



SCHOOL OF COMMERCE

Bachelor of Commerce (Honors)

B.Com (Hons)

HAND BOOK

2022-2025

Rukmini Knowledge Park,
Kattigenahalli, Yelahanka, Bangalore - 560 064
Phone No: +91-080-46966966, Fax: 080-28478539

Rukmini Educational
Charitable Trust

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

1. **Jr. Belverd E. Needles** Ernst & Young Distinguished Professor of Accounting, EY Distinguished Professor of Accountancy Editor, Accounting Instructors' Report (AIR) School of Accountancy & MIS, DePaul University, Chicago USA.
2. **Rajendra P. Srivastav** Ernst & Young Distinguished Professor and Director; Ernst & Young Center for Auditing Research and Advanced Technology School of Business, The University of Kansas Lawrence, Kansas 66045.
3. **Prof. Shahzad Uddin** Director, Essex Accounting Centre, Essex Business School, University Of Essex Colchester, UK.
4. **Prof. Jacques Richard** Profess of Accounting, University of Dauphine, Paris, France.
5. **Dr. Teerooven Soobaroyen** Professor of Accounting, Deputy Dean for Partnerships at the University of Essex UK.
6. **Dr. Collins Ntim** Professor of Accounting & Finance, Department of Accountancy University of Southampton England
7. **Prof. P. Murali** Former Vice –Chancellor, Sri Venkayeswara University Tirupati-AP.
8. **Prof. Sridhar Seshadri** Professor and Area chair, information systems/Operations Management, Gies College of Business Champaign.
9. **Dr. M. Thiripalraju** Former Director, Indian Institute of Capital Markets, Sakal Bhavan Marg, CBD Belapur, Navi Mumbai - 400 614
10. **Prof. K. V. Rao** Former Vice-Chancellor. Acharaya Nagarjuna University, Guntur – AP
11. **Dr. Shanthi S. K** Chair Professor - Union Bank Center for Banking Excellence, Greta Lakes University, Chennai-6303102.
12. **Mr. Nagaraj Kulkarni** Founder and CEO, Compgece Bangalore
13. **Reshma Srinivasan** Founder and Managing Director. We Care Learning Private Limited, Bangalore-560035

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. M Subramanyam
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 (Honors)
Scheme of Instruction
(Effective from Academic Year 2022-23)

Sl No.	COURSE CODE	Title of the Course	HC/S C/CC/ FC/M C/OE	Credit Pattern				Total Hours
FIRST SEMESTER				L	T	P	TOT AL	
1	B22AHE101	Communicative English-I	FC	1	1	0	2	03
2	B22AHK102	Language – II: Kannada	FC	1	1	0	2	03
	B22AHH102	Language – II: Hindi						
	B22AHA101	Language – II: Additional English						
3	B22CC0101	Financial Accounting	HC	3	0	1	4	05
4	B22CC0102	Industrial Economy of India	HC	3	1	0	4	05
5	B22CC0103	Statistics for Business – I	HC	3	0	1	4	05
6	B22CC0104	Company Law & Secretarial Practice	SC	2	1	0	3	04
7	B22LSM102	Indian Constitution & Human Rights	MC	0	0	0	0	02
8	B22CC0105	Skill Development Course	RUL O	0	0	0	0	
	Total Credits			13	04	02	19	27
SECOND SEMESTER								
1	B22AHE201	Communicative English-II	FC	1	1	0	2	03
2	B22AHK202	Language – II: Kannada –II	FC	1	1	0	2	03
	B22AHH202	Language – II: Hindi- II						
	B22AHA201	Language – II: Additional English -II						
3	B22CC0201	Corporate Accounting-I	HC	3	0	1	4	05
4	B22CC0202	Modern Marketing	HC	3	1	0	4	05
5	B22CC0203	Statistics for Business – II	HC	3	0	1	4	05
6	B22CC0204	Investing in Stock Markets	SC	3	1	0	4	05
7	B22ASM201	Environmental Science	MC	0	0	0	0	02

8	B22CC0205	Skill Development Course	RUL O	0	0	0	0	
	B22AS0208	Tree Plantation	AC	0	0	1	1	2
	Total Credits			14	04	02	21	30
THIRD SEMESTER								
1	B22AHK302	Language –: Kannada –III	FC	1	1	0	2	03
	B22AHH302	Language –: Hindi-III						
	B22AHA301	Language –: Additional English -III						
2	B22CC0301	Cost Accounting	HC	3	0	1	4	05
3	B22CC0302	Corporate Accounting-II	HC	3	0	1	4	05
4	B22CC0303	Human Resource Management	HC	3	1	0	4	05
5	B22CC0304	Fundamentals of Financial Management	HC	3	0	1	4	05
6	B22CC0305	Indian Banking System	HC	3	1	0	4	05
7	B22CC0306	Open Elective - Leadership & Team Development	OE	2	1	0	3	04
8	B22CC0307	Skill Development Course	RUL O	0	0	0	0	
	Total Credits			18	04	03	25	32
FOURTH SEMESTER								
1	B22AHK402	Language –: Kannada-IV	FC	1	1	0	2	03
	B22AHH402	Language –: Hindi-IV						
	B22AHA401	Language –: Additional English-IV						
2	B22CC0401	Methods Techniques of Cost Accounting	HC	3	0	1	4	05
3	B22CC0402	Income Tax and Practices –I	HC	3	0	1	4	05
4	B22CC0403	Auditing and Corporate Governance	HC	3	1	0	4	05
5	B22CC0404	Business Law	HC	3	1	0	4	05

6	B22CC0405	Skill Development Course	RUL O	0	0	0	00	
7	B22CC0406	Minor Project -I (Summer Internship) (Credit will carried and considered for assessment in the Fifth Semester)	HC	0	0	4	4	08
	I. Specialization Accounting & Taxation							
1	B22CCS411	Advanced Accounting	SC	2	0	1	3	04
2	B22CCS412	IFRS and IND – AS	SC	2	1	0	3	04
3	B22CCS413	Business and Corporate Taxation	SC	2	0	1	3	04
4	B22CCS414	E Filing of Returns	SC	2	1	0	3	04
	II. Specialization Economics & Finance							
1	B22CCS421	Agricultural Economics	SC	2	1	0	3	04
2	B22CCS422	Public Economics	SC	2	1	0	3	04
3	B22CCS423	Corporate Financial Policy	SC	2	0	1	3	04
4	B22CCS424	Financial Markets and Institutions	SC	2	1	0	3	04
	III. Specialization Statistics And Accounting							
1	B22CCS431	Elementary Statistics	SC	2	0	1	3	04
2	B22CCS432	Quantitative techniques –I	SC	2	0	1	3	04
3	B22CCS411	Advanced Accounting	SC	2	0	1	3	04
4	B22CCS412	IFRS and IND – AS	SC	2	1	0	3	04
	IV. Specialization Banking & Insurance							
1	B22CCS441	Banking Operations	SC	2	1	0	3	04
2	B22CCS442	Marketing of Banking Products	SC	2	1	0	3	04
3	B22CCS443	Principles of Insurance	SC	2	1	0	3	04

4	B22CCS444	Life and General Insurance	SC	2	1	0	3	04
V. Corporate Governance & Auditing								
1	B22CCS451	Corporate Governance	SC	2	1	0	3	04
2	B22CCS452	Business Ethics , values and Governance	SC	2	1	0	3	04
3	B22CCS453	Principles of Auditing	SC	2	1	0	3	04
4	B22CCS454	Auditing Standards & Practices	SC	2	1	0	3	04
VI. Specialization Innovation & Entrepreneurship								
1	B22CCS461	Business Incubation	SC	2	1	0	3	04
2	B22CCS462	Understanding Business Opportunities	SC	2	1	0	3	04
3	B22CCS463	Entrepreneurship in India	SC	2	1	0	3	04
4	B22CCS464	Legal aspects of Entrepreneurship	SC	2	1	0	3	04
VII. Specialization Marketing & Human resource								
1	B22CCS471	Consumer Behavior	SC	2	1	0	3	04
2	B22CCS472	Digital Marketing	SC	2	1	0	3	04
3	B22CCS473	Strategic Human Resource Management	SC	2	1	0	3	04
4	B22CCS474	Employee Welfare and Social Security	SC	2	1	0	3	04
	Total Credits			21	07	02	30	39
FIFTH SEMESTER								
1	B22CC0501	Management Accounting	HC	3	0	1	4	05
2	B22CC0502	Business Research methods	HC	3	0	1	4	05

3	B22CC0503	Income Tax and Practices –II	HC	3	0	1	4	05
4	B22CC0504	Goods & Services Tax	HC	3	0	1	4	05
5	B22CC0505	Service Management	HC	3	1	0	4	05
6	B22CC0506	Skill Development Course	RUL O	0	0	0	00	
7	B22CC0507	Minor Project -I (Summer Internship) <i>(Credit will carried and considered for assessment in the Fifth Semester)</i>	HC	0	0	4	4	08
I. Specialization : Accounting & Taxation								
1	B22CCS511	Accounting theory and standards	SC	2	1	0	3	04
2	B22CCS512	Corporate Financial Reporting	SC	2	0	1	3	04
3	B22CCS513	International Taxation	SC	2	0	1	3	04
4	B22CCS514	Tax planning and tax management	SC	2	0	1	3	04
II. Specialization : Economics & finance								
1	B22CCS521	Indian Economy	SC	2	1	0	3	04
2	B22CCS522	International Economics	SC	2	1	0	3	04
3	B22CCS523	Security analysis & Portfolio Management	SC	2	0	1	3	04
4	B22CCS524	International Finance	SC	2	1	0	3	04
III. Specialization : Statistics & Accounting								
1	B22CCS531	Quantitative Techniques –II	SC	2	0	1	3	04
2	B22CCS532	Operational Research & Quantitative Analysis	SC	2	0	1	3	04
3	B22CCS511	Accounting theory and standards	SC	2	1	0	3	04
4	B22CCS512	Corporate Financial Reporting	SC	2	0	1	3	04

	IV. Specialization : Banking & Insurance							
1	B22CCS541	Treasury and Forex Management	SC	2	1	0	3	04
2	B22CCS542	Banking Technology and Management	SC	2	1	0	3	04
3	B22CCS543	Marketing of Insurance Products	SC	2	1	0	3	04
4	B22CCS544	Insurance Planning and Risk Management	SC	2	1	0	3	04
	V Specialization: Corporate Governance & Auditing							
1	B22CCS551	International Corporate Governance	SC	2	1	0	3	04
2	B22CCS552	E-Governance	SC	2	1	0	3	04
3	B22CCS553	Public Sector Auditing	SC	2	1	0	3	04
4	B22CCS554	Audits & Audit Reports	SC	2	1	0	3	04
	VI Specialization : Innovation & Entrepreneurship							
1	B22CCS561	Creativity and Innovation	SC	2	1	0	3	04
2	B22CCS562	Managing Growth & diversification	SC	2	1	0	3	04
3	B22CCS563	New Venture Planning	SC	2	1	0	3	04
4	B22CCS64	Project Feasibility Analysis	SC	2	1	0	3	04
	VII Specialization: Marketing & Human Resource							
1	B22CCS571	Retail Marketing	SC	2	1	0	3	04
2	B22CCS572	Logistic & supply chain Management	SC	2	1	0	3	04
3	B22CCS573	Organisational Change & Development	SC	2	1	0	3	04

4	B22CCS574	Compensation Management	SC	2	1	0	3	04
		Total Credits		23	05	08	36	41
VI SEMESTER								
1	B22CC0601	Entrepreneurship Development	HC	3	1	0	4	05
2	B22CC0602	Strategic Management	HC	3	1	0	4	05
3	B22CC0606	Major Project (Based on Specialization)	HC	2	0	10	12	15
	OR							
1	B22CC0601	Entrepreneurship Development	HC	3	1	0	4	05
2	B22CC0602	Strategic Management	HC	3	1	0	4	05
3	B22CC0603	Principles of Investment Management	HC	3	1	0	4	05
4	B22CC0604	E-Commerce & Tally	HC	3	0	1	4	05
5	B22CC0605	International Operations Management	HC	3	1	0	4	05
	TOTAL CREDITS			15	04	01	20	25
	Total Credits of all Semesters						150	

Semester-wise Summary of Credit Distribution

Semester	L	T	P	No. of Credits	Total Hours
First Semester	13	04	02	19	27
Second Semester	14	04	03	21	28
Third Semester	18	04	03	25	32
Fourth Semester	21	07	02	30	39
Fifth Semester	23	05	08	36	49
Sixth Semester	15	04	01	20	25
Total Credits	104	28	18	150	200

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	FC/AC	Total Credits
First Semester	12	03	--	04	19
Second Semester	12	04	--	05	21
Third Semester	20	00	03	02	25
Fourth Semester	16	12	--	02	30
Fifth Semester	24	12	--	--	36
Sixth Semester	20	00	--	--	20
Total Credits	96	24	00	17	151

B. Com (Honours)
Detailed Syllabus
(Effective from Academic Year 2021-22)

FIRST SEMESTER

Course Title: COMMUNICATIVE ENGLISH – I
Course Code: B22AHE101
Course Description: This 2-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.
Course Objectives: <ol style="list-style-type: none">1. To enhance functional communication skills.2. To develop functional use of language in professional contexts.3. To utilize oral presentations in multiple contexts.4. To apply effective written skills in formal communication.
Course Outcomes: <p>After the completion of the course, students will be able to:</p> <p>CO1: Identify pressing issues relating to society, environment and media.</p> <p>CO2: Develop a process-oriented approach to writing.</p> <p>CO3: Apply the grammatical skills developed during the course aptly.</p> <p>CO4: Demonstrate a good command over language usage and refined interpersonal skills.</p>
Course Pre-requisites: The student must have knowledge of intermediate English Grammar and LSRW skills.
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.
LTP: 1:1:0
Course type: FOUNDATION COURSE
Contact Hours: 26 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Functional English Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs Writing Skills: Paragraph Writing Activities: Conversations; Leaving Phone Messages Literature: Chief Seattle – The End of Leaving and Beginning of Survival	10 Hrs.	CO1	PO5	---
Unit-2	Interpersonal Skills Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs Writing Skills: Official Letters Activities: Making Apologies; Invitations & Making Arrangements Literature: Ruskin Bond – Tiger in the Tunnel	10 Hrs.	CO2	PO5 & PO8	---
Unit -3	Multitasking Skills: Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives Writing Skills: Note Making Activities: Agreeing & Disagreeing with Opinions Literature: Jesse Owens - My Greatest Olympic Prize	10 Hrs.	CO3	PO5 & PO8	---
Unit-4	Communication Skills 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.

Course Title : ಕನ್ನಡ – I
Course Code: B22AHK102
<p>Course Description:</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>Course Objectives:</p> <p>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.</p> <ol style="list-style-type: none"> 1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ. 2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, 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.
<p>ಅರ್ಜಿಾಧಿಜ ಔಣಾಣಭಿರಟಃ:</p> <p>ಜನಪದ, ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನದ ವಿವಿಧ ಪ್ರಕಾರದ ಕಾವ್ಯಗಳು, ಹೊಸಗನ್ನಡದ ಸಣ್ಣಕಥೆಗಳು ಹಾಗೂ ನಾಟಕ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>ಅಟಿ1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>ಅಟಿ2:ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>ಅಟಿ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p>

ಅಜಿ4: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, Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

LTP: 1:1:0

Course type: FOUNDATION COURSE

Contact Hours: 26 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ಜನಪದ/ಪ್ರಾಚೀನ/ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ 1. ಕೆರೆಗೆ ಹಾರ -ಜನಪದ ಕಾವ್ಯ 2. ಸಾಮಾನ್ಯಮೆ ಬಗೆಯ ಭವತ್ಯೇಶಪಾಶ ಪ್ರಪಂಚಂ? - ಪಂಪ 3. ಪೊಲ್ಲಮೆಯ ಲೇಸು ನಲ್ಲರ ಮೆಯ್ಯೊಳ್ - ಜನ್ನ	10 Hrs.	CO1, CO2, CO3, CO4	PO5, PO8	--
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	--
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	--
Unit-4	ನಾಟಕ 1. ಜಲಗಾರ - ಕುವೆಂಪು	09 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 ಮರುಳಸಿದ್ಧಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ಧಪ್ಪ ಕೆ, ಷಟ್ಟದಿ 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
19. ಸಂ. ಡಾ. ಬೈರಮಂಗಲ ರಾಮೇಗೌಡ, ವರ್ತಮಾನದ ಕಥೆಗಳು, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಬೆಂಗಳೂರು 2011
20. ಸಂ. ಡಾ. ರಾಮಲಿಂಗಪ್ಪ ಟಿ. ಬೇಗೂರು, ವರ್ತಮಾನದ ಕಥೆಗಳು, ಕಣ್ಣು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2013

Course Title: HINDI					
Course Code: B22AHH102					
Course Description: 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।					
Course Objectives: 1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना। 2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना। 3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना। 4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।					
Course Outcomes: 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।					
Course Pre-requisites: <ul style="list-style-type: none"> 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: FOUNDATION COURSE					
Contact Hours: 26 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	इकाई - 1 1 कहानी – तावान – प्रेमचंद	10Hr s.	CO1 & CO2	PO5 & PO8	--

	2 कहानी – उसकी रोटी – मोहन राकेश 3 व्यंग्य रचना – वैष्णव की फिसलन – हरीशंकर परसाई				
Unit-2	इकाई - 2 1 कहानी – वापसी - उषा प्रियंवदा 2 कहानी – नाम के बेटी तीसरी - सुधा अरोड़ा 3 निबंध – अच्छी हिन्दी – रवीन्द्रनाथ त्यागी	10Hrs.	CO1& CO2	PO5& PO8	--
Unit-3	इकाई - 3 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	--
Unit-4	इकाई - 4 अनुवाद अनुच्छेद (में हिन्दी से अंग्रेजी) संक्षेपण लेखन निबंध सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।	10Hrs.	CO3& 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
10. हिन्दी निबंध लेखन – प्रो. विराज

11. निबंध माला – योगेशचंद जैन

Course Title: ADDITIONAL ENGLISH – I					
Course Code: B22AHA101					
Course Description: This is a 2-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: <ol style="list-style-type: none"> 1. To develop linguistic prowess of the students. 2. To appraise different genres of literature. 3. To illustrate the fundamentals of creative language. 4. To enhance consistent reading habits. 					
Course Outcomes: 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.					
Course Pre-requisites: The student must possess fundamentals of language skills and be aware of social issues.					
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.					
LTP: 1:1:0					
Course type: FOUNDATION COURSE					
Contact Hours: 26 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Values & Ethics Literature: Rabindranath Tagore - Where the Mind is Without Fear William Wordsworth – Three Years She Grew in Sun and Shower Saki – The Lumber-room William Shakespeare – Extract from Julius Caesar (Mark Antony’s Speech) Language: Vocabulary Building	10Hrs.	CO1	PO5	- - -

Unit-2	Natural & Supernatural 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	Travel & Adventure 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	Success Stories 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.

Course Title: FINANCIAL ACCOUNTING
Course Code: B22CC0101
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 1. Familiarize the students with the basic accounting concepts and the functioning of financial accounting standards. 2. To make the student acquaint with various reporting standards of accounting. 3. To make the student understand the accounting process of conversion of partnership firm into a limited company
Course Outcome: After the completion of the course, students will be able to: 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.
Course Pre-requisites: Basics of Accounting with rules and principles.
Pedagogy: Direct Method
LTP: 3:0:1
Course type: HARD CORE

Contact Hours:52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	<p>Introduction</p> <ul style="list-style-type: none">• Theoretical Framework <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">• Accounting process <p>From recording of a business transaction to preparation of trail balance including adjustments: Capital and Revenue expenditures & Receipts. Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only)</p>	12 Hrs	CO1	PO1	PSO1
UNIT-2	<p>Conversion Of Partnership Firm Into A Limited Company</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
UNIT-3	<p>Accounting For Hire Purchase And Installment System</p> <p>Meaning of Hire Purchase and Installment Purchase System, difference between Hire Purchase and Installment Purchase, Important Definitions, Hire</p>	14 Hrs	CO3	PO1	PSO1

	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 Purchaser. Calculation of interest, partial and full repossession.				
UNIT-4	Accounting For Inland Branches 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 Maheshwari Financial 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.

Course Title : INDUSTRIAL ECONOMY OF INDIA
Course Code: B22CC0102
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 1. To Understand the knowledge of industrial economics 2. To comprehend concept of theories of firm

3. To evaluate industrial policy of 1991 in India & to interpret the dynamics of industries					
Course Outcomes: After the completion of the course, students will be able to: 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.					
Course Pre-requisites: Basic knowledge in Micro Economics & Macro Economics					
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	Introduction 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
UNIT-2	Theory of Firm 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
UNIT-3	Labour Marketing And Wages Concepts Of Labors Market And Its Features, Types of Labour Markets, Determinants Of The Supply And The Demands For Labour. Wages- Wage Concept and Definition, Theories Of Wages-Classical Theory –Marginal Theory And Productivity Theory.	16 Hrs	CO3	PO5	PSO3

UNIT-4	India's Industrial Economy 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.ChernilamF (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, 10th edition, Mc Graw Hill.

Course Title : STATISTICS FOR BUSINESS-I
Course Code: B22CC0103
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: <ol style="list-style-type: none"> 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: After the completion of the course, students will be able to: 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: 3:0:1					
Course type: HARD CORE					
Contact Hours: 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Measures Of Central Tendency Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications. Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (Including graphic determination).	12 Hrs	CO1	PO7	PSO3
UNIT-2	Measures Of Dispersion And Skewness. Meaning–Calculation of Absolute and Relative measures of dispersion Range – Quartile Deviation –Mean Deviation –Standard Deviation andCoefficient of Variation. Measures Of Skewness: Meaning of Skewness-Symmetrical & Skewed Distributions-Measures of Skewness -Absolute and Relative Measures of Skewness –Karl Pearson’s Coefficient of Skewness and Bowley’s Coefficient of Skewness.	14Hrs	CO2	PO7	PSO3
UNIT-3	Time Series Analysis Time Series Data: Components of time series, Additive and multiplicative models Trend analysis. Fitting of trend line using principle of least squares-linear, second degree parabola and exponential. Conversion of annual linear trend	14Hrs	CO3	PO7	PSO3

	equation to quarterly/monthly basis and vice-versa; Moving averages Seasonal variations -Calculation of seasonal indices using simple averages, Ratio-to-trend, Ratio-to-moving averages methods, Uses of seasonal Indices				
UNIT-4	Index Numbers Meaning and uses of index numbers. Construction of index numbers: Fixed and chain base: uni-variate and composite. Aggregative and average of relatives- simple and weighted Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY.	12Hrs	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.

Course Title : COMPANY LAW & SECRETERIAL PRACTICE
Course Code: B22CC0104
Course Description: 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.
Course Objectives: 1. Identify the various stages involved in the formation of company and know the process of winding of company.

2. Apply their minds to have a bird's eye view of the company secretary with their qualification, roles and career as a CS.

