaluate the pressing gender issues within our society.

CO2: Criticize human actions through a humane and tolerant approach.

CO3: Perceive the human conflicts with an empathetic perspective.

CO4: To disprove the assumption of a privileged childhood.

**Prerequisites:** The student must possess fair knowledge of language, literature and society.

**Pedagogy:** Direct method / ICT / Collaborative Learning / Flipped Classroom.

**LTP:** 1:1:0

**Course type:** CC

**Contact Hours:** 26

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Gender &amp; Identity</b> Anne Sexton – Consorting with Angels Eugene Field – The Doll’s Wooing Vijay Dan Detha – Double Life Charlotte Perkins Gilman – The Yellow Wallpaper	07Hrs.	CO1	PO5	---
Unit-2	<b>Love &amp; Romance</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix	07Hrs.	CO2	PO5	---

Unit-3	<b>War &amp; Trauma</b> Lord Alfred Tennyson – The Charge of the Light Brigade TaufiqRafat – The Medal Guy de Maupassant – Two Friends Sadaat Hasan Manto – Toba Tek Singh	08Hrs.	CO3	PO5&8	---
Unit-4	<b>Children's Literature</b> William Blake – The Chimney Sweeper D.H. Lawrence – Discord in Childhood Anna Sewell – The Black Beauty (Extract) Rudyard Kipling – The Jungle Book (Extract)	08Hrs.	CO4	PO8	---

#### REFERENCE BOOKS:

1. Sexton, Anne. The Complete Poems. Houghton Mifflin, 1999.
2. Namjoshi, Suniti. Feminist Fables. Spinifex Press, 1998.
3. Vanita, Ruth & SaleemKidwai (ed.) Same Sex Love in India. Penguin India, 2008.
4. Gilman, Charlotte Perkins. The Yellow Wallpaper. Rockland Press, 2017.
5. Gale, Cengage Learning. A Study Guide for Alfred Noyes's "The Highwayman". Gale, Study Guides, 2017. (Kindle Edition Available)
6. Shakespeare, William. Poems and Sonnets of William Shakespeare. Cosimo Classics, 2007.
7. Stockton, Frank Richard. The Lady, or the Tiger? Create space Independent Publications, 2017.
8. Wilde, Oscar. The Collected Works of Oscar Wilde. Wordsworth Editions Ltd., 1997.
9. Tennyson, Lord Alfred. The Complete Works of Alfred Tennyson. Forgotten Books, 2017.
10. Blake, William Erdman, David V. (ed.). The Complete Poetry and Prose (Newly revised ed.). Anchor Books, (1988).
11. Maupassant, Guy de. Guy de Maupassant-The Complete Short Stories. Projapati, 2015.
12. Manto, Sadaat Hasan. Manto: Selected Short Stories. RHI, 2012.
13. Ricks, Christopher. Metaphysical Poetry. Penguin, 2006.
14. Sewell, Anna. The Black Beauty. Maple Press, 2014.
15. Kipling, Rudyard. The Jungle Book. Amazing Reads, 2018.

<b>Course Title : COST ACCOUNTING</b>					
<b>Course Code: B20CH3020</b>					
<b>Course Description:</b> This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. . Designed to develop the problem-solving skill through the use of various costing techniques.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To acquaint the students with basic concepts used in cost accounting.</li> <li>2. To know various methods involved in cost ascertainment systems.</li> <li>3. To understand the use of costing data for planning, control and decision making.</li> </ol>					
<b>Course Outcomes:</b> CO1: Understand the significance of cost accounting and Designing and Installing concepts of Cost accounting in manufacturing industries. CO2: Understand the various methods of computation of stock levels CO3: Compute the problems on Labor Cost techniques and various incentive schemes CO4: Analyze the different methods of overhead distribution					
<b>Course Pre-requisites:</b> Basic Concept of Accounting					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 0 1					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>Introduction To Cost Accounting</b> Introduction – Meaning& Definition of Cost, Costing and Cost Accounting - Objectives of Costing – Comparison between Financial Accounting and Cost Accounting – Designing and installing a Cost Accounting System – Cost Concepts – Classification of Costs – Cost Unit – Cost Centre – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.	12 Hrs	CO1	PO1	PSO1
<b>UNIT-2</b>	<b>Material Cost Control:</b> <b>Meaning</b> – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – levels settings – EOQ – ABC Analysis – VED Analysis – Just in Time – Perpetual Inventory System – Documents used in Material Accounting – methods of Pricing	12 Hrs	CO2	PO1	PSO1

	Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method – Problems.				
<b>UNIT-3</b>	<b>Labor Cost Control</b> Meaning – Types: Direct Labor, Indirect Labor – Timekeeping – Time booking – Idle Time – Overtime – Labor Turn Over methods, Methods of Labor Remuneration: Time Rate System, Piece Rate System, Incentive Systems (Halsey Plan, Rowan Plan & Taylor's and Merrick's Differential Piece Rate System) – Problems.	14 Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Overheads Cost Control</b> Meaning and definition – Classification of Overheads – Procedure for Accounting and Control of Overheads – Allocation of Overheads – Apportionment of Overheads – Primary Overhead Distribution Summary – Secondary Overhead Distribution Summary – Repeated Distribution Method and Simultaneous Equations Method - Absorption of Factory Overheads - Method of Absorption(Theory only) –Machine Hour Rate – Problems on Machine Hour Rate.	14 Hrs	CO4	PO1	PSO1

#### **REFERENCE BOOKS:**

1. Cost Accounting: A Managerial Emphasis by Charles T. Horngren, Srikant M. Datar, and George Foster.
2. Cost Accounting : Theory & Practice, by - Nirmal Gupta, Chhavi Sharma. Ane Books Pvt. Ltd
3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
4. Cost Accounting A Managerial Emphasis– Charles T. Horngren, Srikant M. Datar and George M Foster, Prentice Hall of India.

<b>Course Title : CORPORATE ACCOUNTING-II</b>
<b>Course Code: B20CH3030</b>
<b>Course Description:</b> This course is intended to introduce the basic theory, concepts and practice of corporate accounting and to enable students to understand the Mergers and Acquisition of Shares, Redemption of Preference shares, Underwriting of Shares and it also emphasizes on Liquidation of Companies.

**Course Objectives:**

1. To help the students to acquire the conceptual knowledge of the mergers and acquisitions.
2. To learn the accounting treatment when the shares are redeemed underwritten & Liquidation of Companies.

**Course Outcomes:**

CO1: Understand the Mergers and Acquisition of Companies under Vertical form.

CO2: Analyze the process of redeeming the shares

CO3: Determine the process of underwriting of shares

CO4: Evaluate the steps in Liquidating the company

**Course Pre-requisites:** Basic Concepts of Accounting

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:** 3 0 1

**Course type:** HARD CORE

**Contact Hours:** 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Mergers and Acquisition Of Companies</b> Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger - Recent mergers in Market– Amalgamation in the nature of Purchase - Methods of Purchase Consideration – Calculation of Purchase Consideration (Ind AS 103) (Old AS14), Net asset Method - Net Payment Method, Accounting for Amalgamation - Entries and Ledger Accounts in the Books of Transferor Company and Transferee Company – Preparation of new Balance sheet. (Vertical Format)	14 Hrs	CO1	PO1	PSO1
UNIT-2	<b>Redemption of Preference Shares</b> Meaning – legal provisions – treatment regarding premium on redemption – creation of Capital Redemption Reserve Account– Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for	14 Hrs	CO2	PO1	PSO1

	redemption – issue of bonus shares – preparation of Balance sheet (vertical forms) after redemption				
<b>UNIT-3</b>	<b>Underwriting of Shares</b> Meaning – Underwriting Commission – Underwriter – functions - Advantages of Underwriting, Types of Underwriting – Marked and Unmarked Applications – Problems (Excluding Journal entries).	12 Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Liquidation of Companies</b> Meaning–Types of Liquidation – Order of Payment - Calculation of Liquidator's Remuneration –Preparation of Liquidators Final Statement of Account.	12 Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS:

- Nirmal Gupta Ms. Chhavi Sharma, Corporate Accounting: Theory & Practice - Ane Books Pvt. Ltd.
- M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
- S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.
- Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.

<b>Course Title : HUMAN RESOURCE MANAGEMENT</b>
<b>Course Code: B20CH3040</b>
<b>Course Description:</b> The student will synthesize their knowledge of human resources principles and practices by applying their knowledge to issues of current concern to HRM professionals.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>Understand the challenging and complex task of a manager with generational differences.</li> <li>Gain knowledge on employee acquisition through strategic recruiting and selection.</li> <li>Discuss techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today increasingly complex workplace.</li> </ol>
<b>Course Outcomes:</b> <p>CO1: Know the scarce of human capital and will be effective in human resource planning with generational differences.</p> <p>CO2: Understands about the hiring and recruitment process and training the workforce.</p>



CO3: Analyses significance of Performance management system and comprehensive evaluation of the human resources in the organization.

CO4: Adapt the skill to focus on employee mobility and retention of employees.

**Course Pre-requisites:** Principles of Business Management

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:**3 1 0

**Course type:** HARD CORE

**Contact Hours:** 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction</b> Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between HRM and HRP, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Generational Differences, Future Trends in Human Capital and Talent Management, Impact of HRM practices on organizational performance.	12 Hrs	CO1	PO5	PSO2
UNIT-2	<b>Recruitment, Selection and Training</b> Recruitment, Meaning, Methods of Recruitment, Selection, Meaning, Steps in Selection Process, Induction, Problems Involved in Placement. Meaning and purpose of Induction: Training- Need for training, methods of training.	14 Hrs	CO2	PO5	PSO2
UNIT-3	<b>Performance Appraisal and Compensation</b> Introduction, Meaning, Objectives, Methods of Performance Appraisal, Compensation, Meaning, Objectives of Compensation, factors affecting compensation, Fringe benefits, and Attrition and compensation management.	12 Hrs	CO3	PO5	PSO2
UNIT-4	<b>Employee Mobility</b> Meaning of Promotion, Purpose, basis of promotion, Meaning and reasons for demotion, Meaning of transfer, reasons for	14 Hrs	CO4	PO5	PSO2

	transfer, types of transfer, right sizing of work force, need for right sizing. <b>Human Resource Maintenance and Development</b> Meaning of HRD, Role of training in HRD, Employee health and safety: Employee welfare: Social security (excluding legal provisions), Employer- employee relations- An overview: Grievance handling and Redressal, Industrial disputes: Causes and settlement machinery.				
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### REFERENCE BOOKS

1. Dessler, Gary. Human Resource Management. Upper Saddle River, NJ: Prentice Hall, Mathis, Robert L., and John H. Jackson. Human Resource Management. Stamford, CT: Cengage Learning,.
2. Noe, Raymond A., John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright. Human Resource Management: Gaining a Competitive Advantage. New York: McGraw-Hill/Irwin,
3. Aswathappa. K. Human Resource Management, Tata McGraw-Hill, New Delhi.
4. V S P Rao, Human Resource Management, Excel Books.

<b>Course Title : FUNDAMENTALS OF FINANCIAL MANAGEMENT</b>
<b>Course Code:B20CH3050</b>
<b>Course Description:</b> This Course helps in the development of analytical and decision making skills in finance through the use of theory aspects and practical problems.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize the students with the principles and practices of financial management.</li> <li>2. To gain knowledge about the how finance is the life blood of the business.</li> <li>3. To get an idea about the investment decisions of a company plays a key role for the development of the company. To know about the dividends and benefits of giving the dividends to the company.</li> </ol>
<b>Course Outcomes:</b> <p>CO1:Analyze the importance of finance concept in business venture</p> <p>CO2: To understand the concept of capital budgeting</p> <p>CO3: To know how to maintain the capital structure and the dividend policies of the company.</p> <p>CO4: To know the working capital and its requirement in the company.</p>
<b>Course Pre-requisites:</b> Basics of Finance Concepts
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 0 1
<b>Course type:</b> HARD CORE

**Contact Hours:52**

<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction</b> Nature, Scope and objectives of financial management-Profit Maximization& Wealth maximization-Pros-Cons, Functions, Role of finance manager, Agency problem, Time value of money-Compound & Discount techniques, Risk and Return-Concept.	12Hrs	CO1	PO3	PSO3
<b>UNIT-2</b>	<b>Capital Budgeting</b> The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value(NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Risk.	14 Hrs	CO2	PO3	PSO3
<b>UNIT-3</b>	<b>Financing Decision and Dividend Decision</b> Sources of long-term financing, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach), Operating and Financial leverage, Determinants of capital structure. <b>Dividend Decision</b> Theories for Relevance and Irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends, Dividend policies in practice and Determinants of Dividend.	14 Hrs	CO3	PO3	PSO3
<b>UNIT-4</b>	<b>Working Capital Management</b> Concepts of Working Capital, Operating and cash cycles, Risk-return trade off, sources of short term finance, Working Capital Estimation, Cash Management, Receivables Management, Inventory Management. (Problems only on estimation of working capital requirements& Operating Cycle)	12 Hrs	CO4	PO3	PSO3

## REFERENCE BOOKS

1. Financial Management – Text, Problems and Cases – M.Y. Khan and P.K. Jain, Tata Mc Graw Hill Publishing Company Ltd.,.
2. Financial Management – I.M. Pandey, Vikas Publishing House Pvt. Ltd.; Fundamentals of Financial Management – Prasanna Chandra, Tata Mc Graw Hill Publishing Company Ltd.,.
3. Fundamentals of Financial Management – Eugene F. Brigham and Joel F. Houston, Thomson South- Western,.
4. Fundamentals of Financial Management – J. Van Horne and John M. Wachowicz, Prentice Hall.