Course Outcomes:

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

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

Course Pre-requisites: Basic Concepts of Company Law

Pedagogy: Direct Method ,ICT & FLIPPED CLASSROOM

LTP:2:1:0

Course type: SOFT CORE

Contact Hours:39

UNITS	SYLLABUS	CH	CO	PO	PSO
Unit-1	Introduction to Company Law: 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
Unit-2	Management of Companies BOD-Managing Director (MD)-Manager, Managerial remuneration-Powers, Position and Responsibility of Directors-Duties and Liabilities of directors-Director Identification Number (DIN), Prevention of oppression and mismanagement. Winding-up of companies	9 Hrs	CO2	PO3	PSO1
Unit-3	Company Documents and Company Capital	10 Hrs	CO3	PO3	PSO1

	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.				
Unit-4	Company Secretary 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.

Course Title: INDIAN CONSTITUTION AND HUMAN RIGHTS
Course Code: B22LSM102
Course Description: 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.
Course Objectives: 1. To acquire the knowledge of evolution of the Indian constitution and to comprehend the union and state executive, legislature and judiciary function.

Reference Books:

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.

Course Outcomes:

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

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	Indian Constitutional Philosophy: 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	Union and State Executive, Legislature and Judiciary: 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	Concept and Development of Human Rights: 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	Human Rights in India:	07Hrs.	CO4	PO5	PSO1

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

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

Course Title: COMMUNICATIVE ENGLISH – II
Course Code: B22AHE201
Course Description: 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
Course Objectives: <ol style="list-style-type: none"> 1. To build skills essential for corporate communication. 2. To enhance context specific language skills. 3. To discover the creative linguistic potential through language and literature. 4. To develop communication skills necessary for employability.
Course Outcomes: 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.
Course Pre-requisites: The student must possess functional knowledge of LSRW skills.
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.
LTP: 1:1:0
Course type: FOUNDATION COURSE

Contact Hours: 26 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Language Acquisition Remedial Grammar: Questions & Negatives; Questions Tags Writing Skills: Email Writing Activities: Group Discussions Literature: Alphonse Daudet - The Last Lesson	7 Hrs	CO1	PO8	--
Unit-2	Persuasive Skills Remedial Grammar: Past Simple & Past Perfect Writing Skills: Report Writing Activities: Book & Movie Reviews Literature: Lord Alfred Tennyson – Ulysses	7 Hrs	CO2	PO8	--
Unit -3	Cognitive Skills Remedial Grammar: Present & Past Passive; Conditionals Writing Skills: Creative Writing Activities: Role Plays Literature: O. Henry – The Gift of the Magi	6 Hrs	CO3	PO8	--
Unit-4	Employability Skills Remedial Grammar: Reported Speech; Idioms Writing Skills: Cover Letter & CV Activities: Exchanging Information Literature: Saki – The Open Window	6 Hrs	CO4	PO5 & PO8	--

Reference Books:

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

Course Title : ಕನ್ನಡ – II
Course Code: B22AHK202
<p>Course Description:</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>ಅರ್ಣಾಢಿಜ ಔಫರಿಜಫಿಣುತಫ:</p> <p>ನಾಲ್ಕು 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> <ol style="list-style-type: none"> 1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ. 2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, 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. <p>ಅರ್ಣಾಢಿಜ ಔರ್ಣಾಢಿಫಿಠಫಫ:</p> <p>ಮಧ್ಯಕಾಲೀನದ ವಿವಿಧ ಪ್ರಕಾರದ ಕಾವ್ಯಗಳು, ಲೇಖನಗಳು ಮತ್ತು ಸಂಕೀರ್ಣ ಬರಹ ಸಾಹಿತ್ಯ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>ಅಔಿ1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>ಅಔಿ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>ಅಔಿ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>ಅಔಿ4:ಸಂಶೋದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.</p> <p>ಅರ್ಣಾಢಿಜ ಕಡಿಜ-ಡಿಜಡಫ್ಫುಣಫ:</p>

<ul style="list-style-type: none"> • 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: FOUNDATION COURSE					
Contact Hours: 26 hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ <ol style="list-style-type: none"> 1. ಗಾನರಾಣಿಯರ ಸಂವಾದ – ರಾಘವಾಂಕ 2. ಸಿಡಲ ಪೊಟ್ಟಣ ಕಟ್ಟಿ ಸೇವಿವ ಕೊಡುವರೆ – ಕುಮಾರವ್ಯಾಸ 3. ಸರ್ವಜ್ಞನ ವಚನಗಳು – ಸರ್ವಜ್ಞ 	7 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-2	ಮಧ್ಯಕಾಲೀನ ಕಾವ್ಯ <ol style="list-style-type: none"> 1. ಗಿಳಿಯು ಪಂಜರದೊಳಿಲ್ಲ – ಪುರಂದರದಾಸ 2. ಎಲ್ಲಾರು ಮಾಡುವುದು – ಕನಕದಾಸ 3. ಎಲ್ಲರಂತವನಲ್ಲ ನನಗಂಡ – ಶಿಶುನಾಳ ಶರೀಫ 	7 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-3	ಲೇಖನಗಳು <ol style="list-style-type: none"> 1. ಪೈಪೋಟಿಗೆ ಸಜ್ಜಾಗುತ್ತಿರುವ ದೇಶ – ಎ.ಪಿ.ಜೆ. ಅಬ್ದುಲ್ ಕಲಾಂ 2. ಬಾಪು ಚಿಂತನೆ – ಬಿ.ಎ. ಶ್ರೀಧರ 3. ಭಾರತ ಸಂವಿಧಾನಕ್ಕೆ 'ಭೂತ' ಚೇಷ್ಟೆ – ದೇವನೂರು ಮಹದೇವ 	6 Hrs	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-4	ಸಂಕೀರ್ಣ ಬರಹ <ol style="list-style-type: none"> 1. ಸಹಜ ಕೃಷಿ – ಪೂರ್ಣ ಚಂದ್ರ ತೇಜಸ್ವಿ 	6 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 ಮರುಳಸಿದ್ಧಪ್ಪ ಕೆ, ನಾಗರಾಜ ಕಿ.ರಂ. ವಚನ ಕಮ್ಮಟ, ಪ್ರಕಾಶಕರು ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು. 2016
10. ಮರುಳಸಿದ್ಧಪ್ಪ 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: B22AHH202
Course Description: <p>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।</p>

Course Objectives:

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

Course Outcomes:

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।

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: Direct Method, ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

LTP: 1:1:0

Course type: FOUNDATION COURSE

Contact Hours: 26

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	इकाई - 1 1 कबीरदास के दोहे – कबीरदास 2 कविता – प्रतिज्ञा की अर्जुन - मैथिलीशरण गुप्त 3 कविता – वीरों का कैसा हो बसंत – सुभद्रकुमारी चौहान	7 Hrs.	CO1	PO5& PO8	--
Unit-2	इकाई – 2 1 तुलसीदास के पद – तुलसीदास	7 Hrs.	CO2	PO5& PO8	--

	2 कविता – संध्या सुंदरी – सूर्यकांत त्रिपाठी 'निराला' 3 कविता – करमवीर – अयोध्या सिंह उपाध्याय 'हरिऔध'				
Unit-3	इकाई – 3 1. मीराबाई के पद – मीराबाई 2. कविता – मधुशाला – हरिवंशराय बच्चन 3. कविता – हम झुक नहीं सकते – अटलबिहारी बाजपई	6 Hrs.	CO3	PO5& PO8	--
Unit-4	इकाई - 4 अनुवाद अनुच्छेद (अंग्रेजी से हिन्दी) सृजनात्मक व्यक्तित्व अ कबीर, महादेवी वर्मा, प्रेमचंद आ महात्मा गांधी, डॉ बाबासाहेब आंबेडकर, अब्दुल कलाम सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।	6 Hrs.	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: B22AHA201
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: 1:1: 0

Course type: FOUNDATION COURSE

Contact Hours: 26

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Ecology & Environment 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 Comparisos	7 Hrs.	CO1	PO8	---
Unit-2	Voices from the Margin Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother	6 Hrs.	CO2	PO8	---

	Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix				
Unit 3:	Women & Society Literature: Kamala Das – An Introduction Usha Navrathnaram – To Mother Rabindranath Tagore – The Exercise Book Jamaica Kincaid – Girl Writing Skills: Dialogue Writing	7 Hrs.	CO3	PO5&8	---
Unit 4:	Popular Culture 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	6 Hrs.	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.

Course Title :CORPORATE ACCOUNTING-I
Course Code: B22CC0201

Course Description: 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.					
Course Objectives: <ol style="list-style-type: none"> 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: <p>CO1: Analyze the value of Shares and Goodwill by adopting various methods.</p> <p>CO2: To Analyse the Mutual Indebtedness of Holding company and Subsidiary Company.</p> <p>CO3: Impart the Knowledge on Ascertainment of Pre-Incorporation and Post-Incorporation.</p> <p>CO4: Enumerate the financial position of the organization.</p>					
Course Pre-requisites: Concepts of Financial Accounting.					
Pedagogy: Direct Method					
LTP: 3 0 1					
Course type: HARD CORE					
Contact Hours: 52					

UNIT	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Valuation of Goodwill and Shares 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	Holding Company Accounts Introduction, Meaning of Holding Company, Subsidiary Company, Steps, Pre Acquisition Profits, Post Acquisition Profits, Minority Interest, Cost of	12 Hrs	CO2	PO1	PSO1

	Control or Capital Reserve, Unrealized Profit – Mutual Indebtedness, Preparation of Consolidated Balance Sheet (As per AS21).				
UNIT-3	Profit Prior To Incorporation 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	Company Final Accounts 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).	16 Hrs	CO4	PO1	PSO1

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.

Course Title: MODERN MARKETING
Course Code: B22CC0202
Course Description: 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.

Course Objectives:

1. To understand the various facts & concept of marketing techniques
2. To understand the innovative trends in Recent Marketing and to have information about various product strategies.
3. To understand the strategies towards attainment of organization goals

Course Outcomes:

CO1: Understands of various facts of Marketing management and Marketing Philosophy.
 CO2: Impart knowledge on Product life cycle and product strategies.
 CO3: Develop various Promotional tools for a Product.
 CO4: Understand the new innovative trends in Marketing.

Course Pre-requisites: Basic knowledge on Marketing.

Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM

LTP: 3 1 0

Course type: HARD CORE

Contact Hours: 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Introduction to Marketing 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	Product Strategy 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	10Hrs	CO2	PO2	PSO2

	<p>development.</p> <p>Reasons for failure of new products. Branding-meaning, Branding and Trademarks, Functions of Branding, Branding strategies.</p>				
UNIT-3	<p>Advertising and Sales Management</p> <p>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.</p> <p>Sales Management: selection and recruitment of salesmen. Training of salesmen. Methods of training salesman. Remuneration and compensation to salesmen. Motivation of salesmen. Control of salesmen.</p>	14Hrs	CO3	PO2	PSO2
UNIT-4	<p>Emerging Trends in Marketing</p> <p>Rural Marketing: Features of Rural Markets; causes for the changes in the volume and pattern of rural consumption. Problems of rural marketing. Marketing mix for rural markets-Strategy for rural marketing.</p> <p>E- Marketing or web-marketing or online marketing: 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).</p> <p>Green Marketing: Meaning, Importance, Fundamental requirement, Problems on Green Marketing</p>	14Hrs	CO4	PO2	PSO2

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

Course Title : STATISTICS FOR BUSINESS-II					
Course Code: B22CC0203					
Course Description: 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.					
Course Objectives: 1. Understand relevance and need of quantitative methods for making business decisions. 2. Be able to perform statistical analysis. 3. Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques.					
Course Outcomes: CO1: Compute the simple correlation and regression CO2: Understand various methods of linear programming. CO3 Analyse and Interpret solutions for the problems on Interpolation and Extrapolation. CO4: Acquire knowledge how to interpret the Mortality rates and Fertility rates.					
Course Pre-requisites: Statistics for Business I					
Pedagogy: Direct Method					
LTP: 3: 0 :1					
Course type: HARD CORE					
Contact Hours: 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Simple Correlation and Regression Analysis Correlation Analysis: Meaning of Correlation: simple, multiple and partial: linear and non-linear, Correlation and Causation, Scatter diagram, Person's co-efficient of correlation: calculation and properties (proofs not	14 Hrs	CO1	PO7	PSO3

	required). Correlation and Probable error: Rank Correlation Regression Analysis: Principle of least squares and regression lines, regression equations and estimation: Properties of regression coefficients. Relationship between Correlation and Regression coefficients: Standard Error of Estimate.				
UNIT-2	Linear Programming Meaning and uses .Linear programming, problems formulation, graphical method and simplex method of solution,	14 Hrs	CO2	PO7	PSO3
UNIT-3	Interpolation And Extrapolation Meaning - Significance – Assumptions - Methods of Interpolation – Binomial expansion (Interpolating method one and two missing values only) - Newton's Advancing Differences Method - Problems.	10 Hrs	CO3	PO7	PSO3
UNIT-4	Vital Statistics Meaning, sources and uses. Mortality rates- Crude Death Rate, Age Specific Death Rate, Standardized Death Rate, (Direct method of standardization), Infant Mortality Rate, Maternal Mortality Rate. Fertility Rates- Crude Birth Rate, Age Specific Fertility Rate, General Fertility Rate & Total Fertility Rate.	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 Books

Course Title : INVESTING IN STOCK MARKETS					
Course Code: B22CC0204					
Course Description: 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.					
Course Objectives: <ol style="list-style-type: none"> 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. 					
Course Outcomes: <p>CO1: Understand about the investment avenue in the stock market</p> <p>CO2: Evaluate the fundamental and technical analysis of Valuation of Stock.</p> <p>CO3: Analyze the concept of mutual fund and about its ranking agencies</p> <p>CO4: Know about trading in forwards, futures & options</p>					
Course Pre-requisites: Basic Concepts of Stock Market					
Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM					
LTP: 3: 1: 0					
Course type: HARD CORE					
Contact Hours: 52					
UNIT	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Fundamentals of Investment 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.	14 hrs	CO1	PO3	PSO 2
UNIT-2	Stock Analysis and Valuation -Online trading of stocks,	12 Hrs	CO2	PO3	PSO 2

	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 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.				
UNIT-3	Investing In Mutual Funds- 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.	14 Hrs	CO3	PO3	PSO 2
UNIT-4	Understanding Derivatives 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.	12 Hrs	CO4	PO3	PSO 2

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.

Course Title: ENVIRONMENTAL SCIENCE					
Course Code: B22ASM201					
Course Description: 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.					
Course Objectives: 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: MANDATORY COURSE					
Contact Hours: 26					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Linkages between Environment and Health 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	07Hrs.	CO1	PO6	-

	developmental aspects, Dietary diversity for good health; Human developmental indices for public health. Climate Change and Implications on Public Health Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain				
Unit-2	Diseases in Contemporary Society Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol. Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.	07Hrs.	CO2	PO6	-
Unit-3	Perspectives and Interventions in Public Health Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopath (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health	07Hrs.	CO3	PO6	-

	hazards-physicalchemical and biological, Occupational diseases-prevention and control.				
Unit-4	Environmental Management Policies and Practices 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.	05Hrs.	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

Course Title : ಕನ್ನಡ – III
Course Code: B22AHK302
<p>Course Description:</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>Course Objectives:</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"> 1. ಭಾಷೆ, ಸಾಹಿತ್ಯ, ಇತಿಹಾಸ ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳನ್ನು ಕನ್ನಡ, ಕರ್ನಾಟಕಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪರಿಚಯಿಸಲಾಗುತ್ತದೆ. 2. ವಿದ್ಯಾರ್ಥಿಗಳ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅನುವಾಗುವಂತೆ ಹಾಗೂ ಅವರಲ್ಲಿ ಮಾನವ ಸಂಬಂಧಗಳ ಬಗ್ಗೆ ಗೌರವ, ಸಮಾನತೆ ಮೂಡಿಸಿ, 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.
<p>Course Outcomes:</p> <p>ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>ಅಣಿ1:ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>ಅಣಿ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>ಅಣಿ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>CO4:ಽಂತೋದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.</p>
<p>Course Pre-requisites:</p> <ul style="list-style-type: none"> • ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರಾಥಮಿಕ ತಿಳುವಳಿಕೆ ಅಗತ್ಯ..

<ul style="list-style-type: none"> 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: FOUNDATION COURSE					
Contact Hours: 26					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ನವೋದಯ ಕಾವ್ಯ 1. ಇಳಿದು ಬಾ ತಾಯೆ – ದ.ರಾ. ಬೇಂದ್ರೆ 2. ದೇವರು ರುಜು ಮಾಡಿದನು – ಕುವೆಂಪು 3. ನನ್ನ ನಲ್ಲ- ಮಧುರಚೆನ್ನ	08 Hrs	CO1	PO5, PO8	--
Unit-2	ನವ್ಯ ಕಾವ್ಯ 1. ನೆಲ ಸಪಾಟಿಲ್ಲ – ಗೋಪಾಲ ಕೃಷ್ಣ ಅಡಿಗ 2. ಇಡದಿರು ನನ್ನ ನಿನ್ನ ಸಿಂಹಾಸನದ ಮೇಲೆ – ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ 3. ಅವ್ವ – ಪಿ. ಲಂಕೇಶ್	08Hrs.	CO1, CO2	PO5, PO8	--
Unit-3	ವಾಣಿಜ್ಯ ಕನ್ನಡ ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು 1. ಅತಿ ಸಣ್ಣ, ಸಣ್ಣ ಪ್ರಮಾಣದ ಉದ್ಯಮಗಳು ಹಾಗೂ ವಿಶೇಷ ಆರ್ಥಿಕ ವಲಯ (ಎಸ್.ಇ.ಝೆಡ್) – ಮುರುಳಿಧರ ಬಿ ಕುಲಕರ್ಣಿ 2. ಮೊಬೈಲ್ ಬ್ಯಾಂಕಿಂಗ್ ಬಲು ಸುಲಭ – ಮಹೇಶ್ ಚಂದ್ರ 3. ವಿಜ್ಞಾನ ಮತ್ತು ಧರ್ಮ – ಡಾ. ಜಿ. ರಾಮಕೃಷ್ಣ	07Hrs.	CO3, CO4	PO5, PO8	--
Unit-4	ಏಕಾಂಕ 1. ಮಾನಿಷಾದ – ಗಿರೀಶ್ ಕಾರ್ನಾಡ್	07Hrs.	CO3, CO4	PO5, PO8	--

Reference Books:

- ಮುಗಳಿ ರಂ.ಶ್ರೀ., ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ, ಪ್ರಕಾಶಕರು ಗೀತಾ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು. 2014
- 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: B22AHH302
Course Description: <p>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</p>
Course Objectives: <ol style="list-style-type: none"> 1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना 2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना 3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना 4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना
Course Outcomes: <p>अध्ययन की समाप्ति पर अध्येता-</p> <p>CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है </p>

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।					
Course Pre-requisites: <ul style="list-style-type: none"> 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: FOUNDATION COURSE					
Contact Hours:26					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	इकाई - 1 नाटक - आधे – अधूरे - मोहन राकेश परिचय का विधा नाटक – आधे अधूरे - अंक प्रथम	08Hrs.	CO1, CO2	PO5&8	
Unit-2	इकाई - 2 नाटक - आधे - अधूरे – मोहन राकेश आधे – अधूरे - अंक ्वितीय	08Hrs.	CO1, CO2	PO5&8	
Unit-3	इकाई -3 नाटक - आधे – अधूरे - मोहन राकेश आधे – अधूरे - अंक तृतीय	07Hrs.	CO3, CO4	PO5&8	
Unit-4	इकाई -4 नगदी रहित व्यवहार अ 1 चेक तथा बैंक प्रणाली द्वारा भुगतान 2 भुगतान द्वारा प्रणाली इंटरनेट कम्प्युटर आ 1 स्वैप (POS) मशीन द्वारा भुगतान	07Hrs.	CO3, CO4	PO5&8	

	2	भुगतान द्वारा भ्रमणध्वनि				
इ	1	ए टी एम द्वारा भुगतान				
	2	भुगतान द्वारा ऐप के बैंकों विभिन्न				

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 लिखे पाण्डे पृथ्वीनाथ -
7. हिन्दी नाटक और रंगमंच - डॉ. रामकुमार वर्मा
8. कंप्यूटर सूचना प्रणाली विकास - रामबंसल वाज्ञाचार्या
9. कंप्यूटर के भाषिक अनुपयोग - विजयकुमार मल्होत्रा

Course Title: ADDITIONAL ENGLISH – III					
Course Code: B22AHA301					
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: <ol style="list-style-type: none"> 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. 					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Gender & Identity Anne Sexton – Consorting with Angels Eugene Field – The Doll’s Wooing	07Hrs.	CO1	PO5	

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: FOUNDATION COURSE

Contact Hours: 26

	Vijay Dan Detha – Double Life Charlotte Perkins Gilman – The Yellow Wallpaper				
Unit-2	Love & Romance 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	War & Trauma 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	Children's Literature William Blake – The Chimney Sweeper D.H. Lawrence – Discord in Childhood Anna Sewell – The Black Beauty (Extract)	08Hrs.	CO4	PO8	

	Rudyard Kipling – The Jungle Book (Extract)				
--	---	--	--	--	--

REFERENCE BOOKS:

1. Sexton, Anne. The Complete Poems. Houghton Mifflin, 1999.
2. Namjoshi, Suniti. Feminist Fables. Spinifex Press, 1998.
3. Vanita, Ruth & Saleem Kidwai (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.

Course Title : COST ACCOUNTING
Course Code: B22CC0301
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 1. To acquaint the students with basic concepts used in cost accounting. 2. To know various methods involved in cost ascertainment systems. 3. To understand the use of costing data for planning, control and decision making.

Course Outcomes:

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

Course Pre-requisites: Basic Concept 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	Introduction To Cost Accounting 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
UNIT-2	Material Cost Control Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – levels settings – EOQ – ABC Analysis – VED Analysis – Just in Time – Perpetual Inventory System – Documents used in Material Accounting – methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method – Problems.	12 Hrs	CO2	PO1	PSO1
UNIT-3	Labor Cost Control Meaning – Types: Direct Labor, Indirect Labor – Timekeeping – Time booking – Idle Time – Overtime	14 Hrs	CO3	PO1	PSO1

	– 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.				
UNIT-4	Overheads Cost Control 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.

Course Title : CORPORATE ACCOUNTING-II
Course Code: B22CC0302
Course Description: 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	Mergers and Acquisition of Companies 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	Redemption of Preference Shares 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	14 Hrs	CO2	PO1	PSO1

	redemption – minimum number of shares to be issued for redemption – issue of bonus shares – preparation of Balance sheet (vertical forms) after redemption				
UNIT-3	Underwriting of Shares Meaning – Underwriting Commission – Underwriter – functions - Advantages of Underwriting, Types of Underwriting – Marked and Unmarked Applications – Problems (Excluding Journal entries).	12 Hrs	CO3	PO1	PSO1
UNIT-4	Liquidation of Companies 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.

Course Title : HUMAN RESOURCE MANAGEMENT
Course Code: B22CC0303
Course Description: The student will synthesize their knowledge of human resources principles and practices by applying their knowledge to issues of current concern to HRM professionals.
Course Objectives: <ol style="list-style-type: none"> Understand the challenging and complex task of a manager with generational differences. Gain knowledge on employee acquisition through strategic recruiting and selection. Discuss techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today increasingly complex workplace.