Course Title : INDIAN BANKING SYSTEM					
Course Code: B20CH3060					
<b>Course Description:</b> This course aims at providing the students the details of Indian Financial system for better financial decision making. It covers the Banking sector reforms, Technologies used in Banking system, Financial Innovations and it also concentrates on Investment policies of Banks.					
<b>Course Objectives:</b> 1. To study banking sector in India. 2. To train and equip the students with the skills of modern banking. 3. To develop and inculcate the traits of professionalism amongst the students.					
<b>Course Outcomes:</b> CO1: Understands the Basics of Indian Banking System CO2: Analyze about the NPA's and reforms in banking sector CO3: Determine about the recent developments in banking and Financial Innovations. CO4: Understands the various Investments policies of Banks.					
<b>Course Pre-requisites:</b> Basics of Banking System					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 1 0					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Indian Banking System</b> Structure and Operation- Structure of Indian Banking System- RBI-Commercial Bank-Classification of Commercial Banks- Public Sector, Private Sector, Indian Foreign banks-Regional Banks(RRBs)-Co-operative Banks –Development Banks	14 Hrs	CO1	PO5	PSO1

	<b>Employment Of Bank Funds</b> Meaning of employment of funds- Principles of sound lending-Liquidity- Profitability-Security or Safety- Factors limiting the level of advances, different types of loans and advances-Modes of securing advances-Charges, lien, pledge, hypothecation and mortgages.				
<b>UNIT-2</b>	<b>NPA &amp; BANKING SECTOR REFORMS</b> Relevance of Profitability in commercial banks-NPAs-Reason for NPAs- Indicators of NPAs –Classification of NPAs – Management of NPAs- Narasimham Committee Recommendations regarding classification of sets and provisions norms-SARFAESI Act 2002	12 Hrs	CO2	PO5	PSO1
<b>UNIT-3</b>	<b>Technology in Banks and Financial Innovations-</b> Technological Channels for the Delivery of Financial Services, ATMs’ Internet banking; Mobile banking; payment and receipts gateway; BHIM; TEZZ etc.; Card Technologies- Debit; Credit; and Smart cards; Electronic Fund Disclosure; IMPS, NEFT and RTGS; Money Laundering; Anti-money Laundering Guidelines.	14 Hrs	CO3	PO5	PSO1
<b>UNIT-4</b>	<b>Investment policy of Banks</b> Criteria of investment policy-principles of investment policy. Inclusive banking-meaning and need-micro finance-meaning, need, difference in approach from commercial banking micro finance in India-SHG-meaning and importance	12 Hrs	CO4	PO5	PSO1

#### REFERENCE BOOKS

1. Modern Banking by B.S.Raman
2. K.C Shekhar, Banking: Theory and Practice-Lekshmyshekhar, Vikas Publishing House.
3. Dr. P K Srivastava Banking Theory and Practice-Himalya Publishing House
4. Neelam C Gulati Banking and Insurance: Principles and Practice-Excel books

<b>OPEN ELECTIVE</b>					
<b>Course Title : LEADERSHIP AND TEAM DEVELOPMENT</b>					
<b>Course Code: B20CH3070</b>					
<b>Course Description:</b> This course seeks to develop and strengthen interpersonal leadership and teamwork skills. This will allow students to think more flexibly while solving unexpected problems and help them to reach results on personal and professional levels.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To become a more effective leader, manager or supervisor through practical skill based learning.</li> <li>2. To build the concept of Self-awareness, Leadership and Goal setting</li> <li>3. To develop the Skills and the techniques required and to create awareness about time management</li> </ol>					
<b>Course Outcomes:</b> CO1 :Understand the concept of leadership and its theories. CO2: Acquaint the communication skills required to overcome the creativity barriers. CO3: Develop the stress removal techniques. CO4: Impart about the team work and building skills to overcome the conflicts.					
<b>Course Pre-requisites:</b> Concepts of Leadership development					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 1 0					
<b>Course type:</b> OPEN ELECTIVE					
<b>Contact Hours:</b> 52					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -1</b>	<b>Leadership</b> Concept of leadership and honing leadership skills, leadership and assertiveness skills- A good leader, leaders and managers- Leadership theories, Types of Leaders-Leadership Behavior: Assertiveness skills	14 Hrs	CO1	PO2	PSO2
<b>UNIT-2</b>	<b>Interpersonal Communication:</b> Interpersonal relations, communication models, process and barriers, team communication, developing interpersonal relationships through effective communication, listening skills, corporate communication styles- assertion, persuasion, negotiation.	12 Hrs	CO2	PO2	PSO2

<b>UNIT-3</b>	<b>Managing Self &amp; Stress Free Living</b> Time Management- Relevance and techniques- Urgency and importance Matrix and Time Logs. Stress Management- Concept and Relevance of stress and Stress Management, types of stress, Stress management techniques and tips to avoid stress. Impact of emotions on problem solving and decision making	14 Hrs	CO3	PO2	PSO2
<b>UNIT-4</b>	<b>Working in Teams and conflict management</b> Team Building- relevance, characteristics of an effective team (PERFORM Concept) & Team Building Activities. Conflict Management- Role plays depicting real life scenarios.	12 Hrs	CO4	PO2	PSO2

#### REFERENCE BOOKS

1. Corporate Grooming and Etiquette- Sarvesh Gulati, Rupa publications, New Delhi.
2. How to Win Friends & Influence People- Dale Carnegie, India Book Distributors, Mumbai
3. Managing Soft skills for Personality Development-edited by B.N Ghosh, McGraw Hill India
4. English and Soft skills-S.P.Dhanavel, Orient Black swan India

## FOURTH SEMESTER

<b>Course Title : ಕನ್ನಡ – IV</b>
<b>Course Code: B20CH4011</b>
<b>Course Description:</b> ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಬರೆಯುವ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಬಗ್ಗೆ ಸ್ಥೂಲವಾಗಿ ಪರಿಚಯಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ ಹಾಗೂ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು, ಪ್ರಸ್ತುತ ಸಂದರ್ಭಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸಲು ಪಠ್ಯವನ್ನು ರೂಪಿಸಲಾಗಿದೆ. ಸಾಹಿತ್ಯ, ಕಲೆ, ವಾಣಿಜ್ಯ, ಆಡಳಿತಾತ್ಮಕ ಮತ್ತು ವಿಜ್ಞಾನದ ವಿಚಾರಗಳಿಗೆ ಒತ್ತನ್ನು ನೀಡಲಾಗಿದೆ. ಇದು ಮೊದಲ ಎರಡು ಸೆಮಿಸ್ಟರ್ ಮೂರು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು; ಮೂರು ಮತ್ತು ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎರಡು ಕ್ರೆಡಿಟ್‌ಗಳನ್ನು ಹೊಂದಿದೆ.
<b>Course Outcomes:</b> ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ. <p>CO1: ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p>

CO2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.

CO3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.

CO4:ಸಂತೋಷದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.

**Course Pre-requisites:**

- ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ..
- ಭಾಷೆಯನ್ನು ಓದಲು ಮತ್ತು ಬರೆಯಲು ತಿಳಿದಿರಬೇಕು.
- ಪದವಿ ಪೂರ್ವ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಓದಿರಬೇಕು.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 1:1:0**

**Course type: CC**

**Contact Hours: 26**

Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	ದಲಿತ ಬಂಡಾಯ ಕಾವ್ಯ 1. ಚೋಮನ ಮಕ್ಕಳ ಹಾಡು - ಸಿದ್ದಲಿಂಗಯ್ಯ 2. ಇಲ್ಲ ಬಿಡುಗಡೆ ನಮಗೆ- ವೀ. ಚಿಕ್ಕವೀರಯ್ಯ 3. ಮಗು ಮತ್ತು ಹಣ್ಣುಗಳು - ಹೆಚ್.ಎಸ್.. ಶಿವಪ್ರಕಾಶ್	8Hrs.	CO1, CO2	PO5, PO8	00
<b>Unit-2</b>	ಸ್ತ್ರೀವಾದಿ ಮತ್ತು ಸಮಕಾಲೀನ ಕಾವ್ಯ 1. ತಡೆ - ಚ ಸರ್ವಮಂಗಲ 2. ಧ್ಯಾನಸ್ತ ಬಂಗಲೆಗಳು - ವಿ ಆರ್. ಕಾರ್ಪೆಂಟರ್ 3. ಟ್ರಯಲ್ ರೂಮಿನ ಅಪ್ಸರೆಯರು- ಭುವನ ಹಿರೇಮಠ	8Hrs.	CO1, CO2	PO5, PO8	00
<b>Unit-3</b>	ಆಡಳಿತಾತ್ಮಕ ಕನ್ನಡ ಮತ್ತು ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು 1. ಪತ್ರಲೇಖನ ಮತ್ತು ವರದಿಗಳ ತಯಾರಿ 2. ವಿಜ್ಞಾನ ಸಂವನಕ್ಕೆ ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಸವಲತ್ತುಗಳು - ಟಿ ಜಿ ಶ್ರೀನಿಧಿ 3. ವಿಜ್ಞಾನ ಮತ್ತು ಸಮಾಜ - ಹೆಚ್ ನರಸಿಂಹಯ್ಯ	7Hrs.	CO3, CO4	PO5, PO8	00
<b>Unit-4</b>	ಕಾದಂಬರಿ 1. ಕಾಡು - ಶ್ರೀಕೃಷ್ಣ ಆಲನಹಳ್ಳಿ	7Hrs.	CO3, CO4	PO5, PO8	00

**Reference Books:**

1. ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
2. ಸೀಮಾತೀತ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ಸಂಪುಟ 1,2,3,4,5 ಮತ್ತು 6, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2014



3. ಡಾ. ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದಲಿತ ಪ್ರಜ್ಞೆ, ಪ್ರಕಾಶಕರು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು. 2014
4. ಡಾ. ಈ.ಎಸ್. ಆಮೂರ, ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ : ಕಾದಂಬರಿ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
5. ದೇಶಪಾಂಡೆ ಎಸ್.ಎಲ್., ಬೇಂದ್ರೆ ಶರೀಫರ ಕಾವ್ಯಾಯಾನ, ಪ್ರಕಾಶಕರು ದೇಸಿ ಪುಸ್ತಕ, ಬೆಂಗಳೂರು. 2013
6. ಕೀರ್ತನಾಥ ಕುರ್ತಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತಕೋಟಿ ಮೆಮೋರಿಯಲ್ ಟ್ರಸ್ಟ್, ಧಾರವಾಡ. 2009
7. ಶಾಮರಾಯ ತ.ಸು., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ತಳುಕಿನ ವೆಂಕಣ್ಣಯ್ಯ ಸ್ಮಾರಕ ಗ್ರಂಥಮಾಲೆ, ಮೈಸೂರು - 2014
8. ಸಂ. ಡಾ! ಸಿ. ಆರ್. ಚಂದ್ರಶೇಖರ್, ಮುಂದಾಳುತನದ ಲಕ್ಷಣಗಳನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳುವುದು ಹೇಗೆ?, ಪ್ರಕಾಶಕರು ನವಕರ್ನಾಟಕ ಪಬ್ಲಿಕೇಷನ್ಸ್ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್. 2010
9. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಭಾಗ-2, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು. 2004
10. ಶಿವರುದ್ರಪ್ಪ ಜಿ.ಎಸ್. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮೀಕ್ಷೆ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2013

Course Title : HINDI -IV
Course Code: B20CH4012
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।</li> <li>2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।</li> <li>3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।</li> <li>4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।</li> </ol>
<b>Course Outcomes:</b> अध्ययन की समाप्ति पर अध्येता – <b>CO1:</b> सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है। <b>CO2:</b> साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है। <b>CO3:</b> समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है। <b>CO4:</b> साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।
- हिन्दी व्याकरण का अवबोधन आवश्यक है।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।

**Pedagogy: ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom**

**LTP:1:1:0**

**Course type: CC**

**Contact Hours:26**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b> उपन्यास कालिया ममता - दौड़ -	08Hrs.	CO1, CO2	PO5,08	00
Unit-2	<b>इकाई - 2</b> उपन्यास कालिया ममता - दौड़ -	08Hrs.	CO1, CO2	PO5,08	00
Unit-3	<b>इकाई -3</b> उपन्यास कालिया ममता - दौड़ -	07Hrs.	CO3, CO4	PO5,08	00
Unit-4	<b>इकाई - 4</b> <b>अ भाषाई कम्प्यूटर</b> 1 यूनिकोड की वर्तमान स्थिति 2 हिन्दी में पावर पॉइंट का महत्व 3 हिन्दी में एम एस वर्ड, एक्सल शीट निर्माण विधि <b>आ ब्लॉग लेखन</b> 1 ब्लॉग लेखन का महत्व 2 हिन्दी में ब्लॉग लेखन की प्रविधि 3 इंटरनेट पर सामाग्री सृजन एवं यू ट्यूब पर प्रकाशन	07Hrs.	CO3, CO4	PO5,08	00

**Reference Books:**

1. उपन्यास - कालिया ममता - दौड़-
2. हिन्दी उपन्यास का विकास – मधुरेश
3. हिन्दी टंकण सिद्धांत – शिवनारायण चतुर्वेदी
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे

8. प्रयोजनमूलक हिन्दी – डॉ.अम्बादास देशमुख
9. कंप्यूटर के भाषिक अनुपयोग – विजयकुमार मलहोत्रा

<b>Course Title: ADDITIONAL ENGLISH – IV</b>					
<b>Course Code: B20BC4013</b>					
<b>Course Description:</b> This 2-credit course helps the learner explore various socio-cultural issues through literature. The course provides insight on matters like education and culture that are pertinent in the contemporary society. The course also offers multi-dimensional perspective in the genres of literature and contributes for language enrichment.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To infer the myths from the contemporary perspective.</li> <li>2. To outline the idea of family represented in literature.</li> <li>3. To interpret horror and suspense as a genre of literature.</li> <li>4. To assess the impact of education in building a society</li> </ol>					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Examine the relevance of myths and mythology. CO2: Demonstrate family values and ethics essential to live in the society. CO3: Analyze horror and suspense as a significant genre of literature. CO4: Evaluate the applicability of academic contribution in building a society.					
<b>Prerequisites:</b> The student must possess fair knowledge of language, literature, culture and society.					
<b>Pedagogy:</b> Collaborative Method, Flipped Classroom, Blended Learning					
<b>LTP:</b> 1:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 26 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Myths &amp; Mythology</b> John W. May – Narcissus W.B. Yeats – The Second Coming Devdutt Pattanaik - Shikhandi and the Other Stories They Don't Tell you (Extracts)	07Hrs.	CO1	PO5&8	----
Unit-2	<b>Family &amp; Relationships</b> Nissim Ezekiel – Night of the Scorpion Langston Hughes – Mother to Son Kate Chopin – The Story of an Hour Henrik Ibsen – A Doll's House (Extract)	07Hrs	CO2	PO5&8	----

Unit-3	<b>Horror &amp; Suspense</b> Edgar Allan Poe – The Raven Bram Stoker – A Dream of Red Hands Satyajit Ray – Adventures of Feluda (Extract)	08Hrs	CO3	PO5&8	---
Unit-4	<b>Education</b> The Dalai Lama – The Paradox of Our Times Kamala Wijeratne – To a Student Sudha Murthy – In Sahyadri Hills, a Lesson in Humility Frigyas Karinthy – Refun	08Hrs	CO4	PO5&8	---

**Reference Books:**

1. Finneran, Richard J. The Collected Works of W.B. Yeats (Volume I: The Poems: Revised Second Edition). Simon & Schuster, 1996.
2. Pattanaik, Devdutt. Shikhandi: And Other 'Queer' Tales They Don't Tell You. Penguin Books, 2014.
3. Ezekiel, Nissim. Collected Poems (With A New Introduction By John Thieme). OUP, 2005.
4. Hughes, Langston. The Collected Poems of Langston Hughes. Vintage, 1995.
5. Chopin, Kate. The Awakening and Selected Stories of Kate Chopin. Simon & Schuster, 2004.
6. Ibsen, Henrik. A Doll's House. Maple Press, 2011.
7. Poe, Edgar Allan. The Complete Poetry of Edgar Allan Poe. Penguin USA, 2008.
8. Stoker, Bram. Dracula. Fingerprint Publishing, 2013.
9. Ray, Satyajit. The Complete Adventures of Feluda (Vol. 2). Penguin Books Ltd., 2015.
10. Lama, Dalai. Freedom in Exile: The Autobiography of the Dalai Lama of Tibet. Little, Brown Book Group, 1998.
11. Murthy, Sudha. Wise and Otherwise: A Salute to Life. Penguin India, 2006.

<b>Course Title: METHODS TECHNIQUES OF COST ACCOUNTING</b>
<b>Course Code: B20CH4020</b>
<b>Course Description:</b> This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. It covers the Process costing along with Joint products, contract costing, Operating Cost and Marginal Cost. It also explain the various approaches of Activity Based Costing.
<b>Course Objectives:</b> 1.To gain knowledge about the how costing methods useful for manufacturing companies, Job costing is useful when the company accepts to do particular job and batch costing is useful in pharmacy companies. 2. To get an idea about the Process costing and an idea about the by-products and contract

costing and its applications.

3. To know about the operating costing, standard costing and to know about the need of transport costing.

**Course Outcomes:**

CO1: Applicability of process costing and normal loss and abnormal loss.

CO2: Compute the contract costing and its applicability.

CO3: Know the uses of operating costing and marginal costing.

CO4: Understand the allocation of overheads under Activity based costing.

**Course Pre-requisites:** Basic knowledge of costing and accounting concepts

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:** 3 0 1

**Course type:** HARD CORE

**Contact Hours:** 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Process Costing</b> Introduction- meaning , features, application of process costing –differences between job costing and process costing – procedure – process costing when there is no process loss and or Gain: Process costing when there is process loss and or gain – Normal and Abnormal loss and Abnormal gain- Inter process profit – Equivalent production – By product and joint product costing – Problems	14 Hrs	CO1	PO1	PSO1
UNIT-2	<b>Contract Costing</b> Introduction – Definition, features, Differences between contract costing and Job costing- Ascertainment of Contract cost- Cost of sub contracts- certification of work done and Retention money, Profit on incomplete contracts, valuation of work in progress, escalation clause, Cost plus contracts.	12 Hrs	CO2	PO1	PSO1
UNIT-3	<b>Operating Costing &amp; Marginal Costing</b> Introduction, Meaning and application of Operating Costing, - Power house costing or boiler house costing, canteen or hotel costing, hospital costing (Theory only) and	14 Hrs	CO3	PO1	PSO1

	<p>Transport Costing – Problems on Transport costing.</p> <p><b>Marginal Costing</b></p> <p>Absorption versus Variable Costing, Distinctive features and income determination. Cost Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods .Angle of incidence, margin of safety, determination of cost indifference point.</p>				
<b>UNIT-4</b>	<p><b>Activity Based Costing</b></p> <p>Introduction - Weakness of conventional system – concept of ABC – Kaplan and Cooper’s Approach – cost drivers and cost pools – allocation of overheads under ABC – Characteristics of ABC – Steps in the implementation of ABC – Benefits from adaptation of ABC system – difficulties faced by the industries in the successful implementation of ABC - Problems on ABC.</p>	12Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS

1. Advanced Cost And Management Accounting Problems And Solutions – V.K.Saxena & C.D.Vashist, Sultan Chand & Sons;
2. Jawahar Lal, Cost Accounting. McGraw Hill Education
3. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning
4. Rajiv Goel, Cost Accounting, International Book House

<b>Course Title: INCOME TAX &amp; PRACTICE- I</b>
<b>Course Code: B20CH4030</b>
<p><b>Course Description:</b> An overview of the direct taxation system of India and knowledge of computation of income tax under various heads, idea on various avenues for tax planning and tax management.</p>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1.To know about the history of Income tax act and various basic concepts used in income tax act. Focus on giving finance professionals an overview of various taxation laws related to Direct Taxes, and Regulatory aspects.</li> <li>2. To understand the concept of salaries and computation of salary income, treatment of</li> </ol>

allowances, perquisites and profits in lieu of salary and to understand the concept of House Property and computation of taxable income from House Property

**Course Outcomes:**

CO1: Understand fundamental concepts of Indian Income tax law

CO2: Determine residential status & scope of income, Exempted Incomes under the Act

CO3: Analyze the salary income computation of individual assesses

CO4: Compute the taxable income from House Property head.

**Course Pre-requisites:** General aspects of tax structure

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:**3 0 1

**Course type:** HARD CORE

**Contact Hours:** 52

UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>Introduction to Income Tax</b> Brief History of Indian Income Tax - Legal Frame Work – Types of Taxes - Canons of Taxation – Important Definitions: Assessment, Assessment Year, Previous Year (including Exceptions), Assesses, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration – Theory Only) – Scheme of taxation. Meaning and classification of Capital & Revenue. Income tax authorities: Powers & functions of CBDT, CIT & A.O.	14 Hrs	CO1	PO1	PSO1
<b>UNIT-2</b>	<b>Exempted Incomes</b> Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assesses. <b>Residential Status</b> Residential Status of an Individual – Determination of Residential Status – Incidence of Tax – Problems.	10 Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<b>Income From Salary</b> Meaning – Definition - Basis of Charge– Advance Salary – Arrears of Salary – Allowances – Perquisites– Provident Fund - Profits in Lieu of Salary – Gratuity -Commutation of Pension - Encashment of Earned leave- Deductions from Salary U/S 16 – Problems on Income from Salary	14 Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Income from House Property</b>	14 Hrs	CO4	PO1	PSO1

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

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.

<b>Course Title : AUDITING AND CORPORATE GOVERNANCE</b>					
<b>Course Code: B20CH4040</b>					
<b>Course Description:</b> This course imparts the basic knowledge of auditing, corporate governance, ethics and CSR in the global and Indian context. The issues are discussed in a comprehensive way. This course helps to build confidence and skills to contribute to good corporate governance within the organization.					
<b>Course Objectives:</b> 1. Comprehensive the grounded knowledge of auditing, its requirements, process and its provisions. To understand the internal control system and types of vouching. 2. Appreciating significant trends and recurring issues in CG analyzing the common governance problems among the various corporate failures and to study CG models and CSR models.					
<b>Course Outcomes:</b> CO1: Understand the concepts of auditing with basic principles and techniques. CO2: Know about the various theories and Models of Corporate Governance CO3: Analyze the reason behind corporate governance failures CO4: Understand the corporate social responsibility with various committees and its sustatianability					
<b>Course Pre-requisites:</b> Basic Concept of Audit and information about Corporate Governance.					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 1 0					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Introduction to Auditing	14 Hrs	CO1	PO5	PSO1



	<p><b>Basic Principles and Techniques:</b> Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit: Audit Procedure – Vouching and verification of Assets &amp; Liabilities:</p> <p>Company Auditor – Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties: Auditor’s Report – Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013</p> <p><b>Special Areas of Audit:</b> Cost audit, Tax audit and Management audit: Recent Trends in Auditing: Basic considerations of audit in EDP Environment: Relevant Auditing and Assurance Standards (AASs).</p>				
<b>UNIT-2</b>	<p><b>Corporate Governance</b></p> <p>Meaning, Theories, Models and Benefits of Corporate Governance: Politics and Governance: Board Committees and their functions: Insider trading: Rating Agencies: Green Governance E-Governance: Revised Clause 49 of Listing Agreement: Corporate Governance in Public Sector Undertaking: Corporate Funding of Political Parties: Class Action: Whistle Blowing: Shareholders Activism.</p>	12 Hrs	CO2	PO5	PSO1
<b>UNIT-3</b>	<p><b>Major Corporate Governance Failures</b></p> <p>BCCI (UK), Maxwell Communication&amp; Mirror group (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA) Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd. And Kingfisher Airlines, Ram Sumiran Pal, Speak Asia, Sudipta Sen, Saradha Chit Fund : Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance: Initiative in India.</p>	14 Hrs	CO3	PO5	PSO1
<b>UNIT-4</b>	<p><b>Corporate Social Responsibility (CSR)</b></p> <p>Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate</p>	12 Hrs	CO4	PO5	PSO1

	Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000:2010				
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## REFERENCE BOOKS

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

<b>Course Title : BUSINESS LAW</b>
<b>Course Code: B20CH4050</b>
<b>Course Description:</b> This course provides an overview of business law and information to help students learn about businesses becoming able enough, including links to important regulatory forms and legal aspect to link information pertaining to licenses and permits. It covers various laws related to Economic and IT laws, Environmental laws, Competition and Consumer laws.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To introduce the students to various Business law and familiarize them with common issues of relevance</li> <li>2. To know about the various laws for the benefit of the consumers</li> <li>3. To understand the legal aspect of an economy</li> </ol>
<b>Course Outcomes:</b> CO1: Understanding Company and Business from a legal perspective CO2: Learning the legal aspect as a consumer and competitor CO3: Importance of economic laws in the functioning of a business and IT Act 2000. CO4: Demonstrate an understanding of the Law related to Environment of Business.
<b>Course Pre-requisites: Company Law</b>
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 1 0
<b>Course type:</b> HARD CORE
<b>Contact Hours:</b> 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction to Business Laws and Contract Laws</b> Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Laws <b>Indian Contract Act, 1872:</b> Definition of Contract, essentials of a valid contract, classification of contracts, remedies for breach of contract	12Hrs	CO1	PO5	PSO2
UNIT-2	<b>Competition and Consumer Laws:</b> The Competition Act, 2002: Objectives of Competition Act, Features of Competition Act, CAT, offences and penalties under the Act, Competition Commission of India. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Rights of the consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission	14Hrs	CO2	PO5	PSO2
UNIT-3	<b>Economic and IT Laws:</b> Indian Patent Laws and WTO Patent Rules: Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent. <b>Information Technology Act 2000</b> Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement and dispatch of electronic records. Regulation of certifying authorities. Digital signatures certificates. Duties of subscribers under the Act. Penalties and adjudication. Offences as per the Act.	12Hrs	CO3	PO5	PSO2
UNIT-4	<b>Environmental Law:</b> Environment Protection Act, 1986: Objects of the Act, definitions of important terms: environment, environment pollutant,	14Hrs	CO4	PO5	PSO2

	environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.				
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### REFERENCE BOOKS

1. Kamakshi P & Srikumari P – Business Regulations, VBH.
2. N.D. Kapoor, Business Laws, Sultan Chand publications.
3. S.S Gulshan – Business Law
4. S.C. Sharma: Business Law I.K. International Publishers
5. Tulsian Business Law, TMH

## SPECIALIZATION: ACCOUNTING

Course Title : ADVANCED ACCOUNTING					
Course Code: B20CH4111					
<b>Course Description:</b> This course is designed with the objective of imparting a comprehensive understanding of all the different area of accounting. To learn the contemporary application of accounting in various fields. Students will learn the basics of accounting and will gradually move toward advanced and detailed topics.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1.The accounting process followed in Banking and Insurance companies.</li> <li>2.The acquaint knowledge on inflation, farm and investment accounting.</li> <li>3.To understand risk protection for Individuals and companies</li> </ol>					
<b>Course Outcomes:</b> CO1: To understand the various provisions and Schedules of Banking regulations Act of 1949. CO2: To learn the preparation of statements and Schedules relating to General and Life Insurance. CO3: Impart the knowledge about Inflation and farm accounting and to ascertain the value of assets CO4:To analyze and solve valuation and investment accounting problems.					
<b>Course Pre-requisites:</b> Basics concept of accounts					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 0 1					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Accounts of Banking Companies	10 Hrs	CO1	PO1	PSO1

	Business of banking companies, some important provisions of Banking Regulation Act of 1949, brokerage, discounts, statutory reserves, cash reserves, books of accounts, special features of bank accounting, final accounts, balance sheet and profit and loss account, interest on doubtful debts, rebate on bill discounted, acceptance, endorsement and other obligations, problems as per new provisions.				
<b>UNIT-2</b>	<b>Accounts of Insurance Companies</b> <b>Life Insurance Accounts:</b> Introduction Classes of Insurance Business Explanation of terms (Claim, Premium, bonus, surrender, value, annuity, etc.). The forms of revenue account and balance sheet. Explanation of items (Including journal entries for adjustment like outstanding claims bonus in reduction of premium, interest accrued on investments. outstanding premium and claims on the reinsertion) problems Ascertainment of profit of a Life Insurance Company Accounting procedure relating to preparation of valuation balance sheet and statement showing results of valuation problems. <b>Account of General Insurance Company:</b> Preparation of final accounts Calculation of insurance claims Method of calculating annuities rates and ratios in mortality, expose to risk aggregate rates, life year and other rate intervals.(Simple Problems)	10 Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<b>Inflation Accounting and Farm Accounting:</b> Need-Meaning-Importance-Role-Objectives- Merits and Demerits- Problems on current purchasing method (CPP) and current cost accounting method (CCA). Farm Accounting- Meaning-Need& Purpose- Characteristics of farm Accounting- Nature of Transactions- Cost and revenue- Apportionment of Common cost-by product costing- farm accounting-recording of transactions- Problems	10 Hrs	CO3	PO1	PSO1

<b>UNIT-4</b>	<b>Investment Accounting</b> Introduction – classification of Investment – Cost of Investment – cum-interest and ex-interest – securities – Bonus shares- right shares – disposal of Investment – valuation of investments – procedures of recording shares – problems.	09 Hrs	CO4	PO1	PSO1
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#### REFERENCEBOOKS

1. Students' Guide to Accounting . Standards – D.S. Rawat, Taxmann;
2. S.N. Maheswari , Advanced Accountancy, Vikas Publishers, Volume-1,
3. S. P. Jain and K. L. Narang – Advanced Accountancy Vol No- II, Kalyani publishers
4. R L Gupta, Problems and Solutions in Advanced Accountancy, Sultan Chand, New Delhi

<b>Course Title : IFRS and Ind-AS</b>						
<b>Course Code: B20CH4112</b>						
<b>Course Description:</b> This course is designed to understand and explain the structure of the framework of international accounting. Apply relevant financial reporting standards to key elements of financial reports. Identifies and apply disclosure requirements of Ind-AS, for companies in financial reports.						
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To help the students to acquire the basic knowledge International Financial Reporting Standards and to know the presentation of financial statements as per IFRS and also Ind-AS.</li> <li>2. To help the students to acquire the basic knowledge of IFRS</li> </ol>						
<b>Course outcome:</b> CO1: Understand and explore the IFRS accounting standard CO2: Compute Accounting and reporting for business combinations CO3: Interpret the elements of financial statement as per IFRS and its presentation CO4: Determine the preparation of consolidated financial statements as per the Standard						
<b>Course Pre-requisites:</b> Concepts of International Accounting standards						
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM						
<b>LTP:</b> 2 0 1						
<b>Course type:</b> SOFT CORE						
<b>Contact Hours:</b> 39						
UNITS	SYLLABUS	CH	CO	PO	PSO	
<b>UNIT-1</b>	<b>International Financial Reporting Standards:</b> International Financial Reporting Standards, First time adoption (IFRS 1) – Convergence with IFRS – Stage-wise Approach,	10Hrs	CO1	PO1	PSO1	