Course Outcomes:					
CO1: Know the scarce of human capital and will be effective in human resource planning with generational differences.					
CO2: Understands about the hiring and recruitment process and training the workforce.					
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	Introduction Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between HRM and HRP, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Generational Differences, Future Trends in Human Capital and Talent Management, Impact of HRM practices on organizational performance.	12 Hrs	CO1	PO5	PSO2
UNIT-2	Recruitment, Selection and Training Recruitment, Meaning, Methods of Recruitment, Selection, Meaning, Steps in Selection Process, Induction, Problems Involved in Placement. Meaning and purpose of Induction: Training- Need for training, methods of training.	14 Hrs	CO2	PO5	PSO2
UNIT-3	Performance Appraisal and Compensation Introduction, Meaning, Objectives, Methods of Performance Appraisal, Compensation, Meaning, Objectives of Compensation, factors affecting	12 Hrs	CO3	PO5	PSO2

	compensation, Fringe benefits, and Attrition and compensation management.				
UNIT-4	Employee Mobility Meaning of Promotion, Purpose, basis of promotion, Meaning and reasons for demotion, Meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, need for right sizing. Human Resource Maintenance and Development Meaning of HRD, Role of training in HRD, Employee health and safety: Employee welfare: Social security (excluding legal provisions), Employer- employee relations- An overview: Grievance handling and Redressal, Industrial disputes: Causes and settlement machinery.	14 Hrs	CO4	PO5	PSO2

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.

Course Title : FUNDAMENTALS OF FINANCIAL MANAGEMENT
Course Code: B22CC0304
Course Description: This Course helps in the development of analytical and decision making skills in finance through the use of theory aspects and practical problems.
Course Objectives: <ol style="list-style-type: none"> 1. To familiarize the students with the principles and practices of financial management. 2. To gain knowledge about the how finance is the life blood of the business. 3. To get an idea about the investment decisions of a company plays a key role for the development of the company. 4. To know about the dividends and benefits of giving the dividends to the company.

Course Outcomes: CO1: Analyze the importance of finance concept in business venture CO2: To understand the concept of capital budgeting CO3: To know how to maintain the capital structure and the dividend policies of the company. CO4: To know the working capital and its requirement in the company.					
Course Pre-requisites: Basics of Finance 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	Introduction 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
UNIT-2	Capital Budgeting The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value(NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Risk.	14 Hrs	CO2	PO3	PSO3
UNIT-3	Financing Decision and Dividend Decision Sources of long-term financing, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach), Operating and Financial leverage, Determinants of capital structure.	14 Hrs	CO3	PO3	PSO3

	Dividend Decision Theories for Relevance and Irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends, Dividend policies in practice and Determinants of Dividend.				
UNIT-4	Working Capital Management 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: B22CC0305
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 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.

Course Outcomes:					
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.					
Course Pre-requisites: Basics of Banking System					
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	Indian Banking System 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 Employment Of Bank Funds 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.	14 Hrs	CO1	PO 5	PSO 1
UNIT-2	NPA & BANKING SECTOR REFORMS 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	PO 5	PSO 1
UNIT-3	Technology in Banks and Financial Innovations- Technological Channels for the Delivery of Financial Services, ATMs' Internet banking; Mobile banking;	14 Hrs	CO3	PO 5	PSO 1

	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.				
UNIT-4	Investment policy of Banks 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	PO 5	PSO 1

REFERENCE BOOKS

1. Modern Banking by B.S.Raman
2. K.C Shekhar, Banking: Theory and Practice-Lekshmyshekar, 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

OPEN ELECTIVE	
Course Title : LEADERSHIP AND TEAM DEVELOPMENT	
Course Code: B22CC0306	
Course Description: 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.	
Course Objectives: <ol style="list-style-type: none"> 1. To become a more effective leader, manager or supervisor through practical skill based learning. 2. To build the concept of Self-awareness, Leadership and Goal setting 3. To develop the Skills and the techniques required and to create awareness about time management 	
Course Outcomes: 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.					
Course Pre-requisites: Concepts of Leadership development					
Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM					
LTP: 2:1:0					
Course type: OPEN ELECTIVE					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -1	Leadership 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	10 Hrs	CO1	PO 2	PSO 2
UNIT-2	Interpersonal Communication: Interpersonal relations, communication models, process and barriers, team communication, developing interpersonal relationships through effective communication, listening skills, corporate communication styles- assertion, persuasion, negotiation.	10 Hrs	CO2	PO 2	PSO 2
UNIT-3	Managing Self & Stress Free Living 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	10 Hrs	CO3	PO 2	PSO 2
UNIT-4	Working in Teams and conflict management	9 Hrs	CO4	PO 2	PSO 2

	Team Building- relevance, characteristics of an effective team (PERFORM Concept) & Team Building Activities. Conflict Management- Role plays depicting real life scenarios.				
--	--	--	--	--	--

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

Course Title : ಕನ್ನಡ – IV
Course Code: B22AHK402
<p>Course Description:</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>Course Outcomes:</p> <p>ನವೋದಯ ಕಾವ್ಯ, ನವ್ಯ ಕಾವ್ಯ, ವಾಣಿಜ್ಯ ಕನ್ನಡ, ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು ಮತ್ತು ಏಕಾಂಕ ನಾಟಕದ ಕಲಿಕೆಯ ಮೂಲಕ ಕಾಲದ ಸ್ಥಿತಿಗತಗಳನ್ನು ಅದರ ಒಳನೋಟಗಳನ್ನು ಬೆಳೆಸುತ್ತದೆ.</p> <p>ಅಣಿ1: ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಪರಿಸರ ಹಾಗೂ ಲಿಂಗಸಂಬಂಧಿ ವಿಚಾರಗಳೆಡೆ ಗಮನ ಹರಿಸುವುದರೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಚರ್ಚಾ ಮನೋಭಾವವು ಬೆಳೆಯುತ್ತದೆ.</p> <p>ಅಣಿ2: ಜೀವನದಲ್ಲಿ ಬರುವ ಅಭಿಪ್ರಾಯ ಬೇಧಗಳು, ಸಮಸ್ಯೆಗಳನ್ನು ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಾನವೀಯತೆಯೊಂದಿಗೆ ನಿರ್ವಹಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತದೆ.</p> <p>ಅಣಿ3:ಉತ್ತಮ ಸಂವಹನ ಕಲೆಯನ್ನು ಬೆಳೆಸುವ ಉದ್ದೇಶವನ್ನು ಈಡೇರಿಸುತ್ತದೆ.</p> <p>CO4:ಽಂತೋದನಾ ಮನೋಭಾವ ಮತ್ತು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಸಜ್ಜುಗೊಳಿಸುತ್ತದೆ.</p>
<p>Course Pre-requisites:</p> <ul style="list-style-type: none"> • 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: FOUNDATION COURSE					
Contact Hours: 26					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	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	--
Unit-2	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	--
Unit-3	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	--
Unit-4	ಕಾದಂಬರಿ 1. ಕಾಡು - ಶ್ರೀಕೃಷ್ಣ ಆಲನಹಳ್ಳಿ	7Hrs.	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 ಕುರ್ತುಕೋಟಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಂಗಾತಿ, ಪ್ರಕಾಶಕರು ಕುರ್ತುಕೋಟಿ 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: B22AHH402
Course Description: <p>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।</p>
Course Objectives: <ol style="list-style-type: none"> 1. संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना। 2. साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना। 3. छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना। 4. अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।
Course Outcomes: <p>अध्ययन की समाप्ति पर अध्येता-</p> <p>CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।</p> <p>CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।</p> <p>CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।</p> <p>CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।</p>

Course Pre-requisites:					
<ul style="list-style-type: none"> 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: FOUNDATION COURSE					
Contact Hours:26					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	इकाई - 1 उपन्यास कालिया ममता - दौड़ -	08Hrs.	CO1, CO2	PO5,08	--
Unit-2	इकाई - 2 उपन्यास कालिया ममता - दौड़ -	08Hrs.	CO1, CO2	PO5,08	--
Unit-3	इकाई -3 उपन्यास कालिया ममता - दौड़ -	07Hrs.	CO3, CO4	PO5,08	--
Unit-4	इकाई - 4 अ भाषाई कम्प्यूटर 1 यूनिकोड की वर्तमान स्थिति 2 हिन्दी में पावर पॉइंट का महत्व 3 हिन्दी में एम एस वर्ड, एक्सल शीट निर्माण विधि आ ब्लॉग लेखन 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	--

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
- कंप्यूटर के भाषिक अनुपयोग – विजयकुमार मलहोत्रा

Course Title: ADDITIONAL ENGLISH – IV					
Course Code: B22AHA401					
Course Description: 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.					
Course Objectives: <ol style="list-style-type: none"> 1. To infer the myths from the contemporary perspective. 2. To outline the idea of family represented in literature. 3. To interpret horror and suspense as a genre of literature. 4. To assess the impact of education in building a society 					
Course Outcomes: 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.					
Prerequisites: The student must possess fair knowledge of language, literature, culture and society.					
Pedagogy: Collaborative Method, Flipped Classroom, Blended Learning					
LTP: 1:1:0					
Course type: FOUNDATION COURSE					
Contact Hours: 26 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO

Unit-1	Myths & Mythology 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	Family & Relationships 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	Horror & Suspense Edgar Allan Poe – The Raven Bram Stoker – A Dream of Red Hands Satyajit Ray – Adventures of Feluda (Extract)	08Hrs.	CO3	PO5&8	--
Unit-4	Education The Dalai Lama – The Paradox of Our Times Kamala Wijeratne – To a Student Sudha Murthy – In Sahyadri Hills, a Lesson in Humility Frigyes 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.

Course Title: METHODS & TECHNIQUES OF COST ACCOUNTING					
Course Code: B22CC0401					
Course Description: 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.					
Course Objectives: <ol style="list-style-type: none"> 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: <p>CO1: Applicability of process costing and normal loss and abnormal loss.</p> <p>CO2: Compute the contract costing and its applicability.</p> <p>CO3: Know the uses of operating costing and marginal costing.</p> <p>CO4: Understand the allocation of overheads under Activity based costing.</p>					
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	Process Costing Introduction- meaning , features, application of process costing –differences between job costing and process costing – procedure – process costing when	14 Hrs	CO1	PO1	PSO1

	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				
UNIT-2	Contract Costing Introduction – Definition, features, Differences between contract costing and Job costing- Ascertainment of Contract cost- Cost of sub contracts- certification of work done and Retention money, Profit on incomplete contracts, valuation of work in progress, escalation clause, Cost plus contracts.	12 Hrs	CO2	PO1	PSO1
UNIT-3	Operating Costing & Marginal Costing Introduction, Meaning and application of Operating Costing, - Power house costing or boiler house costing, canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing. Marginal Costing Absorption versus Variable Costing, Distinctive features and income determination. Cost Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods .Angle of incidence, margin of safety, determination of cost indifference point.	14 Hrs	CO3	PO1	PSO1
UNIT-4	Activity Based Costing Introduction - Weakness of conventional system – concept of ABC – Kaplan and Cooper’s Approach – cost drivers and cost pools – allocation of overheads under ABC – Characteristics of ABC – Steps in the implementation of ABC – Benefits from adaptation of ABC system – difficulties faced by the industries	12Hrs	CO4	PO1	PSO1

	in the successful implementation of ABC - Problems on ABC.				
--	--	--	--	--	--

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

Course Title: INCOME TAX & PRACTICE- I
Course Code: B22CC0402
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 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. 2. To understand the concept of salaries and computation of salary income, treatment of allowances, perquisites and profits in lieu of salary and to understand the concept of House Property and computation of taxable income from House Property
Course Outcomes: <p>CO1: Understand fundamental concepts of Indian Income tax law</p> <p>CO2: Determine residential status & scope of income, Exempted Incomes under the Act</p> <p>CO3: Analyze the salary income computation of individual assesses</p> <p>CO4: Compute the taxable income from House Property head.</p>

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
UNIT-1	Introduction to Income Tax Brief History of Indian Income Tax - Legal Frame Work – Types of Taxes - Cannons 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
UNIT-2	Exempted Incomes Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assesses. Residential Status Residential Status of an Individual – Determination of Residential Status – Incidence of Tax – Problems.	10 Hrs	CO2	PO1	PSO1
UNIT-3	Income From Salary 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
UNIT-4	Income from House Property	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.				
--	--	--	--	--	--

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.

Course Title : AUDITING AND CORPORATE GOVERNANCE
Course Code: B22CC0403
Course Description: <p>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.</p> <p>This course helps to build confidence and skills to contribute to good corporate governance within the organization.</p>
Course Objectives: <ol style="list-style-type: none"> 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.
Course Outcomes: <p>CO1: Understand the concepts of auditing with basic principles and techniques.</p> <p>CO2: Know about the various theories and Models of Corporate Governance</p> <p>CO3: Analyze the reason behind corporate governance failures</p>

CO4: Understand the corporate social responsibility with various committees and its sustainability					
Course Pre-requisites: Basic Concept of Audit and information about Corporate Governance.					
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	Introduction to Auditing Basic Principles and Techniques: Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit: Audit Procedure – Vouching and verification of Assets & Liabilities: 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.	14 Hrs	CO1	PO5	PSO1
UNIT-2	Corporate Governance 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.	12 Hrs	CO2	PO5	PSO1
UNIT-3	Major Corporate Governance Failures	14 Hrs	CO3	PO5	PSO1

	BCCI (UK), Maxwell Communication& 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.				
UNIT-4	Corporate Social Responsibility (CSR) Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000:2010	12 Hrs	CO4	PO5	PSO1

REFERENCE BOOKS

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

Course Title : BUSINESS LAW
Course Code: B22CC0404
Course Description: 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.

Course Objectives:

1. To introduce the students to various Business law and familiarize them with common issues of relevance
2. To know about the various laws for the benefit of the consumers
3. To understand the legal aspect of an economy

Course Outcomes:

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.

Course Pre-requisites: Company Law

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	<p>Introduction to Business Laws and Contract Laws</p> <p>Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Laws</p> <p>Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract, classification of contracts, remedies for breach of contract</p>	12Hrs	CO1	PO5	PSO2

UNIT-2	Competition and Consumer Laws: 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	Economic and IT Laws: 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. Information Technology Act 2000 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	Environmental Law: Environment Protection Act, 1986: Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.	14Hrs	CO4	PO5	PSO2

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

SPECIALISATION: ACCOUNTING & TAXATION

Course Title: ADVANCED ACCOUNTING							
Course Code: B22CCS411							
Course Description: 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.							
Course Objectives: The objective of this course is to: <div>1. The accounting process followed in Insurance companies.</div> <div>2. The acquaint knowledge on inflation, farm and investment accounting.</div> <div>3. To understand risk protection for Individuals and companies in Employee Stock Options</div>							
Course Outcomes: On successful completion of this course students shall be able to: CO1: To learn the preparation of statements and Schedules relating to General and Life Insurance. CO2: Impart the knowledge about Inflation Accounting. CO3: Analyse the farm accounting and to ascertain the value of assets CO4: To analyze Employee stock option and to solve valuation and investment accounting problems.							
Course Pre-requisites: Financial accounting, Cost and Management Accounting							
Pedagogy: Direct Method, ICT, Problem solving, Case based							
LTP: 2:0:1							
Course type: SOFT CORE							
Contact Hours: 39							
UNITS	SYLLABUS			CH	CO	PO	PSO
UNIT-1	ACCOUNTING OF INSURANCE COMPANIES :			10Hours	CO1	PO1	PSO1

	<p>Meaning of life insurance and general insurance – accounting concepts relating to insurance companies</p> <p>– Preparing of final accounts of insurance companies</p> <p>– Revenue account and balance sheet -Accounting Principles for preparation of Financial Statements of Insurance companies.</p>				
UNIT-2	<p>INFLATION ACCOUNTING :</p> <p>Need – Meaning -Definition – Importance and role – objectives – merits and demerits – Problems on current purchasing power method(CPP) and Current cost accounting method(CCA)</p>	9Hours	CO2	PO1	PSO1
UNIT-3	<p>FARM ACCOUNTING:</p> <p>Meaning , need and purpose- characteristics of farm accounting – nature of transactions -cost and revenue- apportionment of common cost -by product costing – farm costing-recording of transactions-problems</p>	10Hours	CO3	PO1	PSO1
UNIT-4	<p>EMPLOYEE STOCK OPTION SCHEME AND INVESTMENT ACCOUNTING.</p> <p>Meaning of Employee Stock Option Scheme (ESOS). Important terms relating to ESOS. Rules regarding offer of ESOS in accordance with The Companies (Share Capital and Debentures) Rules, 2014. SEBI regulations regarding ESOS. Accounting treatment for ESOS. Problems.</p> <p>Investment Accounting :</p> <p>Meaning of Investments. Types or Classification of Investments. Valuation of Investments, Cost of Investments, Accounting treatment for Re-classification of Investments, Disposal of Investments and income from investments. Problems.</p>	10Hours	CO4	PO1	PSO1

Reference Books:

1. Arulanandam & Raman; Advanced Accountancy, HPH

2. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH
3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP.
7. Dr. Janardhanan: Advanced Financial Accounting, Kalyani Publishers
8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
9. M.C. Shukla and Grewal, Advanced Accounting.

Course Title: IFRS AND IND AS					
Course Code: B22CCS412					
Course Description: 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.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To help the students to acquire the basic knowledge of International Financial Reporting Standards and to know the presentation of financial statements as per IFRS and also Ind-AS. 2. To help the students to acquire the basic knowledge of Business Combinations 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Understand and explore the IFRS accounting standard CO2: Preparation of Financial Statements. CO3: Interpret the elements of accounting for Groups. CO4: Recognition criteria for certain Assets and Disclosure Practices					
Course Pre-requisites: Financial accounting, Cost and Management Accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO

UNIT-1	International Financial Reporting Standards: International Financial Reporting Standards, First time adoption (IFRS 1) – Convergence with IFRS – Stage-wise Approach, Advantages of converting to IFRS, Significant, Criticisms of IFRS, Key Business issues that will need to be addressed for successful implementation of IFRS, challenges and opportunities faced by India in the implementation of IFRS - An overview of IND ASs: list of converged Indian Accounting.	10H ours	CO1	PO1	PSO1
UNIT-2	PRESENTATION OF FINANCIAL STATEMENTS : 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	10H ours	CO2	PO1	PSO1
UNIT-3	ACCOUNTING OF GROUPS: Concept of group- need for consolidated financial statement, Preparation for consolidated financial statement- Procedure for preparation of consolidated statement – financial position statement – treatment of pre acquisition profit , good will arising on consolidation of controlling interest at fair value – practical problems(problems on computation of controllable and non-controllable interest only)	09H ours	CO3	PO1	PSO1

UNIT-4	ACCOUNTING FOR ASSETS AND LIABILITIES AND DISCLOSURE STANDARDS: Recognition criteria for the following assets and Liabilities Ind AS 16 – Plant Property and Equipment – Recognition criteria theory and problems Ind AS 23 Borrowing Cost- Recognition criteria theory and problems Ind AS 36 Impairment of Assets- Recognition criteria theory and problems Ind AS 20 Government Grants - - Recognition criteria theory and problems Ind AS 37 Provisions, Contingent Liabilities and Contingent Assets – Recognition Criteria (Theory only) Disclosure Standards Related Party disclosure, Earnings Per share, Interim Financial Reporting Operating Segments (Theory Only)	10H ours	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.

Course Title: CORPORATE TAXATION

Course Code: B22CCS413					
Course Description:					
To give an integrated view of Business and Corporate Taxation and apply the laws to business decisions.					
Course Objectives:					
The objective of this course is to enable students to					
1. The objective is to equip students with the principles and provisions of Corporate taxation					
2. To provide an insight into practical aspects on deductions.					
Course Outcomes:					
On successful completion of this course students shall be able to:					
CO1: Understand the concepts of Company Taxation					
CO2: Acquaint the scope of business income.					
CO3: Compute after taking deductions into consideration.					
CO4: Analyse the procedure for assessment.					
Course Pre-requisites: Income Tax					
Pedagogy: Direct Method, ICT, and Problem solving.					
LTP: 2:0:1					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Salient features of company taxation: Tax planning with respect to amalgamation and mergers, multinational companies, double taxation treaties, joint ventures and foreign collaborations, tax consideration in make or buy, own or lease, retain or replace, Transfer pricing. Basic frame work: of direct taxation, principles of direct taxation appraisal of annual Finance Act, tax planning and its methods, advance tax rulings. (Theory only).	10Hours	CO1	PO1	PSO1
UNIT-2	Computation of Business Income Definitions, Scope, Computation of Profits and gains from Business or Profession, business deductions/allowances, disallowances and depreciation. (Theory and Problem).	10Hours	CO2	PO1	PSO1

UNIT-3	Set off and Carry Forward: Computation of taxable income of companies set off and carry forward of losses, Deductions under section 80G/801A-801B-801C (Theory and Problem).	10 Hours	CO3	PO1	PSO1
UNIT-4	Procedure for assessment: deduction of tax at source or Collection at Source, advance payment of tax, refunds, appeals and revision. Tax implications in Business Restructuring. (Theory only).	9 Hours	CO4	PO1	PSO1

REFERENCE BOOKS

1. Vinod K. Singhania, Direct Tax Law and Practice, Taxman.
2. AgrarwalP.K, Tax Planning for Companies, Hind Law Publishers, New Delhi.
3. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law and Practices, Sahitya Bhavan, Agra.
4. Sukumar Bhattachary, Tax Planning in India.
5. Sharat Bargava: Direct Taxes.
6. B.B. Lal & N. Vashist – Direct Taxes, - Pearson – New Delhi.
7. Girish Ahuja and Dr. Ravigupta – Direct Taxes Law and practices-Bharaths.
8. Dr. Manohar – Direct Taxes, - Snow white.

REFERENCE BOOKS

1. Ahuja, Girish., and Gupta, Ravi. Systematic approach to Income Tax. Baharat Law House, Delhi.
2. Excel utility available at incometaxindiaefiling.gov.in

II. Specialization: Economics & Finance

Course Title: Agricultural Economics
Course Code: B22CCS421
Course Description: Agricultural economics is a branch of applied economics that takes the tools of both micro and macroeconomics and uses them to solve problems in a specific area. Agricultural economics concerns itself with the study of the production and consumption of food in both developed and developing countries along with analysis of the policies that shape the world's largest industry.

Course Title: E-FILING OF RETURNS					
Course Code: B22CCS414					
Course description: To provide the students the conceptual and practical knowledge about electronic filing of returns.					
Course Objectives: The objective of this course is to enable students to <ol style="list-style-type: none"> 1. To know the nature and scope of E-Filing. 2. To understand the preparation of Electronic return. 3. To know the provisions regarding TDS returns. 4. To understand the Assessment of Service tax. 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Know the nature and scope of E-Filing . CO2: Acquaint practical knowledge on the procedure and preparation of Electronic Return. CO3: Understand the Procedure for Valuation of excisable goods. CO4: Apply the procedures for e-filing of service tax returns.					
Course Pre-requisites: Indirect Tax					
Pedagogy: Direct Method/ ICT					
LTP: 2:1:0					
Course type: SOFT CORE					
Contact Hours:39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Conceptual Frame work: Meaning of E-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing, types of e-filing; e-filing process; relevant notifications. (Theory only)	10	CO1	PO1	PSO1
UNIT-2	Income Tax and E-filing of ITRs: Introduction to Income tax- Basic terminology, types of assessee, income taxable under different heads, basics of computation of total income and tax liability. Deductions available from gross total	10	CO2	PO1	PSO1

	income, PAN card, Due date of filing of income tax return. Instructions for filling out form ITR-1, ITR-2, ITR-3, ITR-4, ITR-4S, ITR-5, ITR-6 Introduction to income tax Portal; Preparation of electronic return(Practical workshops) (Theory only)				
UNIT-3	TDS and e-filing returns: Introduction to the concept of TDS; provision regarding returns of TDS; types of forms for filing of TDS returns; practical workshops on e-filing of TDS returns. (Theory only)	10	CO3	PO1	PSO1
UNIT-4	Service tax and E-filing of Service Tax returns Introduction to Service tax; relevant notifications regarding e-filing of service tax returns; steps for preparing service tax returns; practical workshop on e-filing of service tax returns. (Theory only)	09	CO4	PO1	PSO1

Course Objectives: The objective of this course is to:

1. To develop the understanding of production process.
2. To guide economic principle for agricultural production.
3. To apply the appropriate economic principle under different production scenario to optimize the production process.

Course Outcomes on successful completion of this course students shall be able to:

CO1: Students will obtain information regarding various agricultural issues in India and remedies for it.

CO2: Students also can get information about co-operative movement in India and its performance and role in rural development.

CO3: Making awareness about self-employment through various local businesses like agro-tourism, travel agents, horticulture, floriculture, fishery and animal husbandry.

Course Pre-requisites: Basic Concepts of Agriculture Production, Process and activities.

Pedagogy: Direct Method , ICT& Flipped Classroom

LTP: 2:1:0

Course type: SOFT CORE

Contact Hours: 39

UNITS	SYLLABUS	Contact Hours	CO	PO	PSO
UNIT-1	Nature, scope and significance of agricultural production economics- concept of production in economic sense. Factors of production- classification, interdependence and factor substitution.	10 Hrs	CO1	PO5	PSO1
UNIT-2	Production functions - assumptions of production functions, commonly used forms and their properties, limitations, specification, estimation and interpretation. Determination of optimal levels of production and factor application-Law of diminishing returns. System and Types of Farming, Agricultural Credit. Sources of Agricultural Credit, Agricultural Marketing.	9 Hrs	CO2	PO5	PSO2
UNIT-3	Cost functions and cost curves, components, and cost minimization. Cost function and its applications. Derivation of firm's input demand and output supply functions. Shut Down and Break-Even Analysis. Returns to scale- economies and diseconomies of scale.	10 Hrs	CO3	PO4	PSO1
UNIT-4	Technology in agricultural production, nature and effects and measurement- Measuring efficiency in agricultural production; technical, allocative and economic efficiencies. Yield gap analysis-concepts- types and measurement. Nature and sources of risk, modelling and coping strategies.	10 Hrs	CO4	PO5	PSO3

REFERENCE BOOKS

1. "Agricultural Economics, by Dr. S. R. Kantwa Dr. S. V. Sai Prasad, New Vishal Publications; Second Edition (1 April 2014).
2. Agricultural Economics by Dr. C.B. Singh- LAXMI PUBLICATIONS (P) LTD

3. Agricultural Economics, by Gurmeet Singh TR Jain, VK Global Publications Pvt. Ltd; 2019th edition.

Course Title : PUBLIC ECONOMICS					
Course Code: B22CCS422					
Course Description: Public economics is the study of government policy from the points of view of economic efficiency and equity. This study involves a formal analysis of government taxation, expenditures, debt and Budget policies. It will look into the efficiency and equity aspects of taxation of the centre, states and the local governments and the issues of fiscal federalism and decentralization in India.					
Course Objectives: The objective of this course is to: <ul style="list-style-type: none"> To Understand the meaning of public finance or government finance; its nature, subject matter. Classify the public revenue and its various sources; revenue receipts and non- revenue receipts, understand the tax and no-tax revenues. Classify the public revenue and its various sources; revenue receipts and non- revenue receipts, understand the tax and no-tax revenues. Understand the various sources of government borrowing and the reasons behind the growing public debt, describe how the debt is repaid, the role of public debt in developing countries, explain the concept of debt trap. 					
Course Outcomes: On successful completion of this course students shall be able to: <ul style="list-style-type: none"> The development of an understanding of public sector financial resources. Understanding of the rationale for the existence of modern governments Familiarity with the micro and macro aspects of public expenditure. Acquaintance with the phenomenon of externality and the role of government. 					
Course Pre-requisites: Basic of Public Finance and budget					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	Contact Hours	CO	PO	PSO

UNIT-1	Introduction to Public economics, meaning and scope, Meaning, Scope and Importance of Public finance – Public Finance vs Private Finance – Importance of the study of public Finance – Role of Public Finance in Developing Countries	10 Hrs	CO1	PO5	PSO1
UNIT-2	Principles of Public Economics Principle of Maximum Social Advantage – Principle of Allocation of Resources – Test of Social advantage – welfare Foundations of Public Finance – Social Welfare Functions of modern Government – Distinction between private Goods and public Goods – Market Failures – market Imperfections – Externalities.	9 Hrs	CO2	PO5	PSO2
UNIT-3	Public Expenditure, Public Revenue and Public Debt Principle of public Expenditure – Wagner’s Law of increasing State Activities, Hypothesis – Kinds of public Expenditure and Canons of Expenditure, Sources of public Revenue – Tax Revenue and Non Tax Revenue – Types – Direct and Indirect Taxation – Characteristics of a Good Tax System, Meaning of public Debt – Causes – Limits to raising public debt – burden of Debt – Debt Redemption Deficit Financing – Meaning – Techniques of Deficit Financing – Objectives of Deficit Financing	10 Hrs	CO3	PO4	PSO1
UNIT-4	The public Budget Classification of budgets Programme and Performance Budget – Budgetary Deficits – Primary, Revenue and Fiscal Deficits – Zero base budgeting Fiscal Policy Objectives of Fiscal Policy – Role of Fiscal Policy in Economic Development	10 Hrs	CO4	PO5	PSO3

	Working of Monetary and Fiscal Policies; Current Issues of India's Tax System; Analysis of Budget and Deficits				
--	--	--	--	--	--

Reference Books:

1. Musgrave R.A and Musgrave – Public Finance in theory and Practice
2. Ulbrich Holley (2003) Public Finance in Theory and Practice, Thomson SouthWestern, USA
3. Bhatia H.L (2004) Public Finance, Vikas Publishing House Pvt Ltd, New Delhi
4. Sundaram K.P.M and K.K.Andley (2003) Public Finance S Chand & Co Ltd ,New Delhi
5. Singh S.K. (2001) Public Finance in Theory and Practice S.Chand and Co Ltd
6. Agarwal R.C (2004) Public Finance Theory and Practice Educational Publishers Agra
7. J. Hindriks, G. Myles: Intermediate Public Economics, MIT Press, 2006.
8. R.A. Musgrave and P.B. Musgrave, Public Finance in Theory & Practice,
9. McGraw Hill Publications, 5th edition, 1989.
10. John Cullis and Philip Jones, Public Finance and Public Choice, Oxford
11. University Press, 1st edition, 1998.
12. Harvey Rosen, Public Finance, McGraw Hill Publications, 7th edition, 2005.
13. Mahesh Purohit, Value Added Tax: Experiences of India and Other Countries, 2007.

Course Title: CORPORATE FINANCIAL POLICY
Course Code: B22CCS423
Course Description: 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.
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. Familiarize the concept of Corporate Financial Policy and the significance of formulating financial policy. 2. Understand the computation of cost of capital. 3. Impart the students with the relevance of corporate financial goals and the various approaches towards corporate valuation.

4. Acquaint the students with the different forms of Mergers and its impact on EPS and Market price.					
Course Outcomes on successful completion of this course students shall be able to: CO1: Analyze the corporate financial Policies and Calculate the EPS CO2: Enumerate various methods for computation of Cost of Capital CO3: Ascertain the goals of corporate finance both profit and wealth oriented while emphasizing on corporate valuation. CO4: Determine the motives of Mergers.					
Course Pre-requisites: Basic Concepts of Finance, Financial Management					
Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM					
LTP: 2:0:1					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	Contact Hours	CO	PO	PSO
UNIT-1	Introduction to Corporate Financial System Corporate Financial Policy – 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. Decisions 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	PO8	PSO1
UNIT-2	Cost of Capital Capital - Types of Capital, Meaning and Definition, Concepts of Cost of Capital– Significance of Cost of Capital – Computation	9Hrs	CO2	PO8	PSO1

	of Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Cost of Retained earnings- Weighted Average Cost of Capital – Problems.				
UNIT-3	Corporate Financial Goals & Corporate Valuation 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	PO8	PSO1
UNIT-4	Mergers and Acquisitions 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	PO8	PSO1

REFERENCE BOOKS

4. I M Pandey, Financial management, Vikas Publication
5. R P Rustagi, Financial management, Sultan Chand
6. J C Vanhorne, Financial management, PHI
7. K. Venkataraman, Corporate Financial Policy, SHBP.
8. Sudhindra Bhat; Corporate Finance, PHI
9. NishikantaJha ; Mergers Acquisitions and Corporate Restructuring

Course Title: FINANCIAL MARKETS AND INSTITUTIONS					
Course Code: B22CCS424					
Course Description: This course emphasizes on the financial system the significance of financial markets followed by the role of stock exchanges in supporting the organizations as well as non-banking financial intermediaries. It also intends to focus on the functioning of mutual funds and the types of financial services available.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. Acquaint the concept of financial system. 2. Understand the role of financial markets. 3. Impart the students with the functioning of mutual funds. 4. Familiarize with the types of financial services. 					
Course Outcomes on successful completion of this course students shall be able to: CO1: Elucidate the need of proper financial system. CO2: Enumerate significance of financial markets and stock exchanges. CO3: Ascertain the growth of mutual funds. CO4: Determine the motives of financial services.					
Course Pre-requisites: Basic Concepts of Finance, Indian Financial System.					
Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM					
LTP: 2:1:0					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	Contact Hours	CO	PO	PSO
UNIT-1	Financial System: Introduction – Meaning – Classification of Financial System, Financial system and economic development. An overview of Indian financial system.	9 Hrs	CO1	PO8	PSO1
UNIT-2	Financial Markets: Money market-functions, organization and instruments. Role of central bank in money market; Indian money market. Capital Markets-functions, organization and	11 Hrs	CO2	PO8	PSO1

	instrument. Primary and secondary markets; Role of stock exchanges in India. Primary Market - Meaning – Features - Players of Primary Market – Instruments in Primary Market - Merits and Demerits of Primary Markets. Secondary Market – Meaning – Functions – Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market.				
UNIT-3	Non-Banking Financial Intermediaries: Investment & Finance Companies - Hire Purchase Finance - Lease Finance – consumer finance- Housing Finance - Venture Capital Funds and Factoring services. Mutual Funds Concept of Mutual Funds - Growth of Mutual Funds in India – features of mutual fund- Mutual Fund Schemes – Functioning of Mutual Funds in India.	10 Hrs	CO3	PO8	PSO1
UNIT-4	Financial Services: Meaning, Features, importance, Classification of financial services-Fund based and fee based financial services, Merchant banking- pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	9 Hrs	CO4	PO8	PSO1

Reference Books:

1. Bhole, L.M. Financial Markets and Institutions. Tata Mcgraw Hill Publishing Company.
2. Khan, M.Y. Indian Financial System-Theory and Practice. New Delhi: Vikas Publishing House.
3. Sharma, G.L., and Singh, Y.P. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.
4. Khan and Jain. Financial Services. Tata Mcgraw Hill

5. E Gardon & K Nat Financial Markets & Services, HPH
6. Meir Kohn: Financial Institutions and Markets, Tata McGraw Hill
7. M Y Khan: Indian Financial System, TMH

III. Specialization: Statistics & Accounting

Course Title : Elementary Statistics					
Course Code: B22CCS431					
Course Description: To provide basic understating of general statistics and their elementary applications and to create awareness on Indian Statistical System.					
Course Objectives: The objective of this course is to provide an understanding for the graduate commerce student on statistical concepts to include <ol style="list-style-type: none"> 1. Introduction to Statistics. 2. Graphical representation of data. 3. Understanding the concept of Frequency Distribution 4. To know the concept of sampling 					
Course Outcomes: After completing this course, students should have developed a clear understanding of: CO1. The fundamental concepts of statistics. CO2. Handling various types of data and their graphical representation. CO3. The concepts of frequency distribution and its applications in business problems CO4. The sampling concepts and various sampling methods and its application in business situations					
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	Unit I: Introduction, Meaning, Characteristics, Functions, Scope and Limitations of Statistics, Branches of Statistics, Basic Terms, Types of data, Primary and Secondary, Sources of Data	10Hrs	CO1	PO7	PSO3

	,Classification and Tabulation of Data,Methods of Data Collection				
UNIT-2	Charts and Graphical Representation of Data: Types of Charts:-Line Charts, Bar Charts, Histograms, Pie Charts,Stem and Leaf Plots, Area Charts, Pictographs, Dotograms, Scatter Diagrams,Flow Charts,Organisation Charts, Pyramid Charts,Quadrant Charts, Gantt Charts, Control Charts Advantages and Disadvantages of each of the Charts,	10Hrs	CO2	PO7	PSO3
UNIT-3	Frequency Distribution: Construction of Frequency Distribution, Relative Frequency, Cumulative Frequency (Ogive curve), Frequency polygon, Determination of Size of Class Intervals, Types of Class Interval, Measures of association and contingency-table.	10Hrs	CO3	PO7	PSO3
UNIT-4	Sampling Concepts: Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics,Sampling Methods (All types), Concept of Sampling Distributions Theory of Estimation:Point and Interval Estimation of Means and Proportions	9 Hrs	CO4	PO7	PSO3

REFERENCE BOOKS

1. S C Gupta ,Fundamentals of Statistics, Himalaya Publishing House.
2. Goon, Gupta and Dasgupta: Fundamentals of Statistics, World Press
3. Gupta & Kapoor: Fundamentals of Mathematical Statistics, S Chand
4. Kendal and Stuart: Advanced Theory of Statistics, PHI
5. Spiegel & Stephens, Statistics, Mc Graw Hill International
6. Kapoor J N & Saxena H C: Mathematical Statistics, S Chand

Course Title: Quantitative Techniques-1					
Course Code: B22CCS432					
Course Description: This course will introduce students to the quantitative methods and techniques that are necessary for day-to-day business needs. The use of quantitative models by individuals and organizations enhances decision making. Businesses and governments can use the techniques and gain insights to enhance optimization techniques, decision making etc. and more over in overall planning, to make better decisions					
Course Objectives : The objective of this course is to enable students to: <ol style="list-style-type: none"> 1. Understand the techniques of Probability 2. Possess skills and knowledge of Network Analysis 3. Understand the basic tools of Inventory Models 4. Know the formal quantitative approaches to the Decision making & Uncertainty 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Use tools of problem Solving in probability CO2: Use Strategies & Applications in Solving the problems of Network Analysis CO3: Use Suitable Strategies for solving Inventory model problems CO4: Use strategies for decision making & uncertainties					
Course Pre-requisites: Knowledge of Intermediate Mathematics, Familiarity of Quantitative Techniques					
Pedagogy: ICT/ Direct Method					
LTP: 2:0:1					
Course type: SOFT CORE					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Theory of probability: Meaning and importance of Probability- Experiment, even and of Probability.(Simple Problems on Addition Theorem Only)	10 Hours	CO1	PO7	PSO3
Unit-2	Introductory concepts in network analysis: Programme Evaluation and Review Technique (PERT) / Critical Path Method (CPM) and their managerial applications; Computations in PERT	10 Hours	CO2	PO7	PSO3

	networks finding earliest times, latest times and activities;				
Unit-3	Inventory models- General concepts and definitions-Variou cost concepts-The technique of inventory control-EOQ models.	10 Hours	CO3	PO7	PSO3
Unit-4	Decision making under uncertainty: Decision making under uncertainty, different decision criteria, decision trees, Simulation, model building, the process, problems with special reference inventory and financial management.	9 Hours	CO4	PO7	PSO3

Reference Books:

1. Srivastava V.K et al – Quantitative techniques for managerial DecisionMaking, Wiley EasternLtd
2. Richard, I. Levin and Charles A.Kirkpatrick – Quantitative Approachesto Management, Mcgraw Hill, KogakushaLtd
3. Sharma J K – Operation Research- theory and applications McMillan, NewDelhi
4. Srivastava V.K et al – Quantitative techniques for managerial DecisionMaking, Wiley EasternLtd

Course Title: ADVANCED ACCOUNTING
Course Code: B22CCS411
Course Description: <p>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.</p>
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1 The accounting process followed in Insurance companies. 2 The acquaint knowledge on inflation, farm and investment accounting. 3 To understand risk protection for Individuals and companies in Employee Stock Options

Course Outcomes: On successful completion of this course students shall be able to:

CO1: To learn the preparation of statements and Schedules relating to General and Life Insurance.

CO2: Impart the knowledge about Inflation Accounting.

CO3: Analyse the farm accounting and to ascertain the value of assets

CO4: To analyze Employee stock option and to solve valuation and investment accounting problems.

Course Pre-requisites: Financial accounting, Cost and Management Accounting

Pedagogy: Direct Method, ICT, Problem solving, Case based

LTP: 2:0:1

Course type: SC

Contact Hours: 39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	ACCOUNTING OF INSURANCE COMPANIES : Meaning of life insurance and general insurance – accounting concepts relating to insurance companies – Preparing of final accounts of insurance companies – Revenue account and balance sheet -Accounting Principles for preparation of Financial Statements of Insurance companies.	10Hours	CO1	PO1	PSO1
UNIT-2	INFLATION ACCOUNTING : Need – Meaning -Definition – Importance and role – objectives – merits and demerits – Problems on current purchasing power method(CPP) and Current cost accounting method(CCA)	9Hours	CO2	PO1	PSO1
UNIT-3	FARM ACCOUNTING: Meaning , need and purpose- characteristics of farm accounting – nature of transactions -cost and revenue- apportionment of common cost -by product costing – farm costing-recording of transactions-problems	10Hours	CO3	PO1	PSO1

UNIT-4	EMPLOYEE STOCK OPTION SCHEME AND INVESTMENT ACCOUNTING. Meaning of Employee Stock Option Scheme (ESOS). Important terms relating to ESOS. Rules regarding offer of ESOS in accordance with The Companies (Share Capital and Debentures) Rules, 2014. SEBI regulations regarding ESOS. Accounting treatment for ESOS. Problems. Investment Accounting : Meaning of Investments. Types or Classification of Investments. Valuation of Investments, Cost of Investments, Accounting treatment for Re-classification of Investments, Disposal of Investments and income from investments. Problems.	10Hours	CO4	PO1	PSO1
---------------	--	---------	-----	-----	------

Reference Books:

1. Arulanandam & Raman; Advanced Accountancy, HPH
2. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH
3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP.
7. Dr. Janardhanan: Advanced Financial Accounting, Kalyani Publishers
8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
9. M.C. Shukla and Grewal, Advanced Accounting.

Course Title: IFRS AND IND AS
Course Code: B22CCS412
Course Description: 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.

Course Objectives: The objective of this course is to:

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

Course Outcomes: On successful completion of this course students shall be able to:

CO1: Understand and explore the IFRS accounting standard

CO2: Preparation of Financial Statements.

CO3: Interpret the elements of accounting for Groups.

CO4: Recognition criteria for certain Assets and Disclosure Practices

Course Pre-requisites: Financial accounting, Cost and Management Accounting

Pedagogy: Direct Method, ICT, Problem solving, Case based

LTP: 2:1:0

Course type: SC

Contact Hours:39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	International Financial Reporting Standards: International Financial Reporting Standards, First time adoption (IFRS 1) – Convergence with IFRS – Stage-wise Approach, Advantages of converting to IFRS, Significant, Criticisms of IFRS, Key Business issues that will need to be addressed for successful implementation of IFRS, challenges and opportunities faced by India in the implementation of IFRS - An overview of IND ASs: list of converged Indian Accounting.	10Hours	CO1	PO1	PSO1
UNIT-2	PRESENTATION OF FINANCIAL STATEMENTS : Outline for the preparation of financial statements - Statement of financial position; Comprehensive income statement; Statement of changes in equity,	10Hours	CO2	PO1	PSO1

	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				
UNIT-3	ACCOUNTING OF GROUPS: Concept of group- need for consolidated financial statement, Preparation for consolidated financial statement- Procedure for preparation of consolidated statement – financial position statement – treatment of pre acquisition profit , good will arising on consolidation of controlling interest at fair value – practical problems(problems on computation of controllable and non-controllable interest only)	09Hours	CO3	PO1	PSO1
UNIT-4	ACCOUNTING FOR ASSETS AND LIABILITIES AND DISCLOSURE STANDARDS: Recognition criteria for the following assets and Liabilities Ind AS 16 – Plant Property and Equipment – Recognition criteria theory and problems Ind AS 23 Borrowing Cost- Recognition criteria theory and problems Ind AS 36 Impairment of Assets- Recognition criteria theory and problems Ind AS 20 Government Grants - - Recognition criteria theory and problems Ind AS 37 Provisions, Contingent Liabilities and Contingent Assets – Recognition Criteria (Theory only) Disclosure Standards	10Hours	CO4	PO1	PSO1

	Related Party disclosure, Earnings Per share, Interim Financial Reporting Operating Segments (Theory Only)				
--	--	--	--	--	--

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.

IV. Specialization: Banking & Insurance

Course Title : BANKING OPERATIONS
Course Code: B22CCS412
Course Description: This course is to expose the students to the banking operations and management in Banking and finance industry.
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To help the students to acquire the basic knowledge of banker and customer relationship. 2. To impart students with the importance of negotiable instruments and banking operations.

Course Outcomes: On successful completion of this course students shall be able to: CO1: Understand the banker and customer relationship CO2: Study the need of negotiable instruments. CO3: Interpret the role of banking operations. CO4: Acquaint the procedure in opening and holding the account.					
Course Pre-requisites: business law.					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	BANKER AND CUSTOMER RELATIONSHIP: Introduction - Meaning of Banker - Meaning of Customer - General & Special Relationships.	10Hours	CO1	PO1	PSO1
UNIT-2	NEGOTIABLE INSTRUMENTS: Introduction Meaning & Definition - Features — Kinds, of Negotiable Instruments.: Meaning, Definition & Features of Promissory Notes, Bills of Exchange, Cheques - Crossing of cheques -types of crossing- Endorsements: Meaning, Essentials & Kinds of Endorsement	10Hours	CO2	PO1	PSO1
UNIT-3	BANKING OPERATIONS: Collecting Banker - Meaning - Duties & Responsibilities of Collecting Banker - Holder for Value - Holder in Due Course - Statutory Protection to Collecting Banker Paying Banker - Meaning - Precautions-Statutory Protection to the Paying Banker - Dishonor of Cheques - Grounds of Dishonor - -- Consequences of wrongful dishonor of Cheque, Lending Banker, Principles of Bank Lending — Kinds of lending facilities such as Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit –NPA: Meaning, - types of NPA,	09Hours	CO3	PO1	PSO1

	circumstances & impact - regulations of priority lending for commercial banks.				
UNIT-4	CUSTOMERS AND ACCOUNT HOLDERS: Types of Customers and Account Holders - Procedure and Practice in opening and conducting of account of different customers in minors - meaning & operation atoll of Joint Account holders, Partnership Firms, Joint Stock companies , executors-and trustees, clubs and association and Joint Hindu family.	10Hours	CO4	PO1	PSO1

Reference Books:

- 1 Tannan M.L: Banking Law and Practice in India.
- 2 Sheldon H.P: Practice and Law of Banking.
- 3 Kothari N. M: Law and Practice of Banking.
- 4 Maheshwari. S.N.: Banking Law and Practice.