	Advantages of converting to IFRS, Significant, Criticisms of IFRS, Key Business issues that will need to be addressed for successful implementation of IFRS, challenges and opportunities faced by India in the implementation of IFRS - An overview of IND ASs: list of converged Indian Accounting.				
<b>UNIT-2</b>	<b>Accounting and Reporting for Business Combinations (As Per Ind AS):</b> Relevant terms, types of merger, methods of accounting, treatment of goodwill arising on merger, purchase consideration and settlement, accounting in books of vendor/ transferor company, accounting for investment in subsidiary, accounting for holding companies, corporate financial restructuring, reconstructions schemes, de-merger	10 Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<b>Presentation of Financial Statements:</b> Outline for the preparation of financial statements - Statement of financial position; Comprehensive income statement; Statement of changes in equity, IAS 18 – Revenue. Elements of financial statements as per IFRS – Non-current assets; current assets; equity; noncurrent liability; current liability; revenue; cost of sales; distribution costs; administrative expenses; financial costs – profits attributable to owners of controlling interest and non-controlling interest – Practical problems on each element.	10 Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Consolidated Income Statements:</b> Balance sheet and cash flow statement for group companies, impact of group financial statements at the point of acquisition, treatment of investment in associates in consolidated financial statements, compare and contrast acquisition and equity methods of accounting, treatment of investment in joint ventures in consolidated financial statements.	09Hrs	CO4	PO1	PSO1

## REFERENCE BOOKS

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

## SPECIALIZATION: FINANCE

Course Title : STOCK AND COMMODITY MARKET					
Course Code: B20CH4211					
<b>Course Description:</b> This course helps students to understand about the stock market and gives a practical knowledge about the way stocks are traded in the market and also helps them to make start their own business.					
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>• To Building knowledge on functions of primary and secondary markets. To Comprehend the understanding of stock and derivative market</li><li>• To explore patterns of Trading and settlement procedures. To Gain understanding on commodity market and its types.</li></ul>					
<b>Course Outcomes:</b> CO1: Understands the difference between stock and commodities market CO2: Identify the trading and settlement of shares in the stock exchanges and about speculations. CO3: Imparts the knowledge on Commodity markets. CO4: Gains knowledge on how trading to be done in Commodity markets.					
<b>Course Pre-requisites:</b> Basic Concepts of Investment and stock trading.					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction</b> Meaning & Definition-Primary and Secondary Market-Differences-Issues Mechanism in Securities Market-Trading Procedure in Stock	10Hrs	CO1	PO4	PSO2



	Market-Stock Exchange & its Functions-NSE-BSE: Regulatory Institution-SEBI-Objectives & Powers of SEBI.				
<b>UNIT-2</b>	<b>Trading in Stock Market</b> Pattern of Trading & Settlement in Stock Market-Types of Trading –Speculations- Insider Trading-Book Building Process-Bases of Allotment-Classification of Brokers-NSDL-CSDL-Role & its Functions. (Briefly)	10Hrs	CO2	PO4	PSO2
<b>UNIT-3</b>	<b>Commodity Market</b> Introduction-Meaning & Definition of Commodity Market-Origin of Commodity Market in India-Products-Participants and Functions-Commodity Exchanges in India and International-Stock Exchange Platform-MCX, NCDEX, ICEX, NMCE & its Membership.	10Hrs	CO3	PO4	PSO2
<b>UNIT-4</b>	<b>Trading in Commodity Market</b> Pattern of Trading & Settlement in Commodity Market-Efficiency of Commodity market-Types of transactions in Commodity market-Benefits of Commodity Market.	9Hrs	CO4	PO4	PSO2

#### REFERENCE BOOKS

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

<b>Course Title : FINANCIAL DERIVATIVES</b>
<b>Course Code: B20CH4212</b>
<b>Course Description:</b> This course covers the fundamentals areas in finance, derivative securities. The main objective of this course is to help students to gain the intuition and knowledge of derivatives in solving problems
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the basic concepts of Forwards Trading &amp; Futures Trading.</li> <li>2. To understand the basic concepts of Options &amp; Option Pricing Models (Binomial and Black Scholes).</li> <li>3. To understand the basic concepts of Currency and Commodity derivatives and apply them to hedge risk exposure.</li> </ol>

**Course Outcomes:**

CO1: Understands the concepts and factors contributing to the growth of financial derivatives.

CO2: Gets the exposure of trading with Forwards and Futures.

CO3: Impart the structure of Options Trading in the stock market.

CO4: Evaluate trading and settlements of different swaps & commodity derivatives.

**Course Pre-requisites:** Basic Concepts of Finance and stock market.

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:** 2 0 1

**Course type:** SOFT CORE

**Contact Hours:** 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Financial Derivatives</b> Introduction- Fundamental linkages between spot & Derivative Markets -economic benefits of derivatives - types of financial derivatives - features of derivatives market - factors contributing to the growth of derivatives - functions of derivative markets – the role of derivatives market- traders in derivatives markets - Derivatives market in India.(Theory only)	10Hrs	CO1	PO7	PSO2
UNIT-2	<b>Forwards and Futures</b> Trading and differences between them: Trading in Forwards. Futures: theory, pricing, mechanics of buying & selling futures and hedging strategies, Commodity futures, Index futures &Interest rate futures. (Theory & Problems)	10Hrs	CO2	PO7	PSO2
UNIT-3	<b>Options</b> Types of options- options vs. futures- option pricing- factors affecting option pricing. Concept of exotic option. Hedging & trading strategies involving options- valuation of option: basic model, Binomial Analysis & Black and Scholes Model. (Theory & Problems)	10Hrs	CO3	PO7	PSO2
UNIT-4	<b>Swaps Markets &amp;Commodity derivatives</b> Swaps Markets: Structure, types (currency, interest-rate, equity and commodity Swaps), Pricing of swaps. Commodity derivatives:	09Hrs	CO4	PO7	PSO2

	Introduction, trading and settlements – physical delivery of commodities. (Theory & Problems)				
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## REFERENCE BOOKS

1. Financial Derivatives- Bishnupriya Mishra, SathyaSwaroopDebasish-Excel Books India,
2. Financial Derivatives-Theory, Concepts & Problems by S.L Guptha, PHI Publications.
3. Financial Derivatives: Risk Management by V.K Bhalla, S. Chand Limited.
4. C.P. Jones, Investments Analysis and Management, Wiley, Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw HillEducation

## SPECIALIZATION: INTERNATIONAL BUSINESS

Course Title: INTERNATIONAL BUSINESS ENVIRONMENT					
Course Code: B20CH4311					
<b>Course Description:</b> The course examines the structure and features of the international markets, how organization engages with the present environment, and how they respond to its complexities, it also gives knowledge about the Political and Legal and G					
<b>Course Objectives:</b>					
1. To learn the Structure and technological innovations in Global Business Environment.					
2. To Know the various International Business Environments					
<b>Course Outcomes:</b>					
CO1: Acquaint the students with the nature and structure of International business					
CO2: Understand the significance of geographical and cultural Environment of International Business.					
CO3: Determine the political vulnerability and statutory governing structure.					
CO4:Enumerate the economic global environment					
<b>Course Pre-requisites: Basic Concepts of Business Environment</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction</b> Nature and Significance of Global Business Environment; Structure of Global Business Environment; Globalization and Global Business Environment; Impact of Protectionism on Global Business Environment; Technological Innovations and Global Business Environment.	10Hrs	CO1	PO2	PSO2

<b>UNIT-2</b>	<b>Geographical and Cultural Global Environment</b> Need for and Significance of its Study; Climate and Topography; Population and its Structure; Physical and Human Resources; World Trade Routes; Culture and its Elements; Characteristics of Culture; Cultural Knowledge and Values; Business Customs and Ethics.	9 Hrs	CO2	PO2	PSO2
<b>UNIT-3</b>	<b>Political and Legal Global Environment</b> Political Systems and Stability of Government Policies; Nationalism; Political Risks in Global Business; Assessing Political Vulnerability; Reducing Political Vulnerability; Legal Systems; Jurisdiction in International Legal Disputes; Protection of Intellectual Property Rights; Commercial Laws within Countries; Grey Market; Money Laundering; Antidumping; Counterfeiting.	10Hrs	CO3	PO2	PSO2
<b>UNIT-4</b>	<b>Economic Global Environment</b> The World Economy-A Brief Study Only; Economic Systems; Levels of Economic Growth; Economic Groups and Business Environment; Economic Policies-A Brief Discussion Only. <b>.Multinational Organizations and Institutions:</b> IMF and World Bank in Global Business-Role, Functions and Structure; GATT and UNCTAD; World Trade Organization (WTO) – Objectives, Functions and Structure; Implications of WTO on International Business Environment.	10Hrs	CO4	PO2	PSO2

#### REFERENCE BOOKS

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

<b>Course Title : FOREX MANAGEMENT</b>					
<b>Course Code: B20CH4312</b>					
<b>Course Description:</b> This course concentrate in changing of the forex market scenario, how the foreign exchange market operates and techniques that can be used to reduce the risk. This program will help the students to gain a comprehensive knowledge regarding the foreign exchange management					
<b>Course Objectives:</b> 1. To understand the system of Foreign Exchange Market in India 2. To understand the Forex risk and its Management					
<b>Course Outcomes:</b> CO1: Determine the foreign exchange market in India CO2: Understand about the Foreign exchange rates & risk involved in Forex market CO3: Impart the knowledge on how to manage & hedge the risk associated with foreign trade CO4: Enumerate the concept of Exchange rate management					
<b>Course Pre-requisites: Basic Concepts of Import &amp; export</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>Foreign Exchange And Markets</b> Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates.	<b>9 Hrs</b>	<b>CO1</b>	<b>PO4</b>	<b>PSO2</b>
<b>UNIT-2</b>	<b>Forex Market In India</b> Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.	<b>10Hrs</b>	<b>CO2</b>	<b>PO4</b>	<b>PSO2</b>
<b>UNIT-3</b>	<b>Forex Risk Management</b>	<b>10Hrs</b>	<b>CO3</b>	<b>PO4</b>	<b>PSO2</b>

	Meaning, Definition, Participants, Types of Exchange risks, Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.				
<b>UNIT-4</b>	<b>Exchange Rate Management</b> Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting. Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements (FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps.	<b>10Hrs</b>	<b>CO4</b>	<b>PO4</b>	<b>PSO2</b>

#### REFERENCE BOOKS

1. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
2. Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
3. Avadhani B.K, International Finance Theory and Practice.
4. Somanatha: International Financial Management I.K. International Publishers

#### SPECIALIZATION: HUMAN RESOURCES

<b>Course Title : INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>
<b>Course Code: B20CH4411</b>
<b>Course Description:</b> This course focuses on the HR challenges which affect or influence the success of the entire enterprise, challenges that are often far beyond the scope of the traditional personnel function.
<b>Course Objectives:</b> 1. The objective of this course is to achieve integration of human capital in different units operating in multiple national locations.

**Course Outcomes:**

CO1: Acquaint the students with the concepts and strategies of International HRM

CO2: Understand about international staffing operations

CO3: Enhance their skill to effectively manage human resource in international perspective

CO4: Impart about the industrial relations across nations and issues in IHRM

**Course Pre-requisites:** Human Resource Management**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM**LTP:** 2 1 0**Course type:** SOFT CORE**Contact Hours:** 39

UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>International HRM</b> Introduction to IHRM; Human Resource Management in the International Firm- The Framework; Cross national differences in personnel and organizations- Cultural factor in human resource policies; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM.	10Hrs	CO1	PO5	PSO2
<b>UNIT-2</b>	<b>International Staffing</b> Hiring– sources of international human resource power; Staffing for international operations; Selection strategies for overseas assignments; Hiring HCN's and TCN's; International transfers; Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems.	9Hrs	CO2	PO5	PSO2
<b>UNIT-3</b>	<b>International Training, Development and Compensation</b> Training and development for expatriates; Training and development for international staff; Compensation in International Perspective- Factors, package, methods and trends; International reward system; Motivation in cross-cultural context.	10Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Industrial Relations and Other Issues in IHRM</b> A framework for international industrial relations; Employees participation – Practices in various	10Hrs	CO4	PO5	PSO2

	countries; Cross border ethics management; Designing organizations for dynamic international environment; Comparative study of HRM practices in major global economies; HRM in cross border mergers and acquisitions; Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.				
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## REFERENCE BOOKS

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

<b>Course Title: INDUSTRIAL RELATIONS AND LABOUR LAW</b>
<b>Course Code: B20CH4412</b>
<b>Course Description:</b> This course is been designed to know the development and judicial setup of labor laws. To learn the laws relating to industrial relation, social security and working conditions and to understand the laws related to working conditions in different settings.
<b>Course Objectives:</b> To enable the students to understand the basic concepts of industrial relations & to familiarize the students with the relevant frame work and their influence on workers.
<b>Course Outcomes:</b> CO1: Acquire knowledge on industrial relations, trade union and the various skills to handle the grievances CO2: Demonstrate an understanding of relevant theories related to the Trade unions. CO3: Context of a particular work situation related to Discipline and Grievance Redressal. CO4: Demonstrate an understanding about Wages Act and EST Act.
<b>Course Pre-requisites:</b> Basics of Industrial Labor
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 2 1 0
<b>Course type:</b> SOFT CORE
<b>Contact Hours:</b> 39



UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>Introduction to Industrial Relations</b> Definition and meaning, Concepts; Nature of industrial relations; Importance of industrial relations; Objective of Industrial relations; Factors affecting IR in changing environment, Approaches to industrial relations, human resource management and IR role of ILO in Industrial relations, the labor movement, characteristics of Indian Labour, International dimensions of IR.	10Hrs	CO1	PO5	PSO2
<b>UNIT-2</b>	<b>Trade Unions</b> Nature of trade Unions; functions of trade union; objectives & importance of trade Union: Trade Union movement: Reasons for employees to join trade Unions; factors affecting growth of trade union in India, trade union movement; problems of Trade Unions and remedies: major provisions of trade union Act 1926; Trades Union Movement in India.	9 Hrs	CO2	PO5	PSO2
<b>UNIT-3</b>	<b>Discipline and Grievance Redressal:</b> Discipline, Causes of discipline, maintenance of discipline, misconduct, highlights of domestic enquiries, principle of natural justice, labour turnover, absenteeism. Grievance, meaning of grievance, grievance redressal machinery in India, grievance handling procedure, salient features of industrial employment (standing orders) act 1946.	10Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>PAYMENT OF WAGES ACT – 1936</b> Definitions; responsibility for payment of wages; fixation of wage period; Time of payment of wages; mode of payment, Deduction from wages for absence from duty; damage or loss for services rendered; maintenance of registers and records; penalty for offences; payment of undisbursed wages in case of death. <b>ESI Act -1948</b> Definitions, Contributions- who is to be insured, principal employer to pay contribution in the first	10Hrs	CO4	PO5	PSO2

	instance, general provisions as to payment of contributions, method of payment, benefits-sickness benefit, maternity benefit, disablement benefit, presumptions as to accidents arising in course of employment, dependents benefit, medical benefits, penalties- punishment for false statement, punishment for failure to pay contributions and prosecutions.				
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### REFERENCE BOOKS

1. Daver, Personnel management and Industrial Relations.
2. C. B. Memoroia- Dynamics of Industrial relations in India;
3. Johnson introduction to industrial relations
4. Sharma A. M, Industrial Relations

### SPECIALIZATION: MARKETING

<b>Course Title: BRAND MANAGEMENT</b>					
<b>Course Code: B20CH4511</b>					
<b>Course Description:</b> This course imparts the students to understand principles of branding, role, components, elements and brand equity etc. The main aim for this course to understand implications of planning, implementing and evaluating branding strategies.					
<b>Course Objectives:</b>					
1.To help students in acquire the basic understanding of branding					
2.To help students to explore various brand strategies and its architecture.					
<b>Course Outcomes:</b>					
CO1: Understand the concept of branding & its importance in present market					
CO2: Determine the various branding Plans and its challenges.					
CO3: Impart the process of Brand strategies and communication					
CO4: Understand brand extension decision making and architecture of brand					
<b>Course Pre-requisites: Basic concepts of Branding</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction to the Concept of Brand</b>	10 Hrs	CO1	PO5	PSO2
	Basics understanding of Brands-Functioning of Brands-Significance of Brands-Different Types				

	of Brands-Store Brands-Brand Relativity-Brand Values and Image.				
<b>UNIT-2</b>	<b>Brand Management</b> Objectives-Brand Planning-Brands and Consumer psychology model of buyer behavior-Brand Challenges and opportunities –Role of Brand Manager.	10 Hrs	CO2	PO5	PSO2
<b>UNIT-3</b>	<b>Brand Strategies and communication</b> Strategic brand Management Process-Brand Positioning-Brand Vision-Brand Equity-Brand Building –Measuring Brand personality Brand promotion Method.	9 Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Brand Extension and Architecture</b> Brand Adoption practice-Factor influencing decisions for extension-rebranding and re-launching, Brand Architecture-Meaning Choosing Branding Strategies and Brand outcomes.	10 Hrs	CO4	PO5	PSO2

#### REFERENCE BOOKS

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

<b>Course Title: MARKETING METRICS</b>
<b>Course Code: B20CH4512</b>
<b>Course Description:</b> This course will focus on the strategic value of marketing initiatives and provide students with the theoretical frame works for marketing analytics, marketing mix management and optimization and return on marketing investment models
<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To provide insights into accurately measuring marketing performance and Return on Investment</li> </ul>
<b>Course Outcomes:</b> CO1: Understand the concept of marketing metrics and Share of Hearts. CO2: Know the Product and its portfolio management CO3: Determine the methods of pricing strategy CO4: Impart the concept of Advertising and Web Metrics

<b>Course Pre-requisites: Modern Marketing</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction, Share of Hearts</b> Introduction: What is a metric? Why do you need metrics? Marketing Metrics: Opportunities, Performance and Accountability. Share of Hearts, Minds, and Markets: Customer perceptions, market share, and competitive analysis.	10Hrs	CO1	PO4	PSO3
<b>UNIT-2</b>	<b>Margins and Profits, Product and Portfolio Management</b> Margins and Profits: Revenues, cost structures, and profitability. Product and Portfolio Management: The metrics behind product strategy, including measures of trial, growth, cannibalization, and brand equity.	10Hrs	CO2	PO4	PSO3
<b>UNIT-3</b>	<b>Sales Force and Channel Management, Pricing Strategy</b> Sales Force and Channel Management: Sales force organization, performance, and compensation. Distribution coverage and logistics. Pricing Strategy: Price sensitivity and optimization, with an eye toward setting prices to maximize profits.	09Hrs	CO3	PO4	PSO3
<b>UNIT-4</b>	<b>Promotion, Advertising Media and Web Metrics</b> Promotion: Temporary price promotions, coupons, rebates, and trade allowances. Advertising Media and Web Metrics: The central measures of advertising coverage and effectiveness, including reach, frequency, rating points, and impressions. Models for consumer response to advertising. Specialized metrics for Web-based campaigns. Marketing and Finance: Financial evaluation of marketing programs.	10Hrs	CO4	PO4	PSO3

## REFERENCE BOOKS

1. Bendle, N.T., Farris, P.W., Pfeifer, P.E. and Reibstein, D.J.,. Marketing metrics: The manager's guide to measuring marketing performance. Pearson Education, Incorporated.
2. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion
3. Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.
4. S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press

## FIFTH SEMESTER

Course Title: MANAGEMENT ACCOUNTING					
Course Code: B20CH5010					
<b>Course Description:</b> The course gives an introduction and brings out the difference between management accounting, financial accounting and cost accounting. It explains the procedure for the preparation of Fund flow and Cash flow statement, gives information about budgets and preparation of cash and flexible budgets and explains the importance of Variances through Standard Costing.					
<b>Course Objectives:</b> 1. Fund flow portrays the relationship between the financing, investments, liquidity and dividend decision of the firm during the given point of time. 2. The preparation/analysis of cash flow statement help management in taking a decision and making a plan by providing current information on cash inflow and outflow of any accounting period. Ratio analysis helps in knowing the solvency position of a firm, bankruptcy position of a firm, and chances of corporate sickness.					
<b>Course Pre-requisites:</b> Financial Accounting					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 0 1					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction to Management Accounting</b> Meaning, Definition, Objectives, Nature and Scope, Role of Management accountant in Decision making, Tools and Techniques of Management Accounting, Management Accounting v/s Financial Accounting and Cost Accounting. <b>Financial statement analysis:</b> Meaning, objectives, Methods of Financial Analysis,-	12 Hrs	CO1	PO1	PSO1

	Comparative Statement Analysis, Common size Statement and Trend Analysis (Problems).				
<b>UNIT-2</b>	<b>Fund flow Statement and Cash flow Statement</b> <b>Fund flow Statement:</b> Meaning, Uses and Limitations of Fund Flow statement, Procedure of Fund flow statement, Statement of Changes in Working capital. (Simple Problems) <b>Cash flow Statement:</b> Meaning, Definition, Uses, Limitations of Cash flow statement, Differences between Cash flow statement and Fund flow statement, Procedure of Cash flow statement, Preparation of Cash flow statement as per Ind AS-7. (Indirect Method)	14 Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<b>Standard Costing</b> Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour overheads and sales variances. Disposition of Variances, Control Ratios	12 Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Budgetary Control</b> Introduction – Meaning & Definition of Budget and Budgetary Control – Objectives of Budgetary Control – essential requirements of budgetary control – advantages and disadvantages of budgetary control – Meaning, Types of Functional Budgets - Flexible Budgets, Cash Budgets, sales budget and production budget. Problems on Flexible budgets and Cash budgets.	14 Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS

1. Lal, Jawahar., and Srivastava, Seema, Cost Accounting, McGraw Hill Publishing Co., New Delhi.
2. Arora, M.N. Management Accounting, Himalaya Publish House.
3. Jhamb, H.V Management Accounting, Ane Books Pvt. Ltd. New Delhi
4. Nigam, B.M. Lall., and Jain, I.C. Cost Accounting-Principles andPractice Hall of India, New Delhi.

<b>Course Title: BUSINESS RESEARCH METHODS</b>					
<b>Course Code: B20CH5020</b>					
<b>Course Description:</b> This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem and using this understanding, develop and use an actionable research proposal. It also provides them with experience in designing questionnaire and report writing in order to effectively carry out statistical analysis.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To help students acquire the knowledge of Research Process and various techniques and research design.</li> <li>2. To help students to learn the tools used in the research application.</li> <li>3. To know different techniques for analyzing Hypothesis and identify how to Write a research report and prepare a project report.</li> </ol>					
<b>Course Outcomes:</b> CO1: Determine the concept of Research process and Research Methodology CO2: Analyze various measuring techniques and sampling methods CO3: Understand the hypothesis testing techniques like ANOVA, Chi-square, Linear Regression CO4: Understands the concept of how research report preparation has to be prepared.					
<b>Course Pre-requisites:</b> Basic Concepts of Research.					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 0 1					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction</b> Meaning of research: Scope of Research in Business: Purpose of Research – Exploration, Description, Explanation: Unit of Analysis – Individual, Organization, Groups and Data Series: Conception, Construct, Attributes Variables. <b>Research Process</b> An Overview: Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Methods, Existing Data Based Research, Longitudinal Studies, Panel Studies.	14Hrs	CO1	PO7	PSO3
<b>UNIT-2</b>	<b>Measurement</b> Definition: Designing and writing items; Uni-dimensional and Multi-dimensional scales;	12Hrs	CO2	PO7	PSO3

	measurement Scales- Nominal, interval, Ratio; Rating and Ranking Scale. Thurston, Likert and Semantic Differential scaling, Paired Comparison; Sampling Steps.Types Sample Size Decision; Secondary data sources.				
<b>UNIT-3</b>	<b>Hypothesis Testing</b> Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests, assumptions of Classical Normal Linear Regression.(Problems)	14Hrs	CO3	PO7	PSO3
<b>UNIT-4</b>	<b>Report Preparation</b> Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification	12Hrs	CO4	PO7	PSO3

#### REFERENCE BOOKS

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

<b>Course Title: INCOME TAX &amp; PRACTICE -II</b>
<b>Course Code: B20CH5030</b>
<b>Course Description:</b> The course gives information about all the heads of Incomes also the deductions available for an Individual from total income. It includes computation of Gross Total Income and Net Income along with Tax Liability of an Individual.
<b>CourseObjectives:</b> 1. Focuses on giving an professionals overview of various taxation laws related to Direct Taxes, and Regulatory aspects 2.To understand the concept of salaries and computation of income from Capital Gains and provision for exemptions u/s 54 3.To understand the concept of Income from other sources and computation of tax Liability
<b>Course Outcomes:</b> CO1: Compute the taxable income from the heads- business & profession of profits CO2: Calculate the capital gain under the provisions of 54 & income from other sources CO3: Analyze the concepts of deductions u/s 80C to 80U CO4: Enumerate the concept of set-off and carry forward of loss
<b>Course Pre-requisites:</b> Basic Concepts of Taxation
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 0 1
<b>Course type:</b> HARD CORE
<b>Contact Hours:</b> 52



UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Profits and Gains from Business Or Profession</b> Meaning and Definition of Business, Profession – Vocation - Expenses Expressly Allowed – Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.	12 Hrs	CO1	PO1	PSO1
UNIT-2	<b>Capital Gains</b> Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Capital Gains – Exemptions U/S 54, 54B, 54D, 54EC, 54F– Problems on Capital Gains. <b>Income from Other Sources</b> Incomes – Taxable under the head Other Sources – Securities – Kinds of Securities – Rules for Grossing Up – Ex-Interest Securities – Cum-Interest Securities – Bond Washing Transactions – Problems on Income from Other Sources.	14 Hrs	CO2	PO1	PSO1
UNIT-3	<b>Deductions from Gross Total Income</b> Deductions u/s: 80 C, 80 CCC, 80 CCD, 80 D, 80 G, 80 GG, 80 GGA, and 80 U. Problems on computation of GTI along with deductions. E-filing of returns concept.	12 Hrs	CO3	PO1	PSO1
UNIT-4	<b>Set-Off &amp; Carry Forward of Losses and Assessment of Individuals</b> Meaning –Provision for Set-off & Carry forward of losses (Theory only). Computation of Total Income and Tax Liability of an Individual Assesse (Problems– in case of income from salary & house property- computed income may be given).	14 Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.

3. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
4. Gaur &Narang: Income Tax, Kalyani

<b>Course Title: GOODS AND SERVICES TAX</b>					
<b>Course Code: B20CH5040</b>					
<b>Course Description:</b> GST is one of the most crucial indirect tax reforms in India. This course is designed to equip the student with the new concepts of GST that has subsumed various indirect taxes prevailing earlier. The purpose is to gain knowledge of the principles of GST including customs law, VAT, its relevant laws and rules. This course provides an in depth study on the various provisions of GST law and their impact on Business Environment.					
<b>Course Objectives:</b> 1. To understand the basic concepts and framework of the GST in India and impart in depth knowledge about Overview of GST Act 2017. 2. To provide the students, an ability to understand the basic principles underlying the Indirect Taxation Statutes with reference to Customs Act 1962, to equip students with the various provisions. 3. To provide an insight into practical aspects and apply the provisions of GST Laws to various situations.					
<b>Course Outcomes:</b> CO1: Determine the concepts of Indian GST law and GST Council. CO2: Analyze the mechanism of collection of Tax & concept of taxable person and rate and value of tax CO3: Understands the computation of Input tax credit, reclaim of ITC, filing forms CO4: Impart the basic principles of Customs Act 1962					
<b>Course Pre-requisites:</b> Basic Concepts of Indirect Tax					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 0 1					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	<b>Fundamentals of GST</b> Introduction, Overview of GST- Key concepts of GST Act-Features of GST- Need for GST in India- Pros & Cons of GST implementation in India-Objectives- taxes subsumed in GST- Dual GST Model- Structure of GST (SGST,CGST,IGST, UTGST)Overview of GST	14Hrs	CO1	PO1	PSO1

	<p>Act 2017- Salient features of CGST Act, SGST Act (Karnataka State), IGST Act.</p> <p>Important Definitions under GST Act- Actionable claim, Address of Delivery, Aggregate Turnover, Agriculturist, Associated enterprises, Business, GST Council, Credit note and Debit note, Deemed Exports, Draw-back, Electronic Credit Ledger, Exempt supplies, Input, Input service, ISD, Input tax, Input Tax Credit, Job work, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.</p>				
<b>UNIT-2</b>	<p><b>Levy and Collection of Tax</b></p> <p>Introduction-Supply: meaning and Scope of Supply, types of supply, treatment of mixed &amp; composite, Location of Supplier of Service- Location of recipient of service Supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, List of transactions for supply of goods &amp; services and list of transactions for non supply of goods &amp; services-Reverse charge Mechanism.</p> <p>Introduction- time of supply-forward charge, Reverse charge, residuary, special charges Time of supply of service- forward charge, reverse charge, Vouchers, Residuary, Special charges. Problems on determination of time of supply.</p>	14Hrs	CO2	PO1	PSO1
<b>UNIT-3</b>	<p><b>Assessment and Returns</b></p> <p><b>Input Tax Credit:</b> Meaning, conditions for taking credit, ineligible input tax credit, availability of credit in special circumstances, Input tax credit and change in constitution of registered person, Taking input tax credit in respect of inputs and capital goods sent for job work, Manner of Distribution of Credit by Input Service Distributor (ISD).</p> <p><b>Assessment &amp; Returns:</b> Overview of Assessment, returns- Types- Furnishing details of outward supplies and Inward supplies, Claim on ITC, Matching reversal and reclaim of ITC, Steps</p>	12Hrs	CO3	PO1	PSO1

	for Filing forms, Levy of late fee. Problems on Assessment of tax and tax liability.				
<b>UNIT-4</b>	<b>Customs Act 1962</b> Introduction & Definitions-Types of Duties-Notified Goods, Specified Goods-Import & Export procedure under Customs-Exemptions from Custom duty-Special Provisions relating to Baggage-Computation of Assessable Value and Custom Duty Payable.	12Hrs	CO4	PO1	PSO1

#### REFERENCE BOOKS

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

<b>Course Title: SERVICE MANAGEMENT</b>
<b>Course Code: B20CH5050</b>
<b>Course Description:</b> This course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities in service sector.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Investing the appropriate management approaches under different business environments upon understanding the general characteristics of service.</li> <li>2. Study service management theories such as service profit chain.</li> <li>3. Analyze service management from multiple perspectives including strategy, marketing, operation, and organizational behavior.</li> </ol>
<b>Course Outcomes:</b> CO1:Determine the concept of service management and the contemporary issues CO2:Analyze the service operations and its processes CO3:Impart concepts of the service marketing in the industry CO4: Enumerate the concepts of service delivery & its process
<b>Course Pre-requisites:</b> Principles of Business Management
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 3 1 0
<b>Course type:</b> HARD CORE

<b>Contact Hours:52</b>					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -I</b>	<b>Introduction:</b> Evolution of service sector, definition, concept, Nature and Characteristics of services, Role, Importance and Types of services, 7Ps of services, Ethics in services <b>Contemporary Issues in Service management</b> Global services and internationalization of services, Use of technology in Services, Information Technology Enables Services, Managing Service Profit Chain, Service Outsourcing, Affiliate Marketing and Social Media, Emerging Services In India.	14 Hrs	CO1	PO5	PSO2
<b>UNIT-2</b>	<b>Service Operations and Processes</b> Job Design, Safety and Physical Environment, Automation in services, Operation standard and work measurement, Service Blueprinting, Service Process, Service Process Matrix, Service Guarantee, Managing waiting line	14 Hrs	CO2	PO5	PSO2
<b>UNIT-3</b>	<b>Service Marketing</b> Service encounter, Segmentation, Targeting and Positioning for services, Forecasting service demand, Service Product, New service Development, Service Life Cycle, Branding Positioning and pricing of services, Service Promotion.	12 Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Service Delivery</b> Dynamics of service delivery system, Scheduling for services personnel and vehicles, Service Channel Process. Service Quality and Dimensions, Service Quality Models, Response Time, Services through Intermediaries- Managing Service scope and Physical Evidence, Managing Services failure and Recovery.	12Hrs	CO4	PO5	PSO2

#### **REFERENCE BOOKS**

1. Jauhari, Vinni & Dutta, Kirti, Services-Marketing, Operations & Management, Oxford University Press, New Delhi.
2. Kadampully, Service Management, Pearson-india, New Delhi.

3. Zeithal, Vlarie A & Bitner, Mary Jo, Service Marketing, McGraw Hill International edition.
4. Glynn & Bames (eds), Understanding Service Management, PHI, New Delhi.

## SPECIALIZATION: ACCOUNTING

<b>Course Title: ACCOUNTING THEORY AND STANDARDS</b>					
<b>Course Code: B20CH5111</b>					
<b>Course Description:</b> This course is designed with the objective of imparting a comprehensive understanding of all the different area of accounting. Students will learn the basics of accounting and related fields and learn how to prepare financial statements and to interpret them.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To help students to gain knowledge on contemporary accounting and accounting theory.</li> <li>2. To the accounting standards from AS-1 to AS- 26.</li> </ol>					
<b>Course Outcomes:</b> CO1: understand the concepts of accounting and accounting theory CO2: understand the treatment in the books of accounts of AS-1 to AS-6. CO3: understand the treatment of accounts from AS-7 to AS-26. CO4: To understand the Share based Payments in Ind-AS and Government Accounting Standards Issued by GASAB.					
<b>Course Pre-requisites:</b> Basic Knowledge of Financial Accounting.					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 0 1					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT -I</b>	<b>Accounting Theory &amp; Accounting</b> Nature; Classifications of Accounting Theory; Different Approaches to Theory Construction; Factors Influencing Accounting Environment; Measurement in Accounting. Accounting Principles: Generally Accepted Accounting Principles; Selection of Accounting Principles, Indian Accounting Standards. Accounting Equations.	10Hrs	CO1	PO1	PSO1
<b>UNIT-2</b>	<b>Accounting Standards (AS-1 to AS-6)</b> An overview, Working knowledge of: AS 1: Disclosure of Accounting Policies; AS 2:Valuation of Inventories; AS 3 Cash Flow Statements; AS 4: Contingencies and Events occurring after the Balance Sheet Date; AS 5: Net Profit or Loss for the Period,	10Hrs	CO2	PO1	PSO1

	Prior Period Items and Changes in Accounting Policies; AS 6: Depreciation Accounting.(Theory and Problem)				
<b>UNIT-3</b>	<b>Accounting Standards (AS-7 to AS-26)</b> Working Knowledge of AS 7: Construction Contracts; AS 9: Revenue Recognition; AS 10: Accounting for fixed assets AS 12:Accounting for Government Grants; AS 13:Accounting for Investments; AS 15: Employee Benefits, AS 16:Borrowing Costs; AS 19: Leases; AS 20: Earnings Per Share; AS 26: Intangible Assets;(Theory and Problem)	10Hrs	CO3	PO1	PSO1
<b>UNIT-4</b>	<b>Share Based Payments in Ind AS &amp; Government Accounting in India</b> Meaning, Equity settled transactions, Transaction with employees and non-employees, Determination of fair value of Equity Instruments, Vesting conditions, Modification, Cancellation and Settlement & Disclosures. Government Accounting in India, General Principles of Government Accounting, Methods of Government Accounting, Comparison with commercial accounting, Role of Public Accounts Committee, Government Accounting Standards Issued by Government Accounting Standards Advisory Board (GASAB).(Theory and Problem)	9Hrs	CO4	PO1	PSO1

### REFERENCE BOOKS

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

**Course Title: CORPORATE FINANCIAL REPORTING****Course Code: B20CH5112**

**Course Description:** The objective of this course is to provide the students with a framework for analyzing a firm's past performance to provide information that is useful for estimating its future performance. The course incorporates key concepts from accounting, finance, economics, and business strategy and applies them to financial decision-making.

**Course Objectives:**

1. To gain ability to understand, analyze and interpret the basic framework of financial reporting and the interpretation of numbers in the financial statements.
2. To be able to read a set of financial statements and to interpret financial ratios.

**Course Outcomes:**

CO1: Students will be able to differentiate accounting standards from IFRS.

CO2: Know the International Financial Reporting Standards and its application.

CO3: Students will understand the Sustainability of Corporate Financial reporting concept

CO4: Understand the various recent developments in accounting and reporting of Financial Instruments.

**Course Pre-requisites:** Accounting theory Knowledge

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:**2 0 1

**Course type:** SOFT CORE

**Contact Hours:** 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -1	<b>Accounting Standards</b> Accounting Standards, Interpretations and guidance notes on various aspects issued by the ICAI and their applications. Overview of International Accounting Standards (IAS).	9 Hrs	CO1	PO1	PSO3
UNIT-2	<b>International Financial Reporting Standard (IFRS):</b> Interpretations by International Financial Reporting Committee (IFRIC), Significance concerning Indian Accounting Standards. US GAAP, Application of IFRS and US GAAP.	9 Hrs	CO2	PO1	PSO3
UNIT-3	<b>Corporate Financial Reporting</b> Issues and problems with special reference to published financial statements; Sustainability Reporting: Concept of Triple Bottom Line Reporting, Global Reporting Initiative (GRI), and International Federation of Accountants (IFAC)	9Hrs	CO3	PO1	PSO3



<b>UNIT-4</b>	<b>Accounting and Reporting of Financial Instruments</b> Meaning, recognition, de-recognition and offset, compound financial instruments, measurement of financial instruments, Hedge accounting, Disclosures; Financial Reporting by Nonbanking finance companies, Merchant Bankers, stock and commodity market intermediaries. <b>Developments in Financial Reporting:</b> Value Added Statement Economic Value Added, Market Value Added, Shareholders' Value added, Human Resource Reporting, and Inflation Accounting	12 Hrs	CO4	PO1	PSO3
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#### REFERENCE BOOKS

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

#### SPECIALIZATION: FINANCE

<b>Course Title: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
<b>Course Code: B20CH5211</b>
<b>Course Description:</b> This course is designed to teach the fundamental of investments along with the analysis and strategies to become successful investor. To understand deeper how markets works, students will be taught the stock market fundamentals. This course will also emphasize students to learn focus that affect security market.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the basic concepts of Investment &amp; Portfolio by calculating their returns and risk.</li> <li>2. To provide conceptual insights into the valuation of securities.</li> <li>3. To familiarize the students with the Fundamental and Technical Analysis.</li> <li>4. To learn the theories of Portfolio Management and also the tools and techniques for efficient Portfolio Management.</li> </ol>

**Course Outcomes:**

CO1: Describe the process of Investment along with calculating the risk and return of individual investment and portfolio.

CO2: Understands the fundamental security analysis and Mathematical indications.

CO3: Recognize the Modern and Technical Analysis of the Investments through models.

CO4: Interpret the various theories of Portfolio Management and point out the tools and techniques for efficient Portfolio Management.

**Course Pre-requisites:** Basic Concepts of Portfolio Management

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:**2 0 1

**Course type:** SOFT CORE

**Contact Hours:**39

UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT -I</b>	<b>Introduction to Investment Management:</b> Meaning of Investment Selection of Investment – Classification of Securities – Risk and Uncertainty – Types of Risks of Return, expected return, Systematic risk, unsystematic risk, portfolio expected return and risk– Benefits of Diversification – Investment Strategies – Types of Companies and Stocks – Matrix approach in Investment Decision – Investment Avenues	9Hrs	CO1	PO4	PSO3
<b>UNIT-2</b>	<b>Security Analysis:</b> Introduction–Fundamental Analysis Economic Analysis Industry Analysis – Company Analysis. Technical Analysis – Dow Theory – Advanced Declined Theory –Chartism Assumptions of Technical Analysis. Mathematical Indicators: Moving averages, RSI and ROC.	9 Hrs	CO2	PO4	PSO3
<b>UNIT-3</b>	<b>Modern Portfolio Theory:</b> Introduction – Mean – Variance Model – Capital Market Line – Market Portfolio Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model.	9 Hrs	CO3	PO4	PSO3
<b>UNIT-4</b>	<b>Portfolio Management:</b>	12Hrs	CO4	PO4	PSO3

	Markowitz Model – Sharpe Model – Jensen and Treynor Model. Portfolio revision: concept and approaches. <i>Global Markets</i> Global Investment Benefits - Introduction to ADRs, GDRs, FCCBs, Foreign Bonds, and Global Mutual Funds – Relationship between Trends in Global Markets and the Domestic Markets				
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## REFERENCE BOOKS

1. Investment Analysis and Portfolio Management, Prasanna Chandra, , Mcgraw-Hill.
2. Security Analysis and Portfolio Management, Donald E Fischer and Ronald J Jordan, Prentice Hall.
3. Security Analysis and Portfolio Management, Sudhindra Bhat, Excel Publications.
4. Avadhani, Investment Analysis and Portfolio Management, , HPH’.

<b>Course Title: CORPORATE FINANCIAL POLICY</b>
<b>Course Code: B20CH5212</b>
<b>Course Description:</b> This is an advanced corporate finance course with an emphasis on debt equity management, security issuance and distribution policy. The course is intended for those with career objectives in financial management, the corporate finance aspects of investment banking or general management.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Familiarize the corporate financial goals of both single and multi-Product Company.</li> <li>2. Understand the concept and different types of cost of capital</li> <li>3. Impart the students with the types of business combinations with exchange ratio.</li> <li>4. Acquaint the students with the types of corporate valuation, Bond valuation, and Share valuation.</li> </ol>
<b>Course Outcomes:</b> CO1: Analyze the corporate financial Policies and Calculate the EPS CO2: Enumerate Debt Financing & Internal Financing and Cost of Capital CO3: Ascertain the goals of corporate finance both profit and wealth CO4: Determine the corporate valuation and about Mergers and Acquisitions.
<b>Course Pre-requisites:</b> Basic Concepts of Financial policy
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:</b> 2 0 1
<b>Course type:</b> SOFT CORE
<b>Contact Hours:</b> 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Introduction to Corporate Financial System</b> The functions of corporate financial manager. The role of capital market in explaining corporate performance: main assumptions. The differences between financial models of corporate analysis. Decision in Corporate- Financing Policy – Debt Financing – Internal Financing - Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.	9 Hrs	CO1	PO4	PSO3
UNIT-2	<b>Cost of Capital</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Cost of Retained earnings- Weighted Average Cost of Capital – Problems.	9Hrs	CO2	PO4	PSO3
UNIT-3	<b>Corporate Financial Goals &amp; Corporate Valuation</b> Profit Maximization - Wealth Maximization – Economic & Business Environment– Sustained Growth Approach – Maximizing Growth - Growth Potential of a Single Product Company - Growth Potential of Multi Product Company. Meaning of Corporate Valuation – Different approaches for Corporate Valuation - Valuation of Bonds and Intangible assets– Valuation of Bonds and Shares – Problems.	9 Hrs	CO3	PO4	PSO3
UNIT-4	<b>Mergers and Acquisitions</b> Meaning - Reasons – Types of Combinations - Forms of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations - Meaning and Significance of P/E Ratio. Problems on Exchange Ratio and Impact of Merger on EPS and Market Price.	12 Hrs	CO4	PO4	PSO3

## REFERENCE BOOKS

1. I M Pandey, Financial management, Vikas Publication
2. R P Rustagi, Financial management, Sultan Chand
3. J C Vanhorne, Financial management, PHI
4. K. Venkataraman, Corporate Financial Policy, SHBP.