COURSE TITLE: MARKETING OF BANKING PRODUCTS
COURSE CODE: B22CCS442
COURSE DESCRIPTION: <p>The course attempts to give an in-depth knowledge of Banking & Finance to the students of commerce, management and economics. The bank marketing has become a very complex yet interesting subject as it requires the knowledge of economics, sociology, psychology, banking and also core marketing concept. In marketing, it is the customer who has the upper hand. The mantra of effectively marketing bank products lies in the systematic and professional approach towards satisfying customer's needs. Better service is more important than just a good product in the marketing of banking service so the focus should be on the want and need of satisfying that product or services.</p>
COURSE OBJECTIVES <ol style="list-style-type: none"> 1. To gain an understanding of Banking system and its functioning 2. To establish a connectivity of Marketing of Bank products and services 3. To understand bank marketing segmentation techniques 4. To acquaint with the Bank Marketing Strategies towards better CMR

COURSE OUTCOMES

By the end of the course the student will be able to

1. Gain an understanding of Banking System in India
2. Establish the marketing process of Banking Products & services
3. Understand the Market segmentation methods in banks
4. Acquaint themselves about the Bank Marketing Strategies leading towards better customer relationship management.

Course Pre-requisites: Banking Operations

Pedagogy: Direct Method, ICT, Case based

LTP: 2:1:0

Course type: SC

Contact Hours:39

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	INTRODUCTION & BASICS OF BANKING Understanding Banking History in India, Types of Banks, Banking Functions, different types of products and services offered by banks, understanding the types of Deposits and explain features, benefits, variants of saving, current, Fixed, recurring deposits. Types of Loans-Retail Lending, secured and unsecured.	10Hours	CO1	PO1	PSO2
UNIT-2	CONCEPT OF BANK MARKETING Marketing concepts and their Application to Banking Industry – Marketing concepts and elements – Why Marketing? – Special features of Bank Marketing – Product and Service Marketing. Goods and Services Marketing-Intangibility, inseparability of Production and consumption, Heterogeneity, Perishability, Client based relationship, customer contact.	10Hours	CO2	PO1	PSO2
UNIT-3	BANK MARKET SEGMENTATION Market Segmentation(banking), Product Designing – Marketing – feedback and review – purpose and	09Hours	CO3	PO1	PSO2

	<p>content of product / Market expansion – Mass Marketing and Marketing segmentation – Definition of Market Segmentation Purpose- Importance of segmentation in the Banking Services-Segmentation Strategy-Agricultural, Industrial, Service, Household, Profession and Institutional sectors.</p> <p>Market segmentation techniques for personal and corporate customers.</p>				
UNIT-4	<p>BANK MARKETING STRATEGY</p> <p>Concept-Bank Marketing Strategy-Types of Strategy-Strategic Decisions-Marketing Strategy for Public Sector Banks-Strategies involving the elements- Product-Promotion-Pricing-Place-Physical Evidence and Attractions-People Management of Banker-Customer Relationship in Banking-Relationship Marketing-CRM in Banks</p>	10Hours	CO4	PO1	PSO2

REFERENCES

1. Desai, Vasant Principles of Bank Management, Himalaya Publication, New Delhi 2013
2. Madhukar R.K. Dynamics of Bank Marketing, VBS publishers, Chennai 2000
3. Narkundkar- Services Marketing 3E- McGraw Hill Education, Mumbai-2017
4. Ramamohanarao, K, Services Marketing, Pearson Education, NewDelhi

Course Code: B22CCS443					
Course Description: This course intends to provide a basic understanding of the insurance mechanism. It explains the concept of insurance and how it is used to cover risk. How insurance is transacted as a business and how the insurance market operates are also explained. The relationship between insurers and their customers and the importance of insurance contracts are discussed. Some commonly used insurance terms are also listed out. An overview of major life insurance and general insurance products is included as well.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To gain an understanding of Insurance sector. 2. To understand the need of insurance policies and basic principles. 					
Course Outcomes: On successful completion of this course students shall be able to: <ol style="list-style-type: none"> 1. Understand the purpose and role of insurance company. 2. Analyse the need of insurance contract. 3. Understand the regulatory framework of insurance Act 4. Acquaint themselves about the insurance device and professional approach. 					
Course Pre-requisites:					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Introduction to insurance; Evolution, Purpose and need/role of insurance; Insurance industry in India – Perils and Risks – Classification of Risks- Hazards – How Insurance Works – Classes of Insurance – Assumptions – Importance of Insurance Industry.– Managing Risk Retention – Life Insurance – Managing Insurance – Funds of An Insurer – Trustee- Reinsurance – Role of Insurance in Economic Development – Insurance and Social Security.	10Hours	CO1	PO1	PSO2

UNIT-2	The Insurance Contract – Utmost Good Faith or Uberrima Fides – Insurable Interest – Insurer's Insurable Interest – Criminal Acts – Indemnity – Subrogation and Contribution – Proximate Cause – Personal and Non-Personal Contracts. Insurance Products – Life Insurance Products, Non-Life Insurance – Fire – Loss of Profits – Marine – Marine Cargo – Marine Hull – Motor – Miscellaneous – Personal Accident – Health – Liability – Engineering – Aviation Etc	10Hours	CO2	PO1	PSO2
UNIT-3	Policy Claims: Maturity Claims Survival Benefits, Death Claims, Claim Concession Presumption of Death, Accident Benefit Options, Settlement Options, Valuation and Surplus, Reinsurance, Exchange Control Regulations, Consumer Protection Act. Ombudsman, Information Technology, IRDA Regulation– Arbitration Regulatory Framework – The Insurance Act, 1938 – Insurance Regulatory and Development Act, 1999 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalization) Act, 1972 – Consumer Protection Act, 1986 (COPA) – Income Tax Act – Other Laws.	09Hours	CO3	PO1	PSO2
UNIT-4	The Insurance Device, The Professional Approach, The Classification of Insurance Business, The Financial Aspects of Insurance Business, The Basic Principles – Utmost Good Faith, The Basic Principles – Insurable Interest, The Basic Principles – Indemnity, The Basic Principles – Corollaries of Indemnity, The Basic Principles – proximate Cause.	10Hours	CO4	PO1	PSO2

Reference Books:

1. Gupta, P.K., “Principles and Practice of Non life Insurance”, 2006, Himalaya Publications
2. Periasamy, P., “Principles and Practice of Insurance”, 2010, Himalaya Publication.
3. Gupta, P.K., “Insurance and Risk Management”, 2010, Himalaya Publication.
4. Gopal Krishan, G., “Insurance Principles and Practice”, 1994, Sterling Publishers, New Delhi. 11
5. Niehaus, Harrington (2007), Risk Management and Insurance, Tata McGraw-Hill

COURSE TITLE: LIFE AND GENERAL INSURANCE
COURSE CODE: B22CCS444
COURSE DESCRIPTION: <p>The course provides a detailed insight on both life and General Insurance.</p> <p>The primary purpose of life insurance is to provide a financial benefit to dependants upon premature death of an insured person. Life insurance in its simplest form means being prepared financially, come what may. It ensures that your family and you receive financial support in case you are not able to bring in the much-needed income yourself (maybe due to an accident, retirement, or untimely demise). General insurance covers home, your travel, vehicle, and health (non-life assets) from fire, floods, accidents, man-made disasters, and theft. Different types of general insurance include motor insurance, health insurance, travel insurance, and home insurance.</p>
COURSE OBJECTIVES <ol style="list-style-type: none"> 1. To sensitise the students on life insurance business and its environment in India 2. To familiarize the students with various types and elements of life insurance 3. To make the student understand General Insurance Market in India. 4. To acquaint the student with the different aspects of life insurance
COURSE OUTCOMES <p>By the end of the course the student will be able to</p> <ol style="list-style-type: none"> 1. Gain an understanding of Life Insurance 2. Learn about various types and different aspects of life Insurance 3. Expansion their knowledge of General Insurance <p>Acquire an understanding of different types of General Insurance</p>
Course Pre-requisites: Financial Services

Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	INTRODUCTION TO LIFE INSURANCE Life Insurance: Meaning – Overview of the Indian life insurance market – Growth of insurance business in India – Life Insurance Organizations – Regulation of life insurance - Principles of life insurance – Personal financial planning and life insurance – Insurance marketing – Insurance agents – Functions – IRDA Regulations-Trends in life insurance distribution channels.	10Hours	CO1	PO1	PSO2
UNIT-2	FUNDAMENTALS OF LIFE INSURANCE Classification - Different types – Rider benefits – Annuities: Meaning – Different types and feature – Annuity Vs Life Insurance – Group insurance: Importance – Main features – Different types of life Insurance in India, Postal life insurance. Concept of premium – Different types of premium – Factors affecting premium, Bonus: Different types of bonuses- Insurance Documents-Proposal forms, policy forms, cover notes, certificate of Insurance, Endorsements, Renewal notice, other insurance documents. Claims and settlements in Life Insurance	10Hours	CO2	PO1	PSO2
UNIT-3	GENERAL INSURANCE Meaning– The Evolution and Growth of General Insurance – Types of General Insurance – Fundamentals of General Insurance –Recent innovations. Organization and Management of General Insurance Companies – Regulatory Framework for General Insurance in India	09Hours	CO3	PO1	PSO2

	Fire Insurance-Features& Types-Marine Insurance-Features & Types-Motor Insurance: Types of Policies-Motor Vehicle Insurance Act 1988 – Third party Insurance – Comprehensive coverage – Conditions and Exclusions – premium				
UNIT-4	OTHER GENERAL INSURANCES Health Insurance and Mediclaim policies, Personal Accident Insurance, Liability Insurance, Burglary Insurance, Agricultural Insurance, Property Insurance, other Miscellaneous Insurances. Settlement of Claims: Claim procedure – TPAs – Claim forms – Investigation / Assessment – Essential Claim Documents – Settlement Limitation, Arbitration, Loss Minimization and Salvage.	10Hours	CO4	PO1	PSO2

REFERENCES

1. Insurance Institute of India (2012), Practice of Life Insurance(IC-02), III: Mumbai
2. K.C. Mishra and C.S. Kumar (2009), Life Insurance: Principles and Practice, Cengage Learning: New Delhi.
3. G. Krishnaswamy (2009), A Text Book of Principles and Practice of Life Insurance, Excel Books: New Delhi
4. Insurance Institute of India – IC 32- Practice of General Insurance
5. Insurance Institute of India – IC 34 – General Insurance
6. Module I, Principles and Practice of General Insurance, The Institute of Chartered Accountants of India: New Delhi.
7. H Narayanan, Indian Insurance: A Profile, Jaico Publishing House: Mumbai. 5. K.C. Mishra and G.E. Thomas, General Insurance - Principles and Practice, Cengage Learning: New Delhi.
8. P Periasamy, Fundamentals of Insurance, Vijay Nicole Imprints Private Limited, Chennai.
9. ICAI (2008), Principles and Practice of Life Insurance, The Institute of Chartered Accountants of India: New Delhi.

V. Specialization: Corporate Governance & Auditing

Course Title: Corporate Governance

Course Code: B22CCS451					
Course Description: The course aims to develop an understanding of the underlying concepts of Corporate Governance. It reviews different regulatory processes essential to the understanding of the principles of corporate governance in India. The course will be to help prepare future corporate and non-profit Directors to fulfill their fiduciary duties of care and loyalty to the organizations that they will serve. The course will also help to understand the nature and scope of corporate Boards from the perspective of society, social and economic interest and what can be done to prevent some of the more publicized corporate governance failures.					
Course Objectives: <ol style="list-style-type: none"> 1. To explore models that supports ethical decision making and their limitations and examine the evolution of governance and its practice 2. To understand the different corporate governance failures and its impact on the Indian economy. 3. To understand role of shareholders and board of directors. 4. To explore the different codes of conduct and the law. 					
Course Outcomes: After the completion of the course, students will be able to: CO1: To apply law and regulations to Corporate governance CO2: To articulate the role of Shareholders and Directors in emerging scenario. CO3: To lucid the different corporate failures in India. CO4: Identify and recognize different codes and committees in India on Corporate Governance.					
Course Pre-requisites: Auditing and Corporate Governance					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Corporate Governance: Meaning – Definition - Need – Importance – Objectives of Corporate Governance- Popular Models for Corporate Governance -Anglo-America Model-German	10Hours	CO1	PO5	PSO2

	Model- Japanese Model- Indian Perspective (Kautilya's Arthashastra) - Origin of Corporate Governance- Driving Forces of Corporate Governance- Issues in Corporate Governance- Parties to Corporate Governance.				
UNIT-2	Shareholders and Directors: Meaning- Importance of Shareholder-The Role of a Shareholder of a company- Shareholders Duties- Shareholder Decisions - Shareholder Liability- Board of Directors-Types board of directors- Qualifications for Directors - Disqualifications of a Director - Appointment of Directors- Legal position of directors- The role of Management: Principal-Agent Issues- Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure- Separation of Ownership and Control- Role of women directors in Board.	10Hours	CO2	PO5	PSO2
UNIT-3	Corporate Failures in India: Corporate Fraud- Reasons for corporate failures- Impact of Corporate failures on stakeholders – Corporate failures: Harshad Mehta scam- DHFL scandal - Satyam Scam- Kingfisher Airlines-PNB Nirav Modi Scam- Jet Airways-PNB- ILFS- YES Bank- Measures to prevent miserable corporate Failures.	09Hours	CO3	PO5	PSO2
UNIT-4	Corporate Governance in India: Historical perspective – The CII initiatives – Naresh Chandra Committee – SEBI initiative: Narayana Murthy Committee – J.J. Irani Committee – Kumara Mangalam Birla Committee – Kotak Mahindra Committee- MCA Voluntary Disclosure Practices- Companies Act 2013 and CG— CG practice in India - Revised Clause 49 of listing agreement.	10Hours	CO4	PO5	PSO2

Reference Books:

1. Fernando A. C, Corporate Governance: principles, policies and practices – 2/e, Pearson, 2011.
2. Ghosh B. N, Business Ethics and Corporate Governance - Tata McGraw-Hill, 2012.
3. Baxi C. V & Rupamanjari Sinha Ray, Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Vikas Publishing House, 2012.
4. Prabakaran S, Business Ethics and Corporate Governance –Excel BOOKS

Course Title: Business Ethics , values and Governance
Course Code: B22CCS452
<p>Course Description: The course aims to develop an understanding of the underlying concepts of Corporate Governance, and business ethics which are relevant to the contemporary business environment. It is designed to foster candidates' understanding of the ethical influences on economic, financial, managerial and environmental aspects of business. The course further aims to develop a candidate's ability to critically analyses ethical issues in business. This course reviews different regulatory processes essential to the understanding of the principles of governance in India. Business ethics and governance is the study of to understand Business ethics in order to implement the best practices of business ethics.</p>
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the Business Ethics and to provide best practices of business ethics. 2. To learn and Practice the Professional Ethics, Values and Moral at the Workplace. 3. To develop various Ethics in Functional Area and Practice. 4. To learn the basic frame work of Governance.
<p>Course Outcomes:</p> <p>After the completion of the course, students will be able to:</p> <p>CO1 Articulate issues in business ethics, the ethical business environment and their potential effect on personal, managerial and corporate decisions.</p> <p>CO2: Apply the Professional Ethics, Values and Moral at the Workplace.</p> <p>CO3: Critically evaluate the concepts and mechanics of Ethics in Functional Area.</p> <p>CO4: Evaluate various governance dimensions and importance and theories of Governance.</p>
Course Pre-requisites: Business studies and Company law and secretarial practices
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.
LTP: 2:1:0

Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Business Ethics: Meaning of Ethics– Objectives -Types of Ethics – Characteristics –Nature of Ethics- Ethical Theories- Ethical Decision Making- Definition of Business Ethics- Arguments for and against business ethics –Scope of Business Ethics – Nature of Business Ethics-Factors influencing Business Ethics – Importance of Business Ethics - Code of Ethics- Codes of Conduct- unethical behavior and its impact on business.	10 Hrs.	CO1	PO3	PSO1
Unit-2	Professional Ethics, Values and Moral at the Workplace: introduction- Significance of Ethics at the Workplace- Importance of Professional Ethics - Relationship between Ethics, Values and Moral- Leadership Values and Workplace Ethics-Code of conduct of different Professionals- Examples of professional ethics: medical, journalistic, military, lawyer Ethics, ethics of the social worker. Reasons of crisis of professional ethics and possibility of its Permission.	10 Hrs.	CO2	PO3	PSO1
Unit-3	Ethics in Functional Area: Ethical aspects in marketing: Ethics in Marketing-Reasons for unethical Practices – Ethics in regulations in pricing-Ethics in Personal Selling-Ethical social issues in Advertising- Ethical consumerism- Ethics in HRM: Privacy Issues- Ethical Implications of variation in HRM practices – Individualism vs. Collectivism in HRM practices- Sexual harassment – Ethics in Finance: Accountability and Acquisitions- Insider trading – Accounting fraud.	10 Hrs.	CO3	PO3	PSO1
Unit-4	Governance: Meaning- Definition- Importance of good Governance-Types of Governance- Governance and Controls- Dimensions of Governance-Principles of Good Governance- Fundamental Corporate Governance Theories- Agency Theory- Stewardship Theory-	9 Hrs.	CO4	PO3	PSO1

Reference Books:

Stakeholder Theory- Resource Dependency Theory- Transaction Cost Theory-Political Theory- Drivers of Good Governance.				
---	--	--	--	--

1. Anil Kumar Jyotsna Rajan Arora, Corporate Governance Business Ethics& CSR, International Book House Pvt.Ltd.
2. A. C. Fernando, Business Ethics and Corporate Governance, Pearson Education India, 2011.
3. Kjaer, A.M. (2005). Governance. New Delhi: Atlantic Publishers.
4. Mangla, S. (2015). Citizenship and Governance. New Delhi: Kaveri Books.
5. Murthy CSV: Business Ethics, Himalaya Publishing House, 2010.
6. Alexander Brink, Corporate Governance and Business Ethics, Springer Science & Business Media, 12-Aug-2011.
7. Anil Kumar Jyotsna Rajan Arora, Corporate Governance Business Ethics& CSR, International Book House Pvt.Ltd.

Course Title: Principles of Auditing
Course Code: B22CCS453
<p>Course Description: This course explores the underlying theories, procedures and practices surrounding the auditor's responsibilities in undertaking an audit of financial statements of reporting entities. It deals with the auditing profession, the process of collecting and evaluating evidence to determine whether an economic entity safeguards assets, maintains data integrity, and produces reliable financial statements. It also covers the study and evaluation of internal control and the role of internal auditors in fraud prevention and detection. Audit reports on financial statements and the most frequent variations in audit are also covered.</p>
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Understand the nature, types, and utility of Auditing. 2. Be acquainted with the Audit function of an auditor. 3. Comprehend the significance of internal control assessment in the planning and conducting of an audit.

Reference Books:

1. BN Tandon et al., A Handbook of Practical Auditing, S. Chand Publishing, 2006 - Business & Economics
2. S. K. Basu, Auditing-Principles and Techniques, Pearson Education

Course Outcomes:

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

CO1: Demonstrate an understanding an overview of auditing.

CO2: Appraise right, duties and liabilities of an auditor.

CO3: diagnose and manage substantial procedures and vouching of different transactions.

CO4: synthesize macro-scale understanding of Internal control.

Course Pre-requisites: Auditing and Corporate Governance

Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.

LTP: 2:1:0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction -An overview of auditing- Origin and evolution –Definition- Salient features- Objects of Audit- Nature of Auditing- Scope of Auditing-Principles of Auditing- Type of Audit and Auditors- Objects of audit- Detection and prevention of fraud- Concept of " true and fair view"-Advantages of Audit-Limitations of audit- auditing vs Investigation - Distinction between accounting and auditing.	10Hours	CO1	PO5	PSO2
Unit-2	Audit function of an auditor: Integrity, Objectivity and independence of an auditor, section 226, section 314 and code of ethics. Appointment, right, duties and liabilities of an auditor. Audit planning, factors affecting audit planning, audit programming and quality control for audit. Considerations of laws and regulations in an audit of financial statements and audit procedures.	10Hours	CO2	PO5	PSO2
Unit-3	Vouching: Meaning, substantial procedures and vouching of cash transactions and trading transactions. Audit of Financial statement: Audit of income statement and position statement in respect of the depreciation, valuation of inventory, share capital, reserve and surplus, current assets and liabilities, investment, fixed assets.	09Hours	CO3	PO5	PSO2

Unit-4	Internal Audit: Introduction- – Forms of Audit - Propriety Audit, Compliance Audit and Efficiency Audit – Nature, Scope and Techniques of Internal Audit; Functions and Responsibilities of Internal Auditors; Organizational Status of Internal Auditing Function, Internal Audit vis-à-vis Statutory Audit.	10Hours	CO4	PO5	PSO2
--------	--	---------	-----	-----	------

3. Varsha Ainapure Mukund Ainapure, “Auditing and Assurance” PHI Pvt. Ltd., New Delhi
4. Aruna Jha, Student Guide to Auditing, Taxman Allied Service (P) Ltd.
5. Kamal Gupta & Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill.
6. K.C. Shekhar, Auditing, Vikas Publishing House (P) Ltd.
7. S. D. Sharma, Auditing Principles and Practice, Taxmann Allied Services (P) Ltd.

Course Title: Auditing Standards & Practices
Course Code: B22CCS454
Course Description: This course familiarizes students with different concepts of Auditing and the the process of issuing auditing standards. It also emphasizes on the review of internal control and the techniques that could be adopted.
Course Objectives: <ol style="list-style-type: none"> 1. To develop knowledge of Auditing standards 2. To know different techniques of internal control 3. To implement audit engagement and documentation.
Course Outcomes: After the completion of the course, students will be able to: CO1: Demonstrate an understanding on auditing standard. CO2: Understand internal control techniques. CO3: Study review of purchasing operations CO4: Synthesize Audit engagement and documentation.
Course Pre-requisites: Auditing
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.
LTP: 2:1:0
Course type: SC

Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Auditing Standard:- Introduction-GAAS- Procedure of issuing auditing standards-International Auditing Standards-Harmonization of Indian Auditing standards with International Auditing Standards-Brief Overview of Auditing Standards in India-Standards on Quality Control (SQC)-Elements of System of Quality Control-Standards for Audits and Reviews of Historical Financial Information.	10 Hrs.	CO1	PO3	PSO1
Unit-2	Internal Control: Nature, Scope And Elements – Internal Control distinguished from Internal Check and Internal Audit – Techniques of Internal Control System, Flow Charts, Internal Control Questionnaires – Steps for Internal Control and Audit Evaluation – Audit Testing – Need For Sampling and Various Approaches to Statistical Sampling – Inter-Firm and Intra-Firm Comparisons – Ratio And Trend Analysis; Audit In Depth.	10 Hrs.	CO2	PO3	PSO1
Unit-3	Review of Internal Control: Review of Purchasing Operations – Review of Efficacy of Management Information System – Review of Selling and Distribution Policies and Programmes – Review of Manufacturing Operations – Review of Personnel Policies – Appraisal of Management Decisions.	10 Hrs.	CO3	PO3	PSO1
Unit-4	Audit Engagement and Documentation: – Audit Procedures: Audit Plan , Audit Programme, Vouching and Verification – Documentation: Audit Working Papers and Files – Sampling, Test Checking, Techniques of Test Checks.	9 Hrs.	CO4	PO3	PSO1

Reference Books:

1. M.C. Shukla, T.S. Grewal : Advanced Accounts Vol. II; S. Chand & Company Ltd., 7361, Ram Nagar, & S.C. Gupta New Delhi-110 055.
2. R.L. Gupta & : Company Accounts; Sultan Chand & Sons,23, Daryaganj, New DelhiM. Radhaswamy 110 002.

3. S.P. Jain & K. L. Narang : Advanced Accountancy-Vol.II; Kalyani Publishers, 23, Daryaganj, New Delhi - 110 002.

4. S. N. Maheshwari & : Advance Accounting Vol. II; Vikas Publishing House (Pvt.) Ltd., A-22, S.K. Maheshwari Sector 4, Noida – 201 301.

5. Ashok Sehgal & : Advanced Accounting Vol. 2; Taxmann's, 59/32, New Rohtak Road, Deepak Sehgal New Delhi-110 005.

<https://cag.gov.in/en/page-cag-s-auditing-standards-2017#chapter402>

<https://cag.gov.in/en/page-cag-s-auditing-standards-2017>

<https://cag.gov.in/en/examination/examination-books>

VI. Specialization: Innovation & Entrepreneurship

Course Title : BUSINESS INCUBATION
Course Code: B22CCS461
Course Description: The course focuses on understanding how business incubators work, who they are right for, how to quantitatively measure their Success and it will allow students to understand the current or future business needs. This course will give the students the tools to differentiate between financing options and incubator types, understand how to build a successful business plan, model and track incubator success, and provide financial literacy in the world of business incubation. After successfully completing this course, the learner should feel competent in how to start, manage, and assess business incubators.
Course Objectives: The objective of this course is to: <ol style="list-style-type: none">1. Explain fundamental incubators concepts, the elements of Business Incubators and process.2. To know the various incubators operations including mentoring process and incubators and accelerators.3. Analyze a Financial supports for incubation centre establishment, Virtual incubation and Technology support.1. Explain the top incubators and their support for startups .
Course Outcomes: On successful completion of this course students shall be able to: CO1: Describe the importance of incubation and its ecosystem. CO2: Describe the key principles of business Incubation; and Conceptualize ideas to start their own incubators. CO3: Monitor the financial performance of the incubator towards financial sustainability for agribusiness and technology incubators.

CO4: Understand the different types of Incubators and their facilities in India.					
Course Pre-requisites: Entrepreneurship, Startups, Business.					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Business Incubation Basics: Introduction and History of business incubation. The different purposes that incubators are serving, Managing the Business Incubator, Incubates and Incubators. Implement and maintain an incubator structure, Private Public Partnership in incubation. Stages of Incubation Process. Case studies.	10Hours	CO1	PO2	PSO3
Unit-2	Business Incubator Operations: Planning an Incubator-Business Incubation Marketing and Stakeholder Management-Financing a Business Incubator Monitoring, Evaluation and Benchmarking, Implementing a Mentoring Program. Incubators and accelerators support for startups. Case studies.	10Hours	CO2	PO2	PSO3
Unit-3	Advanced Incubator Management- Deals and Financing for Incubator Clients, different sources of financing for Incubates, Technology Commercialization, Virtual Business Incubation, pros and cons of virtual incubation compared with traditional incubation, Agribusiness Incubation, models for Agribusiness incubators and Innovation Ecosystem Development. Case studies.	09Hours	CO3	PO2	PSO3
Unit-4	Incubation centers. -Startup Incubators, The 10,000 Startups, Incubate (Warehouse) program, Digital Impact Square (DISQ), Indian Angel Network, Create accelerator in India - iCreate, Villgro, Seed fund, 500 startups,	10Hours	CO4	PO2	PSO3

Reference Books:

	eCubation, Palo Alto Area Virtual Incubator, WorcLab and LACI etc..				
--	---	--	--	--	--

1. My Mission in Russia: Business Incubators, Tactics and Lessons by Thomas Fletcher Grooms 2018 Create Space Independent Publishing Platform (May 24, 2018)
2. Startup Incubators and Business Accelerators, The Easy Way to Create a Startup Incubation and Business Acceleration by Jobe David Leonard 2014. Create Space Independent Publishing Platform; Large Print edition (October 27, 2014)
3. Technology Business Incubators in India: Structure, Role and Performance: 2 (De Gruyter Studies in Knowledge Management and Entrepreneurial Ecosystems, 2) by M H Bala Subramanian (Author), H S Krishna (Author) 2014
4. THE LEAN STARTUP (PAPERBACK) by ERIC RIES Publisher : Penguin UK (6 October 2011)
5. Start-Up Creation The Smart Eco-efficient Built Environment by Fernando Pacheco-Torgal, Erik Rasmussen, 2nd Edition - May 21, 2020

Course Title : Understanding Business Opportunities
Course Code: B22CCS462
<p>Course Description:</p> <p>The course focuses on understanding how business incubators work, who they are right for, how to quantitatively measure their Success and it will allow students to understand the current or future business needs. This course will give the students the tools to differentiate between financing options and incubator types, understand how to build a successful business plan, model and track incubator success, and provide financial literacy in the world of business incubation. After successfully completing this course, the learner should feel competent in how to start, manage, and assess business incubators.</p>
<p>Course Objectives: The objective of this course is to:</p> <ol style="list-style-type: none"> 1. Explore and experience the joy of creating unique solutions to market opportunities 2. Create and exploit innovative business ideas and market opportunities 3. Turn market opportunities into a business plan. 4. Understanding Entrepreneurship opportunities through Government policies 2.

Reference Books:

Course Outcomes: On successful completion of this course students shall be able to: <ol style="list-style-type: none"> 1. Build a mindset focusing on developing novel and unique approaches to market opportunities 2. Demonstrate and present successful work, collaboration and division of tasks in a multidisciplinary and multicultural team 3. Demonstrate understanding and application of the tools necessary to create sustainable and viable businesses 4. Understanding business models and adaption to new ideas. 					
Course Pre-requisites: Entrepreneurship, Startups, Business.					
Pedagogy: Direct Method, ICT, Problem-solving, Case- based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Business Ideas and Opportunities- Business idea- sources of business ideas- methods of generating business ideas- Pattern Recognition-Experience factor- Business Ideas and Creative thinking- Approaches to unleash creativity: Difference between idea and opportunity; Idea to Opportunity-Business Idea Presentations using idea canvas	10Hours	CO1	PO2	PSO3
Unit-2	Identification of business opportunities- Objectives- sources – challenges and factors influencing opportunity identification of Business Opportunities in the Context of Karnataka – Industrial Policy; Skill Development for Entrepreneurs; Business Incubation Centers; Start-up Policy Framework and Incentives	10Hours	CO2	PO2	PSO3
Unit-3	Introduction entrepreneurial process- Screening criteria- Environmental Scanning, Need Assessment, Resource Assessment, Sources of Supply; Challenges of New Venture Strategies, Pitfalls in Selecting New Ventures, Critical factors for New Venture Development, Sources of Finance and Problems. Opportunity Identification Presentations- SIP	09Hours	CO3	PO2	PSO3

Unit-4	Understanding competitive landscape- Business Model Canvas- RAMP Model - Mullin's 7 Domain Model- Skill Assessment and Development Exercises. Case Study of Successful Entrepreneurs; Interaction of Entrepreneur for Firsthand Account of Entrepreneurial Skills.	10Hours	CO4	PO2	PSO3
--------	---	---------	-----	-----	------

1. Stephen Spinnelli Jr and Robert J. Adams Jr New Venture Creation- Entrepreneurship in 21st Century, , Mc Graw Hill International 2016
2. Kathleen R. Allen New Venture Creation , Cengage India, 2012
3. Alexander Osterwalder and Yves Pigneur, Business Model Generation, Wiley India P Ltd, New Delhi.

Course Title: Entrepreneurship in India
Course Code: B22CCS463
Course Description: This course is designed to facilitate learners to gain sound knowledge on the key concepts connected with the domain of Entrepreneurship. It emphasizes on understanding the entrepreneurship ecosystem. The course also focusses on the very need of Entrepreneurship in the light of changing trends in the economy.
Course Objective <ol style="list-style-type: none"> 1. To develop sound understanding on the key concepts of Entrepreneurship. 2. To facilitate students in identifying the ecosystem of Entrepreneurship. 3. To elucidate development of entrepreneurship in India 4. To enable students acknowledge the current trends in Entrepreneurship in India
Course Outcomes: After the completion of the course, students will be able to: CO1: Comprehend the key concepts of Entrepreneurship CO2: Identify the ecosystem of Entrepreneurship CO3: Elucidate development of entrepreneurship in India CO4: Acknowledge the current trends in Entrepreneurship in India
Course Pre-requisites: Entrepreneurship Development
Pedagogy: ICT, Interactive Learning / Flipped Classroom
LTP: 2:1:0
Course type: SC

Contact Hours:39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Entrepreneurship in India - Introduction – Concept of ‘being entrepreneurial’, Entrepreneurship – Whether Entrepreneurs are born or made? Why Entrepreneurship? Charms of being an entrepreneur – Myths of Entrepreneurship - The process of Entrepreneurship - The role of Entrepreneurship in the development of Indian economy. Successful Enterprises and Entrepreneurs in India.	10 Hrs.	CO1	PO7	POS1
Unit-2	Journey of Entrepreneurship – The challenges in starting up a new venture – Business Plan – Writing a workable business Plan – Considerations (Contents); Feasibility Analysis – Working on ‘Plan B’ – Identifying the sources of funds - Elevator pitch – Start-up issues and solutions – Managing and controlling the business and sustenance.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Entrepreneurial Eco-system – Entrepreneurial policy framework, Funding & Finance – Mentors, Advisors & Support System – Incubation Centers at educational institutes – Professional & Technical training – Suppliers – Govt. policies.	10 Hrs.	CO3	PO4	POS1
Unit-4	Recent trends in Entrepreneurship – Disruptive business approaches - Start-ups – Green business – Social Entrepreneurship – Business from home – M Commerce – Social Commerce – Changing thought process in young minds (from job seeker to job provider).	9 Hrs.	CO4	PO4	POS1

References

1. Dr. Aswathappa: Essentials of Business Environment, HPH.
2. Francis Cherrunilam : Business Environment, HPH.
3. Muniraju S.K. Podder – Business Organisation & Environment, VBH

4. Vivek Mittal, – Business Environment, Excel Books, New Delhi.
5. Raj Agarwal – Business Environment, Excel Books, New Delhi.
6. K. Venkataramana, Business Environment, SHB Publishers.
7. Dr. Alice Mani: Business Organization & Environment, SBH.

Course Title : Legal Aspects of Entrepreneurship					
Course Code: B22CCS464					
Course Description: <p>This 2 credit course provides important legal information required by an entrepreneur to start and run a business successfully. It familiarizes the students about various legal issues regarding formation of a business with a special reference to MSME legislations. It provides information on business ownership forms and legal issues to be followed in small business operations. The course covers information on legal issues related to tax liabilities of businesses and IPR issues.</p>					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To provide important legal information required by an entrepreneur to start and run business successfully. 2. To familiarize students with various legal issues connected with formation of a business with a special reference to MSME legislations. 3. To enable students to understand business operations keeping in view legal and tax laws.. 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Understand the application of various legal issues pertaining to form of business organizations CO2: Conduct a simple marketing feasibility study. CO3: Identify the legal framework that an entrepreneur needs to address at various stages of business. CO4: Appreciate and apply the Intellectual Property Rights.					
Course Pre-requisites: Business law, General Management.					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Business types and Legal Compliances - Sole Proprietorships, Partnerships, Companies Act, (2013)	10 Hrs.	CO1	PO7	POS1

	Corporations, Limited Partnerships and Limited Liability Partnerships, Companies and Limited Liability Companies; Franchises- Concept- benefits, requirements, and the key components of the Franchise policies- Franchises in India.				
Unit-2	Legal issues in Business Operations- Law of Contract; Sale of Goods Act, warranties, guarantees, rights of buyers & sellers, unpaid seller; MSME Act 2016 , Companies Act- provisions, prospectus, memorandum of understanding.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Laws related to Taxes and Duties- Income Tax Act, Import and Export Legislations (EXIM policy of India); GST.	10 Hrs.	CO3	PO4	POS1
Unit-4	Understanding Intellectual Property Rights- Intellectual Property Rights- Patents, Copyrights, Trademarks and Trade Secrets.	9 Hrs.	CO4	PO4	POS1

Reference Books:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House, New Delhi, 2016
2. Poornima M Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearsons, 2nd Edition. <http://www.gbv.de/dms/zbw/85816762X.pdf>
3. Bruce R. Barringer, R.Duane Ireland, Entrepreneurship – Successfully Launching New Ventures, Pearson, 2010.
4. Akhileshwar Pathak, Legal Aspect of Business, McGraw Hill Publication, 5th Edition, 2013.
5. Avtar Singh, Principles of Mercantile Law, Eastern Book Company , New Delhi , 2000 .
6. Kapoor, N.D., Elements of Mercantile law, Sultan Chand and Sons, 38th Edition, 2020.
7. V.S.Dubey, Students Guide to Corporate Laws, Taxman Publication.

Course Title : CONSUMER BEHAVIOUR
Course Code: B22CCS471

Course Description:

This course focusses on consumer behaviour from a marketing perspective. Students will become familiar with consumer behavior models of decision-making, taking a closer look at how consumers process information, develop preferences and make choices. Also, different marketing tactics used by business/organizations to influence consumers would be looked at.

Course Objectives: The objective of this course is to:

1. To understand the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
2. The course content will also address the importance of subculture and global consumer culture as marketing opportunities.
3. To make students understand the theoretical perspectives associated with consumer decision making, including recognizing cognitive biases and heuristics.
4. To help students in assessing advanced literature in the field of consumer research

Course Outcomes: On successful completion of this course students shall be able to:

CO1: To identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.

CO2: To demonstrate how concepts may be applied to marketing strategy

CO3: To explore and compare the core theories of consumer behaviour in both consumer and organisational markets

CO4: To apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.

Course Pre-requisites: Marketing Management and Organizational Behaviour**Pedagogy:** Direct Method, ICT, Case based

LTP: 2:1:0

Course type: Soft Core

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to the Study of Consumer Behaviour: Defining Consumer Behaviour. Scope and Application of Consumer Behaviour, Why Study Consumer Behaviour. Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension. The Interdisciplinary Nature of Consumer Behaviour.	10 Hrs.	CO1	PO7	POS1

	Market Research and Consumer Behaviour. Relevance of Market Research with Consumer Behaviour. Approaches to Consumer Behaviour Research. Quantitative Research. Qualitative Research.				
Unit-2	The Consumer Decision Making Process. Buying Motives. Buying Roles. Consumer Decision Making Process. Levels of Consumer Decision Making. Perspectives to Consumer Decision Making. Consumer Decision Making Process. Howard Sheth Model of buying behaviour.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Psychological Influences on Consumer Decision Making. Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement. Consumer Learning. Personality, Self-concept and Self-image. Consumer Perception, Risk and Imagery. Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change. Consumer Communication. Sociological Influences on Consumer Decision Making. Consumer groups. Consumer reference groups. Family and Life cycle. Social class and mobility, lifestyle analysis. Culture; Sub-Culture. Cross Culture. Interpersonal Communication and influence. Opinion Leadership. Diffusion of innovation. Diffusion Process. Adoption Process. Consumer Innovators. Multiplicative innovation adoption (MIA) model.	10 Hrs.	CO3	PO4	POS1
Unit-4	Organizational Buying. Differences between Industrial Markets and Consumer Markets. Differences between Organizational and Consumer Buying. Buying Decisions in Organizational Buying Process; Types of Decision Making. Organization Buyer's Decision-Making Process. Factors influencing Organizational Buying Behaviour. Decision Makers in Organizational Buying. Webster and Wind model of Organizational buying behavior. The Sheth model of Industrial buying.	9 Hrs.	CO4	PO4	POS1

Reference Books:

1. Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India, 1994
2. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
3. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993
4. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995
5. Mowen, John C. Consumer Behaviour , New York, MacMillan, 1993
6. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989

Course Title : Digital Marketing
Course Code: B22CCS472
<p>Course Description:</p> <p>The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success. Course also through light on various digital marketing tools which are aggressively used by modern day business organizations. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.</p>
<p>Course Objectives: The objective of this course is to:</p> <ol style="list-style-type: none">1. To provide knowledge and skills on Digital marketing and its importance in marketing and business ventures.2. To familiarize the students with an understanding on how to create a strategically-focused Digital marketing plan.3. To Use Digital media platforms effectively and track progress in achieving digital media goals with a variety of powerful measurement tools, services, and metrics.
<p>Course Outcomes: On successful completion of this course students shall be able to:</p> <p>CO1: Explain the importance, scope and goals of Digital marketing and its limitations</p> <p>CO2: Design and plan digital media programs that directly support business and marketing goals.</p>

CO3: Explain the social media zones and develop social media marketing tactics that integrate with other online and offline marketing channels and programs.

CO4: Measure the effectiveness of online reputation activities and use learnt tools to manage digital reputation.

Course Pre-requisites: Basic understanding of Digital media

Pedagogy: Direct Method, ICT, Case based

LTP: 2:1:0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction To Digital Marketing, Pros And Cons Of Digital Marketing, Difference Between Traditional Marketing Communication And Internet Based Marketing Communication, The Internet Marketing Mix, Types Of Web Presence, E-Commerce Business Models, Pure Play, Hybrid And Multi-Channel Options.	10 Hrs.	CO1	PO7	POS1
Unit-2	Digital Marketing Communications : Search Engine Marketing (SEM): Definition Of SEM, Definition Of Search Engine Optimization (SEO); Advantages And Disadvantages Of SEO, Paid Search Engine Marketing, Pay Per Click Advertising (PPC); Landing Pages; Long Tail Concept; Geo-Targeting.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Social Media – Social Media And Integrated Marketing Communications, Evaluation Of Social Media, Social Media Tools – Blogs, Microblogs, Social Networks, Media Sharing Sites, Social New Sites, Review Sites, Virtual Worlds And Online Gaming, Social Media And Mobile Marketing.	10 Hrs.	CO3	PO4	POS1
Unit-4	Introduction To Online Reputation Management, Importance Of Managing Online Reputation For A Business, Strategies And Tools Of Online Reputation Management, Handling Negative Comments. Localization	9 Hrs.	CO4	PO4	POS1

	Of Content And Advertising. Consumer Engagement – Meaning And Methods				
--	--	--	--	--	--

Reference Books:

1. Digital Marketing by Seema Gupta (IIM-B)
2. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis Chadwick
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation- Damian Ryan and Calvin Jones

Course Title: Strategic Human Resource Management
Course Code: B22CCS473
Course Description: <p>This course presents a thorough and systematic coverage of issues related to strategic human resource management; this course is basically for the students who are specializing in the field of Human resource management. This course will help the students to think strategically and integrate the activities of HR with the organization's goals.</p>
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. Distinguish the strategic approach to human resources from the traditional functional approach. 2. Understand the relationship of HR strategy with overall corporate strategy. 3. Understand the strategic role of specific HR systems. 4. Appreciate SHRM in the context of changing forms of organisation.
Course Outcomes: On successful completion of this course students shall be able to: <p>CO1: To understand the strategic human resource management and how it's different from traditional HR</p> <p>CO2: To understand the strategic approach to manpower acquisition, strategic recruitment</p> <p>CO3: To Understand rewards management and performance management, as well as their relation to each other and to other HR areas</p> <p>CO4: To Identify the linkages between HRM functions and operations and organizational strategies, structures, and culture.</p>
Course Pre-requisites: Financial accounting, Cost and Management Accounting
Pedagogy: Direct Method, ICT, Case based

LTP: 2:1:0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to Strategic HRM: Traditional Vs. strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach, The Evolving/ Strategic Role of Human Resource Management: Strategic HR versus Traditional HR, Barriers to Strategic HR, Strategic approach to management structure, job design.	10 Hrs.	CO1	PO5	POS1
Unit-2	Strategic Management: Models of strategy, the process of Strategic management, A Strategic approach to manpower acquisition – recruitment and selection, Strategic development of human resources, Analysis of environment, Organizational Self- Assessment, Establishing Goals and objectives, importance of strategic planning for business success, Setting strategy- Corporate Strategies, Business unit Strategies, An introduction to market driven strategy, Resource driven strategy	10 Hrs.	CO2	PO5	POS1
Unit-3	Compensation & Reward Strategies: Skill Based Pay, Broad banding, Variable Pay, Incentives and Benefits, Profit Sharing, ESOP, Executive Compensation, Training & Development Strategies: Cross-cultural Training, Multi-Skilling, Succession Planning, Learning Organizations and Organizational Learning	10 Hrs.	CO3	PO5	POS1
Unit-4	Human Aspects of Strategies Implementation, Human Side of Mergers & acquisition, Leadership, Managing Conflict, Stress Management, Work-life Balance, Reengineering HR, Human Resource Development: Accounting and Audit, Scorecard and Report. Retirement & Retrenchment Strategies: Redundancy, Downsizing, HR Outsourcing, Employee Leasing, Separation Benefits e.g., VRS/CRS	9 Hrs.	CO4	PO5	POS1

Reference Books:

1. Strategic Human Resource management, Das Pulak, Cengage Learning
2. Strategic Human resource management, Charles R. Greer, Pearson
3. Strategic Human Resource Management by Tanuja Agarwala, Oxford University Press
4. Personnel Management - Text & Cases, By C. B. Mamoria & V. S. P. Rao, Himalaya
5. Strategic Human Resource Management by Rajib Lochan Dhar, Excel Books.

Course Title : Employee Welfare and Social Security					
Course Code: B22CCS474					
Course Description: The objective of this course is to enable students to acquire knowledge on Labour Welfare, administration & Social Security. To expose students to acquire skills to understand incentives and fringe benefits provided to laborers.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 4. Explain fundamental social and labour welfare so 5. Analyze the social security measures for industrial employees 6. Analyze an impact of ILO 5. Understand the labour legislation in India					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Demonstrate the theoretical knowledge relating to social and labour welfare CO2: Understanding the concept of social security in India CO3: Learning the Impact of ILO on labour welfare in India CO4: Comprehend labour laws in India					
Course Pre-requisites: Understanding the basic concept of social and labour welfare					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	SOCIAL & LABOUR WELFARE : Concept, Scope and objectives Philosophy and Principles of Labour Welfare; Evolution of Labour Welfare in India, Indian constitution	10 Hrs.	CO1	PO5	POS1

	and Labour Welfare Labour Welfare Policy and Five-Year Plans, National Commission on Labour recommendations on Labour Welfare.				
Unit-2	SOCIAL SECURITY; Concept and scope of social security, social assistance and social insurance, development of social security in India, social security measures for industrial employees, Benefits under Different Social Security Legislations-their financing. and administration	10 Hrs.	CO2	PO5	POS1
Unit-3	INDIAN LABOUR ORGANIZATION: Impact of ILO on labour welfare in India, Agencies of labour welfare and their roles, labour welfare programmes, statutory and non-statutory, extra mural and intra-mural. The role and functions of welfare officer.	10 Hrs.	CO3	PO5	POS1
Unit-4	LABOUR LEGISLATIONS: Payment of wages Act 1936, the minimum wages Act 1948, the payment of bonus Act 1965, the equal remuneration act 1976, Employees provident fund Act, Maternity benefit Act, Family Pension Scheme. Provision of Gratuity Act 1972.	9 Hrs.	CO4	PO5	POS1

Reference Books:

1. Jayant S. Railkar- Labour welfare & Practice – Vipul Prakashan.
2. A.M. Sarma – Aspects of Labour welfare & Social Security – Himalaya Publications.
3. Punekar & Deodhar – Labour welfare Tata MC Graw Hill Publishing.
4. Sharma.A.M- Aspects of Labour welfare and social security Himalaya publishing house, Mumbai.