## SPECIALIZATION: INTERNATIONAL BUSINESS

<b>Course Title: IMPEX PROCEDURE AND DOCUMENTATION</b>					
<b>Course Code: B20CH5311</b>					
<b>Course Description:</b> This course furnishes about the import and export procedures and also with the documentation involved while importing and exporting. It also covers the Quality control process and Pre-shipment Inspection.					
<b>Course Objectives:</b> 1. To expose students to the interest of import-export procedures and documentation. 2. To enable students to use the above knowledge in managing an International Business					
<b>Course Outcomes:</b> CO1: Understand the documentation process during Export. CO2: Determine the procedure of shipment of export cargo and the documents required. CO3: Know the cargo insurance with respect to the export of goods CO4: Analyze the pre-inspection procedure and Quality Control.					
<b>Course Pre-requisites:</b> Basics Knowledge of import and export					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Export Documentation</b> Standardized Pre-shipment Export Documents – Commercial and Regulatory Documents – Export credit instruments and procedure Letters of credit and types Documents required for export credit Central Excise and Customs clearance of export cargo – Procedure and documents.	9 Hrs	CO1	PO5	PSO2
UNIT-2	<b>Shipment of Export Cargo by Sea, By Air and By Post</b> procedure and Documents required for shipment of cargo Multimodal transport procedure and documentation Export incentive	9 Hrs	CO2	PO5	PSO2

	EPCG scheme Duty drawback Central excise and sales tax exemption exemption of export profit from income tax procedure for availing export incentives Documents required for export incentives.				
<b>UNIT-3</b>	<b>Cargo Insurance – Marine Insurance</b> Institute cargo clauses – specific policy – Open policy – procedure for cargo insurance – procedure for marine insurance claims Necessary documents for filling claim. Export credit insurance services of Export Credit and Guarantee corporation in export credit insurance –specific policy and small exporters policy – Guarantees –Procedure for availing credit insurance and necessary documents.	9Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Quality Control and Pre-Shipment Inspection</b> Quality maintenance provisions of Exports (Quality Control and Inspection) Act–Types of pre-shipment inspection Procedure and documents for pre-shipment inspection Financial Assistance extended by banks for the promotion of exports & imports – Pre-shipment/packing credit finance – Post shipment finance. <b>Non-Fund based Facilities</b> Establishment of LIC/ (Letter of Credit), Issuance of Bank guarantees, Forward cover to exporters & importers.	12 Hrs	CO4	PO5	PSO2

### REFERENCE BOOKS

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

**Course Title: INTERNATIONAL FINANCIAL INSTITUTIONS AND  
MARKETS**

**Course Code: B20CH5312**

**Course Description:** This course is designed in such a way that the students should be able to outline what goes on in the global macro economy and in the international financial markets, should be familiar with the business cycle and useful leading indicators ,hedging techniques can manage financial risks.

**Course Objectives:**

1. To develop the analytical framework needed for understanding international financial markets.
2. Students will implement the theory and methods in solving problems encountered in international financial institutions and market.

**Course Outcomes:**

- CO1: Understand fixed and flexible exchange rates and about International Monetary system.  
CO2: Determine the various International Financial Institutions.  
CO3: Analyze foreign exchange risk, GDR's, ADR's and portfolio.  
CO4: Review on Balance of payments and Foreign exchange.

**Course Pre-requisites:** Basics knowledge of Financial Market

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:**2 1 0

**Course type:** SOFT CORE

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>International Monetary System:</b> Evaluation of International monetary system, Bi-metallion; – classical gold standard – interwar period Breton woods system – The flexible exchange rate – current exchange rate regime – fixed v/s flexible exchange rates. International financial institution - Introduction, Objectives, International Sources of finance, reforms of international financial institutions, types of International financial institutions	9Hrs	CO1	PO5	PSO2
UNIT-2	<b>International Financial Institutions:</b> The multilateral investment guarantee agency (MIGA), The World Bank, European Investment Bank, International Bank for Reconstruction and Development, International Development Association, International Finance Corporation,.	9 Hrs	CO2	PO5	PSO2

	International monetary fund - Origins of IMF, Members and administration, Statutory purposes, Financial Assistance, SDRs, Asian development bank (ADB).				
<b>UNIT-3</b>	<b>International Financial System:</b> Introduction – role of financial markets - participants – elements – forex market – Euro currency market – Euro bond market – forward and future markets for foreign exchange. Rising of finance in international markets, Euro issues, GDR's and ADR's Guidelines for raising funds in international markets through various instruments.	9Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Balance of Payment And International Stock Market:</b> Balance of Trade, Equilibrium in BOP – Devaluation and Depreciation; Current and Capital account convertibility – Recent development in foreign capital flows. Working of International Stock exchanges with respect to their size – listing requirements – membership – clearing and settlement of New York Stock Exchange, NASDAQ, London Stock Exchange, Tokyo Stock Exchange, Luxemburg Stock exchange, German and France Stock Exchanges.	12Hrs	CO4	PO5	PSO2

### REFERENCE BOOKS

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



## SPECIALIZATION: HUMAN RESOURCES

<b>Course Title: TALENT MANAGEMENT</b>					
<b>Course Code: B20CH5411</b>					
<b>Course Description:</b> This course will introduce the students to building blocks organizations use to manage the performance of individuals, teams and total organizations. The students will learn how to create a work environment that enables employees to thrive.					
<b>Course Objectives:</b> 1. To give insights on how to identify, integrate and retain talent in an organization to deliver high performance. 2. Analyze methods for getting team members to deliver high performance.					
<b>Course Outcomes:</b> CO1: Understand the talent management strategies and it tools CO2: Analyze the concept and process of talent acquisitions and retention CO3: Determine the compensation and rewarding strategies CO4: Gain knowledge on the recent trends, Issues and challenges in the talent management					
<b>Course Pre-requisites: Basic Concepts of Talent Management</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction to Talent Management</b> History, Scope of talent management; Need for talent management; Talent management approaches; Developing a talent management strategy; Consequences of failure in managing talent; Tools for managing talent. Top Reasons to Invest In Talent Management.	9 Hrs	CO1	PO6	PSO2
<b>UNIT-2</b>	<b>Talent Acquisition, Engagement and Retention</b> Talent Acquisition - Recruitment and Selection Tools-Employment offers and references, Service conditions, Contract of Employment; Concept of talent engagement, retention; Best practices for talent engagement; Improving employee retention. Organizational values and vision, performance management, career pathways and succession planning.	9 Hrs	CO2	PO6	PSO2

<b>UNIT-3</b>	<b>Compensation and reward strategies for effective talent management:</b> Introduction, Effective talent management, Principles of Compensation Plans, Defining the elements of total rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable talent management and Reward Model, Strategic Compensation plan for Talent management, finding the path for success. Practical Problems of Talent Management	9 Hrs	CO3	PO6	PSO2
<b>UNIT-4</b>	<b>Contemporary Talent Management Issues and Challenges</b> Talent management and Corporate Reconstruction, Timing the Corporate Reconstruction, Business Process Re-engineering- Organizational Issues, Talent Management Challenges, Best Practices of Talent Management, Talent Management in India. Stemming the exodus of Gen X'ers from corporate life, Redesigning talent management practices to attract and retain Gen Y's, Creating a workplace that is open to Boomers in their "second careers.	12 Hrs	CO4	PO6	PSO2

#### REFERENCEBOOKS

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

<b>Course Title: HUMAN RESOURCE ANALYTICS</b>
<b>Course Code: B20CH5412</b>
<b>Course Description:</b> This course introduces the student to the theory, concepts and business application of human research, data, metrics, systems, analyses and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track store analyses and interpret HR data to support decision making

**Course Objectives:**

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

**Course Outcomes:**

CO1: understand the concept of human resources analytics.

CO2: know about the reporting to the HR.

CO3: understand the logistic and binary regression.

CO4: know about the model of HR analytics

**Course Pre-requisites: Basic Concepts of Human Resource**

**Pedagogy:** Direct Method ,ICT& FLIPPED CLASSROOM

**LTP:** 2 0 1

**Course type:** SOFT CORE

**Contact Hours:** 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<b>Overview of HR Analytics</b> Defining Analytics, Role of analytics in business outcomes, Need and framework of HR analytics- Connecting HR Benchmarks and Metrics, Growth of HR Analytics.	9Hrs	CO1	PO4	PSO3
UNIT-2	<b>HR reports and dashboards (Hands-on)</b> Obtaining data, Understanding data, cleaning data, CRISP DM, Understanding descriptive statistics and Hypothesis Formulation and Testing, Multivariate Analysis, t-test, ANOVA, Pivot table using excel and SPSS	9 Hrs	CO2	PO4	PSO3
UNIT-3	<b>Predictive analytics: (Hands-on)</b> Understanding Logistic regression model and binary regression model with used cases, Decision Trees and predictive analysis model.	9 Hrs	CO3	PO4	PSO3
UNIT-4	<b>The Analytics Process Model: (Hands-on)</b> The Analytics Process Model Phases, Applying the Analytics Process Model for live projects, Effectively Presenting HR data analysis with results.	12 Hrs	CO4	PO4	PSO4

**REFERENCE BOOK**

1. HR Analytics: Understanding Theories and Applications - Book by D. K. Bhattacharyya

2. The Basic Principles of People Analytics- David Green
3. Winning on HR Analytics: Leveraging Data for Competitive Advantage -- Ramesh soundararjan, and kuldeepsingh

## **SPECIALIZATION: MARKETING**

<b>Course Title : SERVICE MARKETING</b>					
<b>Course Code: B20CH5511</b>					
<b>Course Description:</b> This course will examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses. This course will help the students to learn to create and evaluate a service environment that is functional and improves the experience of the consumer.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide students with an appreciation of concepts, functions, and techniques of the craft of marketing services.</li> <li>2. Identify critical issues in service design including the nature of service products and makets, building the service model, and creating customer value.</li> </ol>					
<b>Course Outcomes:</b> CO1: understand the concepts of service and service marketing. CO2: understand the key service frameworks and concepts including the 7p's of marketing. CO3: Apply the service marketing concepts in service industry like health sector, banking hospitality etc. CO4: understand what quality means in service delivery and how perceptions of service quality are developed by customers.					
<b>Course Pre-requisites: Basic Concepts of Service Marketing</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction To Service And Service Marketing</b> Introduction, meaning of services, unique characteristics, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.	9 Hrs	CO1	PO5	PSO2

	Services Marketing Introduction, concept and evolution of services marketing, meaning of service marketing, myths encountered in services, need for service marketing, and growth in Services Marketing.				
<b>UNIT-2</b>	<b>Services Marketing Mix And Service Design &amp; Delivery</b>  Introduction, 7Ps of service marketing, service gaps framework, perceived service quality, models of service marketing. Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in in Service Process and Service Delivery.	12 Hrs	CO2	PO5	PSO2
<b>UNIT-3</b>	<b>Managing Services</b>  Integrated gaps model of service quality, customer relations, segmentation positioning and branding of services. Service failure and recovery, empowerment, service encounters, service development and design, service process blue printing, pricing of services, physical evidence and service scape, delivering and performing services – employees and customers roles, service through intermediaries and electronic channels, the service system, integrated services marketing communications.	9 Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Applying The Service Concepts</b>  Integrated services strategy, globalization of services, financial services marketing, financial products, corporate financial services, marketing in banking, trends in banking industry, marketing of insurance and mutual funds products, challenges for financial services marketers.	9 Hrs	CO4	PO5	PSO2

## REFERENCE BOOKS

1. Hoffman, K.D.& Bateson, J.E.G., "Marketing of Services", Cengage Learning, New Delhi
2. .Pezzullo, M.A., "Marketing Financial Services", Macmillan Publication,
3. Harrison, T., "Financial Services Marketing", Pearson Education, New Delhi,
4. Nargundkar, R., "Services Marketing – Text and Cases", Tata McGraw Hill, New Delhi

Course Title: RETAIL MANAGEMENT					
Course Code: B20CH5512					
<b>Course Description:</b> This course will enable students to develop decision making skills related to retailing. Understand effective methods and strategic required for retail management.					
<b>Course Objectives:</b> 1. To provide insights into all functional areas of retailing. 2. To give an account of essential principles of retailing. 3. To give a perspective of the Indian Retailing scenario.					
<b>Course Outcomes:</b> CO1: Understand the concepts of effective retailing CO2: Possess the knowledge of various retail formats CO3: Analze about the retail marketing in the trend CO4: Determine the merchandising pricing strategies					
<b>Course Pre-requisites:</b> Basics of retail management					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 2 1 0					
<b>Course type:</b> SOFT CORE					
<b>Contact Hours:</b> 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	<b>Introduction</b> Introduction to retailing, definition, characteristics, Evolution of Retailing in India, Retailing in India, emerging trends in retailing, Factors Behind the change of Indian retail industry.	9Hrs	CO1	PO5	PSO2
UNIT-2	<b>Retail formats</b> Retail sales by ownership, On the basis of Merchandise offered, non-store Based retail mix and Non-traditional selling; Store Planning: Design and Layout, Location Planning and Its importance, retailing image mix, effective Retail Space Management, Floor Space Management.	10Hrs	CO2	PO5	PSO2

<b>UNIT-3</b>	<b>Retail Marketing</b> Advertising and Sales promotion, Store Positioning, Retail Marketing, Mix, CRM, Advertising in Retailing; Retail Merchandising; Buying function, Markups and Markdown in merchandise management, shrinkage in retail merchandise management	10Hrs	CO3	PO5	PSO2
<b>UNIT-4</b>	<b>Merchandise pricing</b> Concept of merchandise pricing, pricing options, pricing strategies, pricing objectives, types of pricing; Retail operation: Elements/components of Retailing Store operation, Store administration, Store manager-Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of retail outlet/store, Store maintenance, Store security	10Hrs	CO4	PO5	PSO2

### REFERENCE BOOKS

1. Cullen and Newman. 'Retailing-Environment and Operations'. Cengage Learning EMEA.
2. Bajaj, Tuli and Srivastava. 'Retail Management' Oxford University Publications.
3. Harjit Singh. 'Retail Management' S.Chand publication.

## SIXTH SEMESTER

<b>Course Title : ENTREPRENEURSHIP DEVELOPMENT</b>
<b>Course Code:B20CH6010</b>
<b>Course Description:</b> This course is designed for the purpose of exposing students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career. The students develop and systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. The objective of this course is to acquaint students with the conceptual, applied, practical knowledge and skills about entrepreneurship and small business development.</li> <li>2. To understand the importance of Financial and technical and social feasibility of the Project. To know how to prepare the Business plan and institutional assistance to small scale enterprises in India.</li> </ol>
<b>Course Outcomes:</b> CO1: Understand the development of entrepreneurship as a field of study and as a profession.

CO2: Comprehend the SSE in the development of the Indian Economy.					
CO3: Analyze the business decisions involved in starting a new business venture.					
CO4: Determine the financial and non-financial assistance to SSE.					
<b>Course Pre-requisites: Basics of Entrepreneurship</b>					
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 1 0					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT-1</b>	<b>Introduction to Entrepreneurship</b> Introduction; Meaning & Definition of Entrepreneurship; Entrepreneur & Comprise; Functions of Entrepreneur; Factors influencing Entrepreneurship; Pros and Cons of being an Entrepreneur; Qualities of an Entrepreneur; Types of Entrepreneur; Women Entrepreneur.	<b>12Hrs</b>	<b>CO1</b>	<b>PO2</b>	<b>PSO3</b>
<b>UNIT-2</b>	<b>SSI and Social Entrepreneurship</b> Meaning; Product Range; Capital Investment; Ownership Patterns; Meaning and importance of Tiny Industries, Ancillary Industries, and Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSIs and the steps taken to solve the problems. <b>Social entrepreneurship -</b> Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India	<b>12Hrs</b>	<b>CO2</b>	<b>PO2</b>	<b>PSO3</b>
<b>UNIT-3</b>	<b>Family Business</b> Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business, improving family business performance.	<b>14Hrs</b>	<b>CO3</b>	<b>PO2</b>	<b>PSO3</b>
<b>UNIT-4</b>	<b>Sources of Business Ideas And Tests Of Feasibility</b> Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business	<b>14Hrs</b>	<b>CO4</b>	<b>PO2</b>	<b>PSO3</b>



	<p>processes, location, layout, operation, planning &amp; control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered.</p> <p><b>Institutions Supporting Entrepreneurs</b>  Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.</p>				
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## REFERENCE BOOKS

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Asha R Gupta, Women Entrepreneurship and Economic Empowerment, HPH
4. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications

<b>Course Title: STRATEGIC MANAGEMENT</b>
<b>Course Code: B20CH6020</b>
<b>Course Description:</b> This course introduces the key concepts, tools and principles of strategy formulation and competitive analysis. The course is focused on the information, analyses, organizational processes and skills and business judgment managers must use to devise strategies position their business.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To expose participants to various perspectives and concepts in the field of strategic management</li> <li>2. To help participants develop skills for applying these concepts to the solution of business problems</li> <li>3. To help students master the analytical tools of strategic management</li> </ol>
<b>Course Outcomes:</b> CO1: Understand the various concepts in the field of strategic management CO2: Develop the skills for appraisal and analyzing the external environment CO3: Familiarize with changes in organizations and new innovation. CO4: Determine the various competitive strategy, Strategic evaluation and control.
<b>Course Pre-requisites:</b> Basic Concepts of Strategic Management
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM

<b>LTP:3 1 0</b>					
<b>Course type: HARD CORE</b>					
<b>Contact Hours: 52</b>					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -1</b>	<p><b>Strategic Management: An Introduction</b>  Strategic thinking Vs Strategic Management  Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits</p> <p><b>Mission, Objectives, Goals and Ethics</b>  What is mission, concept of goals, Integration of individual and organization goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy</p>	14Hrs	CO1	PO5	PSO3
<b>UNIT-2</b>	<p><b>External environment: Analysis and appraisal</b>  Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental Information.</p>	12Hrs	CO2	PO5	PSO3
<b>UNIT-3</b>	<p><b>Organizational change and innovation: -</b>  Planned and unplanned change, causes or forces of organizational change, managing planned change, choosing a change strategy, creativity and innovation in organizations,</p>	12Hrs	CO3	PO5	PSO3

	organizational creativity and innovation process, learning organization				
<b>UNIT-4</b>	<b>Generic competitive strategy: -</b> Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy <b>Corporate strategy: -</b> Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy <b>Strategic evaluation and control:-</b> Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls	14Hrs	CO4	PO5	PSO3

#### REFERENCE BOOKS

1. Strategic Management by CA Meeta mangal,
2. Strategic management -an integrated approach by W.L.Hill & Gareth.R Jones
3. Business Strategy-Managing uncertainty, opportunity and enterprise by J.C.Spender
4. Strategic Management Concepts by Robert E Hoskisson and Michael A Hitt

<b>Course Title : PRINCIPLES OF INVESTMENT MANAGEMENT</b>
<b>Course Code:B20CH6030</b>
<b>Course Description:</b> This course will provide an introduction to the basic principles of investing. It will cover both theoretical and practical applications of portfolio management including concepts of risk, return, securities market function and the analysis of debt and equity securities.
<b>Course Objectives:</b> 1. To distinguish the ultimate investments of the financial system and real economy in investment. 2. Explain the investment environment and the research levels.
<b>Course Outcomes:</b> CO1: Understands the existence of investment theories and the lessons drawn from them that are relevant to investments. CO2: Describe the principles, Fundamentals and technical Analysis of Investments. CO3: Understands the concepts Primary markets and Secondary Market. CO4: Analyze & Interpret the essence of portfolio management
<b>Course Pre-requisites:</b> Basics Concepts of Investment

<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM					
<b>LTP:</b> 3 1 0					
<b>Course type:</b> HARD CORE					
<b>Contact Hours:</b> 52					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -I</b>	<b>Introduction to Investment</b> Types, scope-Speculation-Gabbling-Risks of investment-Features of Investments-Avenues of Investment-Security form of investment- Non-securities form of investment, Innovation financial instruments-credit rating of debt instruments. New Instruments traded in market-Zero Coupon Bond, Deep discount Bonds, Flexi bonds, Loyalty coupons, share warrants, Stock invest, credit rating-Meaning, key factors, merits and demerits, Agencies- CARE, ICRA, CRISIL.	12Hrs	CO1	PO4	PSO3
<b>UNIT-2</b>	<b>Fundamental and Technical Analysis-</b> Economy, Industry and company analysis, benefits of fundamental analysis-technical analysis-Assumptions-Differences between fundamental and technical analysis-brief description on important tools of technical analysis-How to pick blue chips.	14Hrs	CO2	PO4	PSO3
<b>UNIT-3</b>	<b>Financial Market</b> Primary and Secondary markets-inter-relationship between primary and secondary markets-Stock markets-NSE & BSE-Stock Market reforms: pre computerization era and reforms done after computerization, Speculators-Listing, trading and settlement-membership-Depositories and benefits of depositories- A brief study on stock indices using BSE & NSE-Meaning and uses-Speculator dealings-A brief introduction of Government Securities market-Book building.	14Hrs	CO3	PO4	PSO3
<b>UNIT-4</b>	<b>Portfolio Management</b> Concept-Benefits of Mutual Funds-Organizational structure-Product variety-Measurement and Evaluation of Mutual Funds	12Hrs	CO4	PO4	PSO3

	performance- Role of Association of Mutual Funds in India ( AMFI). Meaning, objectives, Factors influencing portfolio construction-Beta- Meaning and uses. Calculation of Alpha & Beta returns using CAPM, problems in CAPM.				
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### REFERENCE BOOKS:

1. Bhalla V.K-Investment Management, Sultan Chand & Co
2. Prasana Chandra- Investment analysis and Portfolio Management, Mc Graw Hill education
3. Preeti Singh-Investment Management, Himalaya Publishing House
4. GrewalNavjot & Grewal SS –Making money on Stock market Vistion Books Pvt Ltd, New delhi

<b>Course Title : E-COMMERCE AND TALLY</b>
<b>Course Code: B20CH6040</b>
<b>Course Description:</b> E commerce with Tally course is not just theoretical program, but it also Exposes the students to E commerce world, new innovations in E commerce and future of Business through e commerce and Tally software make students to learn Payroll and Good and service tax calculations, This continuous practice, to make students ready with required skill for employability in the job market.
<b>Course Objectives:</b> 1. To investigate the strategic implications of e-commerce with emphasis on existing companies 2.To navigate the broad range of new innovations available within the e-commerce. 3.To Understand usage of Tally software for the business purpose. 4.Understands the applicability of tally for taxation.(specially GST)
<b>Course Outcomes:</b> CO1:Determine the need and role of E commerce for Digital Society. CO2: Analyze the need and Importance of New Innovation E Commerce World. CO3: Create company, enter accounting voucher entries including Payroll voucher entries, Attendance calculations, payroll sheets in Tally ERP.9 CO4: Explore the Taxation Features in TALLY ERP 9
<b>Course Pre-requisites: Digital awareness, online transaction, Computer Fundamentals, and Basic Accounts and Taxation.</b>
<b>Pedagogy:</b> Direct Method, ICT& FLIPPED CLASSROOM and Hands on learning.
<b>LTP:</b> 3-0-1
<b>Course type:</b> HARD CORE
<b>Contact Hours:</b> 52

Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	<b>Introduction to E-Commerce:</b> - Meaning and concept: Electronic commerce versus traditional commerce; Media convergence; Ecommerce and e-business; Channels of e-commerce; Business application of e-commerce; need for-commerce; E-Commerce Consumer applications, E-Commerce Organization applications ecommerce as an electronic trading system special features. E-commerce models; supply chain management, product and service digitations remote servicing, procurement; on line marketing and advertising.	14 Hrs	CO1	PO1	PSO1
<b>Unit-2</b>	<b>Innovation in Ecommerce;</b> Voice Commerce, Artificial Intelligence and Smart Services, Social media, personalized Customer experience, Internet of Things, Augmented Reality, Block chain, Drones in E commerce, Virtual Communality, Types of e-payment systems; E cash and currency servers, e-cheques Digital token based credit cards, smart cards, electronic Purses and debit cards.	14 Hrs	CO2	PO1	PSO1
<b>Unit-3</b>	<b>Application of Tally for Business Growth;</b> Introduction to Tally, ledger creation, Accounting Vouchers, Exploring Payroll in Tally.ERP 9,Features for creating a Pay Slip, Payroll Info, Pay Heads, Employee Groups, Employees, Salary Details, Units ( Work), Attendance / Production Type, Voucher Types, Working with Payroll vouchers: Attendance Vouchers, Voucher Class in Payroll Vouchers, Payroll Voucher Entry, Payroll Auto Fill Voucher Entry, Defining Payroll Reports, Working with Statements of Payroll Reports: Pay Slip Reports, Pay Sheets Report, Payroll Statements Report.	14 Hrs	CO3	PO1	PSO1

<b>Unit-4</b>	<b>Taxation in Tally;</b> Introduction to GST in Tally, CGST, IGST, and SGST. GST rates and Classifications, GST features in Tally, GSTR-1, GSTR-2A,GSTR-2, GSTR1A,GST Calculation in Tally(Simple Problems)	10 Hrs	CO4	PO1	PSO1
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#### REFERENCE BOOKS:

1. Elberse, Anita, "Should you Invest in the Long Tail?" Harvard Business Review, July-Aug 2008. (See Canvas site for retrieval information)
2. Kalakafa Whinston Pearson - Frontiers of electronic Commerce 1996
3. P.T. Joseph S.J., E-Commerce, second edition PHI 2007, PHI Pvt. Ltd., New Delhi
4. E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
5. Tally – ERP 9.0 in Simple Steps, Kogent Learning Solutions Inc., DreamtechPress
6. Agarwal, K.N and Deeksha Ararwalar; Business on the Net; What's and How's of ECommerce; Macmillan, New Delhi. 2006
7. Agarwal, K.N and Deeksha Ararwala: Business on the Net; Bridge to the Online Storefront; Macmillan, New Delhi.

<b>Course Title: INTERNATIONAL OPERATIONS MANAGEMENT</b>
<b>Course Code:B20CH6050</b>
<b>Course Description:</b> It involves management process which has to take into consideration production market (labor and capital) and international customer requirements. Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.
<b>Course Objectives:</b> This course intends to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives. Designing the process, analysis and improvement, operating the system and making product and preparing for success and sustainability. Interface of operations management with other managerial areas.
<b>Course Outcomes:</b> CO1: Develop an understanding of operations management at global level CO2: Understand the Interface of operations management with other managerial areas CO3: Analyze the operations of Planning and Control CO4: Determine the Critical path through PERT
<b>Course Pre-requisites: Principles of Business Management</b>
<b>Pedagogy:</b> Direct Method ,ICT& FLIPPED CLASSROOM
<b>LTP:3 1 0</b>

<b>Course type: HARD CORE</b>					
<b>Contact Hours: 52</b>					
<b>UNITS</b>	<b>SYLLABUS</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
<b>UNIT -I</b>	<b>Introduction</b> Production and Operations Management, Systems Approach, differentiating between Goods and Services, Production Management Vs Operations Management, Input-Output Profit (Business) Model, Stages of Development, Career Opportunities for Operations Management Organizational Positions. <b>Productivity</b> -Concept and definitions, Factors contributing to productivity improvement, Techniques for productivity improvement.	14Hrs	CO1	PO5	PSO3
<b>UNIT-2</b>	<b>Process Configuration Strategies</b> What is Process, classifying the Process, Types of Process Flows, Best (Process) Practice, Work Process Configuration Types, Intermittent Flow Shop, Flexible Process Systems, Shifting work Configuration Types, Process Analysis and Process Re design	10Hrs	CO2	PO5	PSO3
<b>UNIT-3</b>	<b>Operations Planning and Control</b> Aggregate Production Planning, Master Production Scheduling (MPS), Materials Requirement Planning (MRP), Capacity Requirements Planning (CRP), Distribution Resource Planning (DRP), Weaknesses of MRP, Manufacturing Resource Planning (MRP II), Emerging Power of ERP; Loading, Sequencing, Routing, Scheduling, Dispatching and Expediting, Line balancing. Cycle-Time Management (CTM), Time-Based Management (TBM), Just-in-Time Delivery (JIT), JIT II, Push Vs Pull – Process Discipline.	14Hrs	CO3	PO5	PSO3



<b>UNIT-4</b>	<b>Arrow Diagramming and Network Analysis</b> PERT Model, Determination of Critical Path, and Distribution of Project Completion time, CPM Model, Time/Cost Relation, and Crashing of a Project. Multiple Project Management. <b>Environment, Ethics, Technology and Contingency Planning</b> -Adapting to External Forces, Greening the Environment: Maintenance, Greening the Environment: Design for Disassembly (DFD), Ethics and P/OM, Preparing P/OM for future conditions.	14Hrs	CO4	PO5	PSO3
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## REFERENCE

1. Chase Richard B, et al : Production and Operations Management: Manufacturing and Services, Tata McGraw-Hill Pub. Co., New Delhi
2. Mahadevan B : Operations Management; Theory and Practices, Pearson Education, Delhi
3. Buffa Elwood S & Sarin Rakesh K: Modern Production / Operations Management, John Wiley & Sons, Singapore
4. Adam Everett E & Ebert Ronald J: Production & Operations Management: Concepts, Models & Behavior, PHI, New Delhi
5. Hill T: Operations Management, Palgrave Macmillan, England.