FIFTH SEMESTER

Course Title: MANAGEMENT ACCOUNTING
Course Code: B22CC0501

Course Description: 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.					
Course Objectives: 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.					
Course Outcomes: CO1: Evaluate and understand the relationship between financial accounting, management and cost accounting and a comparison of various financial statements. CO2: Analyse the preparation of cash flow and fund flow statements which helps out firm in taking decision and making future plans for the company. CO3: Estimate the Costs and calculate the Variances. CO4: Apply and interpret budgets and budgetary control.					
Course Pre-requisites: Financial Accounting					
Pedagogy: Direct Method and ICT					
LTP: 3:0:1					
Course type: HARD CORE					
Contact Hours: 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Introduction to Management Accounting 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.	12 Hrs	CO1	PO1	PSO1

	Financial statement analysis: Meaning, objectives, Methods of Financial Analysis,- Comparative Statement Analysis, Common size Statement and Trend Analysis (Problems).				
UNIT-2	Fund flow Statement and Cash flow Statement Fund flow Statement: Meaning, Uses and Limitations of Fund Flow statement, Procedure of Fund flow statement, Statement of Changes in Working capital. (Simple Problems) Cash flow Statement: Meaning, Definition, Uses, Limitations of Cash flow statement, Differences between Cash flow statement and Fund flow statement, Procedure of Cash flow statement, Preparation of Cash flow statement as per Ind AS-7. (Indirect Method)	14 Hrs	CO2	PO1	PSO1
UNIT-3	Standard Costing 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
UNIT-4	Budgetary Control 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.	14 Hrs	CO4	PO1	PSO1

	Problems on Flexible budgets and Cash budgets.				
--	--	--	--	--	--

REFERENCE BOOKS

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

Course Title: BUSINESS RESEARCH METHODS
Course Code: B22CC0502
Course Description: 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.
Course Objectives: <ol style="list-style-type: none"> 1. To help students acquire the knowledge of Research Process and various techniques and research design. 2. To help students to learn the tools used in the research application. 3. To know different techniques for analyzing Hypothesis and identify how to Write a research report and prepare a project report.
Course Outcomes: <p>CO1: Determine the concept of Research process and Research Methodology</p> <p>CO2: Analyze various measuring techniques and sampling methods</p> <p>CO3: Understand the hypothesis testing techniques like ANOVA, Chi-square, Linear Regression</p> <p>CO4: Understands the concept of how research report preparation has to be prepared.</p>
Course Pre-requisites: Basic Concepts of Research.
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	Introduction Meaning of research: Scope of Research in Business: Purpose of Research – Exploration, Description, Explanation: Unit of Analysis – Individual, Organization, Groups and Data Series: Conception, Construct, Attributes Variables. Research Process An Overview: Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Methods, Existing Data Based Research, Longitudinal Studies, Panel Studies.	14Hrs	CO1	PO7	PSO3
UNIT-2	Measurement Definition: Designing and writing items; Uni-dimensional and Multi-dimensional scales; 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.	12Hrs	CO2	PO7	PSO3
UNIT-3	Hypothesis Testing 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
UNIT-4	Report Preparation 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.

Course Title: INCOME TAX & PRACTICE -II					
Course Code: B22CC0503					
Course Description: 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.					
Course Objectives: <ol style="list-style-type: none"> 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 					
Course Outcomes: <p>CO1: Compute the taxable income from the heads- business & profession of profits</p> <p>CO2: Calculate the capital gain under the provisions of 54 & income from other sources</p> <p>CO3: Analyze the concepts of deductions u/s 80C to 80U</p> <p>CO4: Enumerate the concept of set-off and carry forward of loss</p>					
Course Pre-requisites: Basic Concepts of Taxation					
Pedagogy: Direct Method					
LTP: 3 0 1					
Course type: HARD CORE					
Contact Hours: 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Profits and Gains from Business Or Profession 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	Capital Gains Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Capital Gains – Exemptions U/S 54, 54B, 54D, 54EC, 54F– Problems on Capital Gains. Income from Other Sources Incomes – Taxable under the head Other Sources – Securities – Kinds of Securities – Rules for Grossing Up – Ex-Interest Securities – Cum-Interest Securities – Bond Washing Transactions – Problems on Income from Other Sources.	14 Hrs	CO2	PO1	PSO1
UNIT-3	Deductions from Gross Total Income 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	Set-Off & Carry Forward of Losses and Assessment of Individuals 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

Course Title: GOODS AND SERVICES TAX

Course Code: B22CC0504					
Course Description: 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.					
Course Objectives: 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.					
Course Outcomes: 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					
Course Pre-requisites: Basic Concepts of Indirect Tax					
Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM					
LTP: 3 0 1					
Course type: HARD CORE					
Contact Hours: 52					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Fundamentals of GST 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	14Hrs	CO1	PO1	PSO1

	<p>GST Model- Structure of GST (SGST,CGST,IGST, UTGST)Overview of GST Act 2017- Salient features of CGST Act, SGST Act (Karnataka State), IGST Act.</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>				
UNIT-2	<p>Levy and Collection of Tax</p> <p>Introduction-Supply: meaning and Scope of Supply, types of supply, treatment of mixed & composite, Location of Supplier of Service- Location of recipient of service Supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, List of transactions for supply of goods & services and list of transactions for non supply of goods & services-Reverse charge Mechanism.</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.</p> <p>Problems on determination of time of supply.</p>	14Hrs	CO2	PO1	PSO1
UNIT-3	<p>Assessment and Returns</p> <p>Input Tax Credit: Meaning, conditions for taking credit, ineligible input tax credit, availability of credit in special circumstances, Input tax credit and change in constitution of registered person, Taking input tax credit in</p>	12Hrs	CO3	PO1	PSO1

	<p>respect of inputs and capital goods sent for job work, Manner of Distribution of Credit by Input Service Distributor (ISD).</p> <p>Assessment & Returns: Overview of Assessment, returns- Types- Furnishing details of outward supplies and Inward supplies, Claim on ITC, Matching reversal and reclaim of ITC, Steps for Filing forms, Levy of late fee. Problems on Assessment of tax and tax liability.</p>				
UNIT-4	<p>Customs Act 1962</p> <p>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.</p>	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. Goods & Services tax- Singhania K vinod-Taxmann publications, New Delhi

Course Title: SERVICES MANAGEMENT
Course Code: B22CC0505
<p>Course Description: This course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities in service sector.</p>

Course Objectives:					
1. Investing the appropriate management approaches under different business environments upon understanding the general characteristics of service.					
2. Study service management theories such as service profit chain.					
3. Analyze service management from multiple perspectives including strategy, marketing, operation, and organizational behavior.					
Course Outcomes:					
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					
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 -I	Introduction: Evolution of service sector, definition, concept, Nature and Characteristics of services, Role, Importance and Types of services, 7Ps of services, Ethics in services Contemporary Issues in Service management 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
UNIT-2	Service Operations and Processes Job Design, Safety and Physical Environment, Automation in services, Operation standard and work measurement, Service Blueprinting, Service	14 Hrs	CO2	PO5	PSO2

	Process, Service Process Matrix, Service Guarantee, Managing waiting line				
UNIT-3	Service Marketing 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
UNIT-4	Service Delivery 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.

Specialisation:

I. Specialization : Accounting & Taxation

Course Title : ACCOUNTING THEORY AND STANDARDS
Course Code: B22CCS511
Course Objective: To gain expert knowledge of the professional standards, principles and procedures of accounting, and their application to different practical situations.
Course Objectives: The objective of this course is to:

1. To gain knowledge about accounting concepts, Conventions and the accounting standards. 2. Examine the role of the Conceptual Framework in the standard-setting process. 3. Use principles of Accounting Standards to analyze, measure, and interpret accounting events. To comprehend equity settled transactions and Government accounting in India					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Gains knowledge of the professional standards, principles and procedures of accounting. CO2: Understands an overview of AS-1 to AS-6 and learns how it can be applied. CO3: Gain knowledge of AS-7 to AS-29 and explore their application to different practical situations and apply in real world situations. CO4: Comprehend Government accounting in India and apply in real life situations.					
Course Pre-requisites: Financial accounting, Corporate accounting and management accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Accounting Theory & Accounting: Nature; Classifications of Accounting Theory; Different Approaches to Theory Construction; Factors Influencing Accounting Environment; Measurement in Accounting. Accounting Principles: Generally Accepted Accounting Principles; Selection of Accounting Principles, Indian Accounting Standards. Accounting Equations, Accounting Standard Setting: Benefits; Standard Setting in India, Comparison of Standard Setting in India, USA and U.K. (Theory only)	10 Hrs	CO1	PO1	PSO2

UNIT-2	Accounting Standards: An overview, Working knowledge of: AS 1: Disclosure of Accounting Policies; AS 2: Valuation of Inventories; AS 3 Cash Flow Statements; AS 4: Contingencies and Events occurring after the Balance Sheet Date; AS 5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies; AS 6: Depreciation Accounting. (Theory and Problem)	10 Hrs	CO2	PO1	PSO2
UNIT-3	Accounting Standards: Working Knowledge of AS 7: Construction Contracts ; AS 9: Revenue Recognition; AS 10: Accounting for Fixed Assets; AS 11: The Effects of Changes in Foreign Exchange Rates (Revised 2003); 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; AS 29: Provisions, Contingent Liabilities and Contingent Assets. (Theory and Problem)	09 Hrs	CO3	PO1	PSO2
UNIT-4	Share Based Payments in Ind AS & Government Accounting in India: 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	10Hrs	CO4	PO1	PSO2

	Advisory Board (GASAB). (Theory and Problem)				
--	--	--	--	--	--

Reference Books:

1. E.S. Hendriksen, Accounting Theory, Richard D. Irwin.
2. M.W.E. Glautier and B. Underdown, Accounting Theory and Practice.
3. Ahmed Riahi Belkaoui, 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.

Course Title : CORPORATE FINANCIAL REPORTING
Course Code: B22CCS512
Course Description: The course focuses on developing an insight of Corporate reporting, preparation of financial statements, sustainable reports, value added statements and measurement of financial instruments
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To understand the conceptual frameworks of financial reporting 2. To understand the recognition, measurement, disclosure and analysis of information in an entity's financial statements to cater the needs of the stakeholders. 3. To introduce the student to the real time corporate cases
Course Outcomes: On successful completion of this course students shall be able to: CO1: Understands the purpose of Convergence of IFRS as Ind AS CO2: Analyse the Company's Financial Position CO 3 : Understand the recent developments in Accounting CO 4: To analyse the hedging concept in day to day activities
Course Pre-requisites: Financial accounting, Corporate accounting and management accounting
Pedagogy: Direct Method, ICT, Problem solving, Case based
LTP: 2:0:1
Course type: SC

Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Corporate financial Reporting Financial Reporting: Concept and development of Financial Reporting (including True Blood Report, The Corporate Report, FASB Concept No. 1, Stamp Report). Specific Issues in Corporate Reporting: Segment, Social and Interim Reporting. Harmonization of Financial Reporting (including IASCs Guidelines.), Convergence, Advantages of converting to IFRS, Criticisms of IFRS,	10 Hrs	CO1	PO1	PSO2
UNIT-2	Preparation of Balance sheet as per revised schedule VI. 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)	10 Hrs	CO2	PO1	PSO2
UNIT-3	Developments in Financial Reporting Value Added Statement, Economic Value Added, Market Value Added, Shareholders' Value added, Human Resource Reporting, and Inflation Accounting, extensible business reporting language.	09 Hrs	CO3	PO1	PSO2
UNIT-4	Introduction to Accounting and Reporting of Financial Instruments Meaning, recognition, de-recognition and offset., measurement of financial instruments, Hedge accounting, stock and commodity market intermediaries.	10Hrs	CO4	PO1	PSO2

Reference Books:

1. IFRS for India, Dr.A.L.Saini, Snow white publications
2. Roadmap to IFRS and Indian Accounting Standards by CA Shibarama Tripathy
3. D.S.Rawat-Students' Guide to Accounting Standards-Taxmann
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. Advance accounting Jain And Narang Kalyani Publishers
7. First lesson to International Financial ReportingStandards beginners guide by MP Vijay Kumar, prime knowledge services.
8. A student's guide to international financial reporting standards by Clare Finch, Kalpan Publishing.

REFERENCE BOOKS:

1. Basic International Taxation - Principles: Roy Rohatgi, Taxmann, Second Edition, Vol. – I;
2. Basic International Taxation - Practice: Roy Rohatgi, Taxmann, Second Edition, Vol. – II;
3. Direct Taxes - Law & Practice: Vinod K. Singhania & Kapil Singhania, Taxmann;
4. The Law and Practice of Tax Treaties: An Indian Perspective - Nilesh Modi, Rajesh Kadakia, Wolters Kluwer India Pvt. Ltd.;
5. CCH India Master Tax Guide, PWC;
6. CCH International Master Tax Guide, PWC;
7. Commentary to OECD Model Tax Convention and UN Model Convention;
8. CA Course Material.

REFERENCE BOOKS:

1. Singhania, V.K: Direct Tax Planning and Management, Taxman, N.Delhi
2. Singhania V. K: Direct Taxes Laws and Practices, Taxman, N. Delhi
3. E. A Srinivas: Corporate Tax Planning: Corporate Tax Planning; Tata Mc – Graw Hill
4. Mehrotra HC: Direct Tax Planning.
5. Kushal Kumar Agrawal: Direct Tax Planning and Management; Atlantic Publishers
6. Bhagavath Prasad: Direct Tax Law and Practice
7. Lakhotia RN: Corporate Tax Planning

Course Title: TAX PLANNING AND TAX MANAGEMENT					
Course Code: B22CCS514					
Course Code: B22CCS513					
Course Description: To enable students to learn the basic principles of Taxation system in India and how to file the return. Course emphasizes on tax treaties and tax laws of various countries and analyses importance of the same.					
Course Objectives:					
Course Objectives: The objective of this course is to enable students to The objective of this course is to enable students to 1. To expose the students to the latest provisions of Income Tax Act. 2. To understand the basic concepts and framework of the International Taxation. 2. To identify the Tax Planning and Assessment Procedures for Individuals, Firms and Companies. 2. To understand the impact of domestic taxation system.					
Course Outcomes: 3. to acquaint the students with theoretical and practical knowledge of tax planning On successful completion of this course students shall be able to: 4. to familiarize the students with major and latest provisions of the India tax laws.					
CO1: Able to know the overview of International Taxation.					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Study the impact of domestic tax system. CO1: Acquire the basic knowledge of tax planning. CO4: Determine the tax Laws of Various Countries and Transfer Pricing. CO2: apply the tax implications on individual assesses.					
Course Pre-requisites: Taxation CO3: analyze the taxation relief provisions.					
Pedagogy: Direct Method CO4: evaluate tax planning and tax management techniques.					
ETP: 2:01					
Course Pre-requisites: Basic knowledge about direct and direct tax laws					
Course type: Soft Core					
Pedagogy: Direct and ICT Method					
Contact Hours : 39					
ETP: 2:01					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	An Overview of International Taxation:	10 Hrs	CO1	PO1	PSO2
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	Introduction to tax planning and management: Concept of tax planning and management – Tax evasions and tax avoidance-Need and significance of tax planning and management- Tax Planning in respect of residential status. Introduction to tax planning and management: Concept of tax planning and management – Tax evasions and tax avoidance-Need and	10 Hrs	CO1	PO1	PSO2

UNIT-2	<p>significance of taxplanning and management- Tax Planning in respect of residential status.</p> <p>Concept- Model Tax Planning and its Features Scope in Nations - Objective of Tax Planning Difference between Tax Planning and Tax Evasion Types of Tax Planning and its Problems in Tax Planning only).</p>	10 Hrs	CO2	PO1	PSO2
UNIT-3	<p>Tax Planning: Individuals – Tax Planning with reference to all five heads of income for individuals – Salary, House Property, Profit from business and profession, Capital Gains and Income from other sources – Tax planning with respect to deductions, exemptions, Rebate, Relief, Concession and incentives (Problems focused on tax planning)</p>	09 Hrs	CO2	PO1	PSO2
UNIT-3	<p>Meaning of Double Taxation: Relief Applicable to Individuals, Firms and Companies - Double Taxation (Categories Only) - Pass Through Dividend and Dividend, Royalties, Capital gains. Foreign tax relief</p>	09 Hrs	CO1	PO1	PSO2
UNIT-4	<p>Tax Management Introduction Difference between Tax Planning and Tax Management Foreign tax credit and Indirect Tax Management Arbitrage of Tax Management - Preparation of Return Country of Taxation as a Resident of Tax Deduction United States of America, UK, Japan, Singapore, Australia, Mauritius (Theory only)</p>	10Hrs	CO2	PO1	PSO2
UNIT-4	<p>Tax Laws of Various Countries and Transfer Pricing: Salient features of tax laws: Asia Pacific Countries - United States of America - UK - Japan - Singapore - Australia – Mauritius -International transactions - Associated enterprises - Arms length price - Computation of arm's length price - Transfer pricing under Domestic Tax Law and under tax treaties - Authorities of advance rulings</p>	10Hrs	CO2	PO1	PSO2

	- Deduction of Tax at Source U/S 195 & DTAA. (Theory and Problem).				
Course Title: Indian Economy					
Course Code: B22CCS521					
Course Description: This course introduces the students to formal modeling of a macro-economy in terms of analytical tools. It discusses various alternative theories of output and employment determination in a closed economy in the short run as well as medium run, and the role of policy in this context.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To facilitate the historical, theoretical perspectives and various challenges of the development of Indian Economy and comprehend the different problems and approaches to economic planning and policies in India. 2. To assess the role of agriculture & Policies for Sustainable Agriculture in Indian Economy and explore Contribution Made by the Indian Industries and Foreign trade in the development of Indian Economy. 					
Course Outcomes on successful completion of this course students shall be able to: CO1: Recall the development process & challenges in India after independence CO2: Review the problems of economic planning and policies and measures in their contextual perspective CO3: Identify and analyze current issues of agriculture & Policies for Sustainable Agriculture in Indian Economy. CO4: Illustrate the Contribution Made by the Indian Industries and Foreign trade in the development of Indian Economy.					
Course Pre-requisites: The students should have basic idea about economic concepts.					
Pedagogy: Direct Method ,ICT& Collaborative and Cooperative learning					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	Contact Hours	CO	PO	PSO
UNIT-1	Basic features and problems of Indian Economy: - Nature of Indian Economy, demographic features and Human Resource	9 Hrs	CO1	PO8	PSO1

	Development (HDI), Problems of Poverty, Unemployment, Inflation, income inequality, Black money in India.				
UNIT-2	Sectoral composition of Indian Economy: - Issues in Agriculture sector in India ,land reforms Green Revolution and agriculture policies of India , Industrial development , small scale and cottage industries, industrial Policy, Public sector in India, service sector in India.	11 Hrs	CO2	PO8	PSO1
UNIT-3	Economic Policies :- Economic Planning in India , Planning commission v/s NITI Aayog, monetary policy in India, Fiscal Policy in India, Centre state Finance Relations, Finance commission in India. LPG policy in India.	10 Hrs	CO3	PO8	PSO1
UNIT-4	External sector in India: - India's foreign trade value composition and direction, India Balance of payment since 1991, FDI in India, Impact of Globalization on Indian Economy, WTO and India.	9 Hrs	CO4	PO8	PSO1

Reference Books:

1. Dutt Rudder and K.P.M Sunderam (2001): Indian Economy, S Chand & Co. Ltd. New Delhi.
2. Mishra S.K & V.K Puri (2001) "Indian Economy and –Its development experience", Himalaya Publishing House.
3. KapilaUma: Indian Economy: Policies and Performances, Academic Foundation
4. Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.
5. Jalan, B. (1996), India's Economic Policy- Preparing for the Twenty First Century, Viking, New Delhi.

Course Title : INTERNATIONAL ECONOMICS

Course Code: B22CCS522					
Course Description: This course introduces the students to the composition, direction and consequences of international trade and finance to understand the theories of international trade and develop insights into trade policy and balance of payments. The course also develops insight into international financial system and the trade policy of India.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To study the key concepts, trade theories & practical applications of international trade. 2. To understand the international Trade and Commercial Policies. 3. To analyze the need and importance of Economic Integration and International Monetary Institutions. 4. To Examine the contribution of Foreign Trade and foreign capital in the development of India. 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Examine the trade theories & practical applications of international trade. CO2: Identify and analyzes the international Trade and Commercial Policies CO3: Summarize the linkages between Economic Integration and International Monetary Institutions. CO4: To Evaluate the contribution of Foreign Trade and foreign capital in the development of India.					
Course Pre-requisites: Basics of Economics, International Trade					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
UNITS	SYLLABUS	Contact Hours	CO	PO	PSO
UNIT-1	Introduction and Theories of International Trade Meaning and Importance of International Economics; Distinction between Internal and International Trade; Mercantilism (a brief	9 Hrs	CO1	PO8	PSO1

	introduction of Mercantilists view on international trade), Theories of Absolute cost advantage and Comparative Cost; Heckscher-Ohlin model of trade; Leontief Paradox.				
UNIT-2	Trade and Commercial Policy Terms of Trade: Various concepts of terms of trade; Factors Affecting and Deterioration in Terms of trade; Gains from Trade; Free Trade v/s Protectionist Policy- Relative Merits and Demerits; Tariffs and Quotas – meaning, types, effects. Concept of optimum tariff; Offer curves.	11 Hrs	CO2	PO8	PSO1
UNIT-3	Economic Integration and International Monetary Institutions Meaning of Economic integration; European Union - objectives and working, Euro currency; SAARC. Origin, objectives, functions and achievements of WTO, International Monetary Fund (IMF), World Bank (IBRD), Asian Development Bank (ADB), BRICS.	10 Hrs	CO3	PO8	PSO1
UNIT-4	India's Foreign Trade Recent changes in the composition and direction of foreign trade; Concepts and components of balance of trade and balance of payments Causes and effects of persistent deficit in the balance of payments; Foreign Capital- Role and sources of foreign capital, FDI; Multinational Corporations (MNC's)-Role of multinational corporations in India.	9 Hrs	CO4	PO8	PSO1

Reference Books:

1. Charles Van Marrewijk , International Economics: Theory, Application and Policy, OUP.
2. Ethier W., (1997), Modern International Economics, 3rd edition. W.W. Norton & Co.

3. Kenan, P.B. (1994), The International Economy, Cambridge University Press, London.
4. Kindlberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
5. Krugman P., Obstfeld M. (2003), International Economics: Theory and Policy, Addison Wesley.
6. Mannur H.G (2003), International Economics, Vikas Publishing House Pvt. Ltd, New Delhi
7. Mithani D.M (2003), International Economics, Himalaya Publishing House, Mumbai
8. Salvatore, Dominick (2005), International Economics, John Wiley & Sons, Inc

Course Title: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Course Code: B22CCS523
Course Description: 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 work, students will be taught the stock market fundamentals. This course will also emphasize students to learn focus that affect security market.
Course Objectives: The objective of this course is to enable students to: <ol style="list-style-type: none"> 1. understand the basic concepts of investment and portfolio by calculating their returns and risk. 2. provide conceptual insights into the valuation and analysis of securities. 3. familiarize the students with the modern theories of portfolio management. 4. learn the theories of Portfolio Management and also the tools and techniques for efficient Portfolio Management.
Course Outcomes: On successful completion of this course students shall be able to: <p>CO1: Understand the process of investment along with calculating the risk and return of individual investment and portfolio.</p> <p>CO2: Evaluate the long-term securities and analyze the fundamental and technical analysis of securities</p> <p>CO3: Examine the portfolio of the investments through modern portfolio models.</p> <p>CO4: Interpret the various theories of portfolio management and evaluation of the portfolios.</p>

Course Pre-requisites: Basic concepts of financial markets and mathematical calculations					
Pedagogy: Direct Method, ICT & FLIPPED CLASSROOM					
LTP: 2 0 1					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Introduction to Investment Management: Meaning of Investment – Objectives & Process of Investment – Investment Strategies – Approaches to Investment Decision – Investment Avenues – Risk and Uncertainty – Types of Risks of Return, Expected return, Systematic risk, Unsystematic risk, Portfolio expected return and risk – Benefits of Diversification (Theory & Problems)	10 Hrs.	CO1	PO4	PSO3
UNIT-2	Security Valuation & Analysis: Long securities valuation – Bond valuation – YTM – YTC – Equity valuation – Dividend discount – Constant growth – Two growth model – Security Analysis – 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. (Theory & Problems)	10 Hrs.	CO2	PO4	PSO3
UNIT-3	Modern Portfolio Theory: Introduction – Mean – Variance Model – Capital Market Line – Market Portfolio Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model. (Theory & Problems)	10 Hrs.	CO3	PO4	PSO3

UNIT-4	Portfolio Management: Markowitz Model – Sharpe Single index model – Evaluation – Sharpe Model – Jensen and Treynor Model. Portfolio revision: concept and approaches – Efficient Market Hypothesis (EMH) – Introduction to Behavioral finance (Theory & Problems)	9Hrs	CO4	PO4	PSO3
---------------	---	------	-----	-----	------

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'.

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.

Course Title: Quantitative Techniques - II
Course Code: B22CCS531
Course Description: This is a foundation level course in mathematical concepts and techniques used for business decision making. The course will help the students to identify the business areas/problems for which business mathematics concepts and tools can be applied.
Course Objectives: This course aims at equipping student with a broad-based knowledge of mathematics with emphasis on business applications. It will also help the students develop their analytical and critical thinking skills.
Course Outcomes: On successful completion of this course students shall be able to: CO1: Calculate the ratios and proportions for solving business related problems

Course Title: INTERNATIONAL FINANCE					
Course Code: B22CCS524					
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 foreign currency, instruments, capital flows and international stock exchanges.					
Course Objectives: The objective of this course is to enable students to <ol style="list-style-type: none"> 1. expose the international monetary system and foreign exchange rate mechanism. 2. familiarize the international financial institution's role in international finance. 3. acquire the knowledge of international financial markets and instruments. 4. learn the balance of payments and international stock exchanges. 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: understand International Monetary system and foreign exchange rate mechanism. CO2: know the various International Financial Institutions. CO3: evaluate the international financial markets and different international financial instruments. CO4: analyze the Balance of Payments positions and understand the international stock exchanges.					
Course Pre-requisites: Basics knowledge of Financial Market					
Pedagogy: Direct Method, ICT& FLIPPED CLASSROOM					
LTP: 2 1 0					
Course type: SOFT CORE					
Contact Hours: 39					
UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT-1	International Monetary System & Forex Market: Evaluation of International monetary system, Bi-metallion; – classical gold standard – interwar period - Breton woods system – The flexible exchange rate – current exchange rate regime –	10Hrs	CO1	PO5	PSO2

	fixed v/s flexible exchange rates - Foreign Exchange Market: Functions, Structure and participants of the Forex market, Exchange rate quotations, Determination of Exchange rates in Spot markets and forward markets, Factors effecting foreign exchange rate - Forecasting Foreign Exchange rate. (Theory)				
UNIT-2	International Financial Institutions: International financial institutions - Introduction, Objectives, types and reforms - The World Bank - The multilateral investment guarantee agency (MIGA), International Bank for Reconstruction and Development, International Development Association, International Finance Corporation, European Investment Bank, International monetary fund - Origins of IMF, Members and administration, Statutory purposes, Financial Assistance, SDRs, Asian development bank (ADB). (Theory)	9Hrs	CO2	PO5	PSO2
UNIT-3	International Financial Markets & Instruments: Introduction – role of international financial markets - participants – elements – Euro currency market – Euro bond market – Rising of finance in international markets, Euro issues, GDR's and ADR's Guidelines for raising funds in international markets through various instruments – Current trends in international financial instruments. (Theory)	9Hrs	CO3	PO5	PSO2
UNIT-4	Balance of Payment and International Stock Exchanges: Balance of Trade, Equilibrium and disequilibrium in BOP – Trade deficits, Devaluation and	11Hrs	CO4	PO5	PSO2

	Depreciation of currency; 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 settlements - NYSE, DOWJONES, NASDAQ, London Stock Exchange, Tokyo Stock Exchange, Luxemburg Stock exchange, German and France Stock Exchanges. (Theory & Problems on BOP)				
--	---	--	--	--	--

CO2: demonstrate the use of interest rates, profit & loss, discounts, permutation, combination, arithmetic and geometric progressions for business decision making.

CO3: Apply set theory for analyzing business problems

CO4: Apply matrix theory for analyzing business problems

CO5: Demonstrate oral and written communication skills in the subject

CO6: Interpret the results after applying business mathematics concepts for drawing meaningful conclusions

Course Pre-requisites: Foundations of mathematical operations,

Pedagogy: Direct Method, ICT, Problem solving, Case based

LTP: 2:0:1

Course type: Soft Core

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Ratios -Inverse ratio, type of ratios, Proportions: properties of proportions, cross product, continued proportion	8	CO1 ,5,6	PO 4	PSO 2
Unit-2	Simple Interest, Compound Interest, Elementary Permutation and Combination. Basic problems on Profit & Loss and Discounts, Sequence and series: Arithmetic and Geometric Progressions	12	CO2 ,5,6	PO 4	PSO 2
Unit-3	Set Theory: Notation of sets, Singleton set, Finite Set, Infinite Set, Equal Set, Null Set, Sub Set, Proper subset, Universal set, Union of sets, Intersection of sets, Disjoint sets, Power set, Venn diagram, Complementary set, Uses of set theory in business, De-Morgans Laws of Set theory.	10	CO3 ,5,6	PO 4	PSO 2

Unit-4	Matrix Theory: Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Properties of determinant, Applications of matrix operations in business decision making.	9	CO4 ,5,6	PO 4	PSO 2
--------	--	---	-------------	---------	----------

Reference Books:

1. Trivedi, K., Business mathematics, Pearson Education India, 2011
2. Mariappan, P., Statistics for Business, CRC Press, 2019.
3. Khattar, D. and Gupta, A., Business Mathematics: For University of Delhi. Pearson Education India, 2011.
4. Gupta, B.N., Business Mathematics And Statistics, SBPD Publications, 2020

Course Title: Operation Research & Quantitative Analysis
Course Code: B22CCS532
<p>Course Description: This course will introduce students to the quantitative methods and OR techniques that are necessary for day-to-day business needs. The use of OR models by individuals and organizations enhances decision making. Businesses and governments can use the techniques and gain insights to enhance optimization techniques, decision making etc. and more over in overall planning, to make better decisions</p>
<p>Course Objectives : The objective of this course is to enable students to:</p> <ol style="list-style-type: none"> 1. Understand the techniques of operations research in Management 2. Possess basic skills and knowledge of operations research and its application in Management 3. Understand the basic tools of Operations research in solving the management problems using mathematical approach for decision making. 4. Know the formal quantitative approaches to problem solving and an intuition about the situations where these approaches are appropriate
<p>Course Outcomes: On successful completion of this course students shall be able to:</p> <p>CO1: Apply tools of operations research in Management</p> <p>CO2: Use Linear Programming Method and its applications in transportation and assignment Problems</p> <p>CO3: Use of strategies to be applied in the organisations with the understanding of decision making concepts.</p>

CO4: Use of Game theory in Business Problems					
Course Pre-requisites: Knowledge of Intermediate Mathematics, Familiarity of Quantitative Techniques					
Pedagogy: ICT and Direct Method					
LTP: 2:0:1					
Course type: Soft Core					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to Operations Research: Origin & Development of Operation Research, Definition and Meaning of Operation Research, Different Phases of Operation Research Study, Scope and Limitations of Operation Research, Mathematical Modeling of Real Life Problems. Models of OR, Linear Programming: Introduction to Linear Programming Problem (LPP), LPP Formulation, solution by Graphical Method and Simplex method	10Hrs	CO1	PO1	PSO1
Unit-2	Transportation and Assignment problems, Introduction, Initial basic feasible solution, North West Corner Rule, Least Cost Method, Vogel's approximation method, MODI method, Degeneracy situation, Assignment problem, Algorithm Hungarian method, Variations in Assignment Problem, Travelling Salesman Problem,	9Hrs	CO2	PO1	PSO1
Unit-3	Decision Theory: Meaning and uses of Statistical Decision Theory. Meaning of Strategy (Act), State Of Nature, Payoff, Payoff Table, Regret & Regret Table Decision making without and with experimentation. Decision Trees. Utility theory. Decision under	9Hrs	CO3	PO1	PSO1

	uncertainty: Laplace and Minimax, Maxmin, Hurwicz criteria. Decision under risk: Expected Monetary Value (EMV) Criterion and Expected Opportunity Loss (EOL) Criterion. Expected Payoff of Perfect Information (EPPI) and Expected Value of Perfect Information (EVPI). Numerical Problems.				
Unit-4	Game Theory: Evolution of Game Theory with various examples, Nash equilibrium, Two- person zero-sum game. Pure and Mixed strategies. Saddle point and its existence. Fundamental Theorem of Rectangular games. Concept of Dominance, Dominance and Graphical method of solving Rectangular games. Game theory applications, Game theory examples: Prisoners Dilemma etc.;	11Hrs	CO4	PO1	PSO1

Reference Books:

1. Hamdy A. Taha: Operations Research-An Introduction, Prentice Hall, 9th Edition, 2010
2. F.S. Hillier. G.J. Lieberman: Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill, 2010.
3. J K Sharma , Operation research and applications, 3/e, Macmillan India Ltd;, 2010
4. D S Hira and P K Gupta, Operation Research, 7/e, S Chand and Co. Pvt Ltd;, 2014

Course Title : ACCOUNTING THEORY AND STANDARDS
Course Code: B22CCS511
Course Objective: To gain expert knowledge of the professional standards, principles and procedures of accounting, and their application to different practical situations.
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To gain knowledge about accounting concepts, Conventions and the accounting standards. 2. Examine the role of the Conceptual Framework in the standard-setting process. 3. Use principles of Accounting Standards to analyze, measure, and interpret accounting events. 4. To comprehend equity settled transactions and Government accounting in India

Course Outcomes: On successful completion of this course students shall be able to: CO1: Gains knowledge of the professional standards, principles and procedures of accounting. CO2: Understands an overview of AS-1 to AS-6 and learns how it can be applied. CO3: Gain knowledge of AS-7 to AS-29 and explore their application to different practical situations and apply in real world situations. CO4: Comprehend Government accounting in India and apply in real life situations.					
Course Pre-requisites: Financial accounting, Corporate accounting and management accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: Soft Core					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Accounting Theory & Accounting: Nature; Classifications of Accounting Theory; Different Approaches to Theory Construction; Factors Influencing Accounting Environment; Measurement in Accounting. Accounting Principles: Generally Accepted Accounting Principles; Selection of Accounting Principles, Indian Accounting Standards. Accounting Equations, Accounting Standard Setting: Benefits; Standard Setting in India, Comparison of Standard Setting in India, USA and U.K. (Theory only)	10Hrs	CO1	PO1	PSO1
Unit-2	Accounting Standards: An overview, Working knowledge of: AS 1: Disclosure of Accounting Policies; AS 2: Valuation of Inventories; AS 3 Cash Flow Statements; AS 4: Contingencies and Events occurring after the Balance Sheet Date; AS 5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies; AS 6: Depreciation Accounting. (Theory and Problem)	9Hrs	CO2	PO1	PSO1

Unit-3	Accounting Standards: Working Knowledge of AS 7: Construction Contracts ; AS 9: Revenue Recognition; AS 10: Accounting for Fixed Assets; AS 11: The Effects of Changes in Foreign Exchange Rates (Revised 2003); 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; AS 29: Provisions, Contingent Liabilities and Contingent Assets. (Theory and Problem)	9Hrs	CO3	PO1	PSO1
Unit-4	Share Based Payments in Ind AS & Government Accounting in India: 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)	11Hrs	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 Riahi Belkaoui, 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.

Course Title : CORPORATE FINANCIAL REPORTING					
Course Code: B22CCS512					
Course Description: The course focuses on developing an insight of Corporate reporting, preparation of financial statements, sustainable reports, value added statements and measurement of financial instruments					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1.To understand the conceptual frameworks of financial reporting 2. To understand the recognition, measurement, disclosure and analysis of information in an entity's financial statements to cater the needs of the stakeholders. 3. To introduce the student to the real time corporate cases 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Understands the purpose of Convergence of IFRS as Ind AS CO2: Analyse the Company's Financial Position CO 3 : Understand the recent developments in Accounting CO 4: To analyse the hedging concept in day to day activities					
Course Pre-requisites: Financial accounting, Corporate accounting and management accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:0:1					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Corporate financial Reporting Financial Reporting: Concept and development of Financial Reporting (including True Blood Report, The Corporate Report, FASB Concept No. 1, Stamp Report). Specific Issues in Corporate Reporting: Segment, Social and Interim Reporting. Harmonization of Financial Reporting (including IASCs Guidelines.), Convergence, Advantages of converting to IFRS, Criticisms of IFRS,	10Hrs	CO1	PO1	PSO1
Unit-2	Preparation of Balance sheet as per revised schedule VI.	9Hrs	CO2	PO1	PSO1

	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)				
Unit-3	Developments in Financial Reporting Value Added Statement, Economic Value Added, Market Value Added, Shareholders' Value added, Human Resource Reporting, and Inflation Accounting, extensible business reporting language.	9Hrs	CO3	PO1	PSO1
Unit-4	Introduction to Accounting and Reporting of Financial Instruments Meaning, recognition, de-recognition and offset., measurement of financial instruments, Hedge accounting, stock and commodity market intermediaries.	11Hrs	CO4	PO1	PSO1

Reference Books:

1. IFRS for India, Dr.A.L.Saini, Snow white publications
2. Roadmap to IFRS and Indian Accounting Standards by CA Shibarama Tripathy
3. D.S.Rawat-Students' Guide to Accounting Standards-Taxmann
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. Advance accounting Jain And Narang Kalyani Publishers
7. First lesson to International Financial ReportingStandards beginners guide by MP Vijay Kumar, prime knowledge services.
8. A student's guide to international financial reporting standards by Clare Finch, Kalpan Publishing.

IV. Specialization: Banking & Insurance

Course Title : Treasury and Forex Management
Course Code: B22CCS541

Course Description:

This course sets out to provide delegates with a comprehensive understanding of how to manage treasury affairs with a detailed look at the various financial markets and instruments that can be trade and also provides an in-depth understanding of the various risks a corporate is exposed to, when dealing in foreign exchange.

Course Objectives: The objective of this course is to:

1. Understand operational aspects of treasury Management in banks.
2. Understand the overview of treasury system
3. Have a knowledge of different types of forex markets and Foreign currency accounts
4. To study various strategies of risk management.

Course Outcomes: On successful completion of this course students shall be able to:

CO1: Demonstrate the theoretical knowledge relating to treasury management and its products.

CO2: Analysing the nature and functioning of Treasury System

CO3: Examine the organization of the Foreign Exchange Market

CO4: Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment

Course Pre-requisites: Financial accounting, Cost and Management Accounting**Pedagogy:** Direct Method, ICT, Problem solving, Case based

LTP: 2-1-0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<p>Introduction to treasury management : Meaning; Objectives; Significance; Functions and Scope of Treasury Management; Relationship between Treasury Management and Financial Management; Role and Responsibilities of Chief Finance Officer Tools of Treasury Management.</p> <p>Treasury products :Short term funds and investment management ; Financial marketing; Money market ; Capital market ; Call money ;Government securities; REPOs; Certificate of</p>	10Hrs	CO1	PO3	PSO1

	deposits ;Rediscounting bills ;Commercial papers.				
Unit-2	Treasury System: Clearing & Settlement System; Characteristics of Clearing & Settlement System; Clearing & Settlement Process; Automated Clearing House System; Clearing House Interbank Payment System; Continuous Link Settlement System; Regulations of Treasury Systems;	9Hrs	CO2	PO3	PSO1
Unit-3	Nature and scope of forex management: Nature; Significance and Scope of Forex Management; Foreign Exchange Market and its Structure; Foreign currency accounts; VOSTRO; NOSTRO; LORO; Determination of exchange rates; Foreign Exchange Management Act ;Administration of foreign exchange.	9Hrs	CO3	PO3	PSO1
Unit-4	Foreign exchange risk and exposure Overview: Introduction; Types of exchange risk & exposure ;Transaction Risk ; Economic Risk ;Translation Risk ;Contingent Risk; Other Risks; Internal techniques of exposure ;Futures, Hedging & Options ;External techniques of exposure.	11Hrs	CO4	PO3	PSO1

Reference Books:

1. Theory and Practice of Forex and Treasury Management ,The Institute of Chartered Accountants of India (Set up by an Act of Parliament) New Delhi
2. IIBF. ,Risk Management' Macmillan, New Delhi.
3. Treasury Management: The Practitioner's Guide Book by Steven M. Bragg
4. Treasury Management, Robert Hudson, 3rd edition
5. Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
6. Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
7. Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

Course Title: Banking Technology and Management					
Course Code: B22CCS542					
Course Description: Enable the students understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment. Students also able to know the technology application, management and its impact in banking sector.					
Course Objectives <ol style="list-style-type: none"> 1. To familiarize the students about banking structure in India. 2. To bring about awareness among students about technology in banking operations. 3. To enhance the students to know about the concepts and its application in credit management. 4. To acquaint students with the application of technology in banking sector. 					
Course Outcomes: After the completion of the course, students will be able to: CO1: Give thorough knowledge of fundamental concepts of banking and banking operations. CO2: Understand the organizational requirements of credit management functions CO3: Make aware of the various tech based bank payment services CO4: Gain Basic knowledge of bank application and its management.					
Course Pre-requisites: Indian Banking system					
Pedagogy: ICT, Interactive Learning / Flipped Classroom					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	BANKING STRUCTURE: Banking structure in India – Functions of commercial banks – Commercial banks and credit creation – Techniques – Advantages – Limitations - Indian Private sector banks – Foreign banks. Bank Lending – Principles of Bank lending – Forms of Lending – Securities for lending – Factors influencing bank lending – Types of Loans & advances – Classification of loans & advances – Assessing credit worthiness of borrowers – Collection of credit information – Factors limiting the level of a bank advances	10 Hrs.	CO1	PO3	PSO1

Unit-2	TECHNOLOGY IN BANKING OPERATIONS: Trends in information technology- Recent development in Banking- usage and impact of IT in Banking- opportunities in banking industry-Development of technology in Banks- Development of ICT based banking products- Role of IDBRT (Institute of Development & Research in Banking) in banking technology Development- status of E-Banking in India- process of E-Banking- Benefits of banking- Emerging challenges in Banking industry.	10 Hrs.	CO2	PO3	PSO1
Unit-3	PAYMENT SERVICES: Cash less payments- meaning- benefits of cashless payment- methods of cash less payments (cards, USSD, AEPS, UPI, point of sale) NFC cards- wallet platform- E-KYC- features of E-KYC services- Aadhaar based payment-UIDAI- ASAs- AUA- NEFT- smart cards- cyber security for digital payment.	10 Hrs.	CO3	PO3	PSO1
Unit-4	APPLICATIONS & MANAGEMENT: E-learning Environment-Banking software, laser wallet technology, cheque truncation-RBI reports on technology/Information system, security controls and audit. Current usage and challenges of automated financial services, mobile and digital banking, case studies on frauds under security control and Audit, Fraud prevention measures.	9 Hrs.	CO4	PO3	PSO1

REFERENCES

1. The handbook of Bank Technologies, first edition, Jessica Keyes
2. Advances in banking Technology and Management, Vadlamani Ravi, nformation Science Reference, 2008 - Business & Economics - 362 pages
3. Modern Banking: Theory and practice, D. MURALEEDHARAN PHI Learning Pvt. Ltd., 01-Nov-2014 - Business & Economics - 476 pages

Course Title: Marketing of Insurance Products					
Course Code: B22CCS543					
Course Description: The course focuses on developing an insight of marketing of various insurance products for creating a marketing strategy. It enables the students to understand the Supply and demand in the insurance industry, make analysis of Life cycle of insurance products and regulations.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. Explain fundamental of insurance products and Role of the marketing in the Insurance Industry 2. Analyze various marketing theories and concepts in the insurance industry. 3. Study various marketing strategies for insurance products. 1. Explain the emerging trends and various distribution channels 					
Course Outcomes: On successful completion of this course students shall be able to: CO1: Demonstrate the theoretical knowledge relating to marketing insurance products and their impact CO2: Capable of studying Supply and demand in the insurance industry and Differentiation of the product. CO3: Analyze the value and supply chain and customer behavior CO4: Comprehend emerging trends in Distributing insurance and financial products and services					
Course Pre-requisites: Financial accounting, Cost and Management Accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours:39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to Marketing Insurance Products: Role of the marketing in the Insurance Industry, Marketing and other Related Business functions with in the industry. Creating a marketing strategy for insurance products. Impact of internal and external factors on marketing strategy, Consumer protection	10 Hrs.	CO1	PO3	PSO1
Unit-2	Marketing Theory and Concepts in the Insurance Industry: Insurance customers and their buying behavior, Supply and demand in the insurance industry, Differentiation of the product, financial value chain analysis,	10 Hrs.	CO2	PO3	PSO1

	Life cycle of insurance product. Internal auditing of marketing practices, SWOT analysis.				
Unit-3	Develop a marketing strategy for insurance products: Identifying segments in insurance customers. Customers attributes and behavior, Developing a portfolio of opportunities, value and supply chain analysis, Pricing of insurance products, Regulation of insurance products. The importance of branding, White labelling	10 Hrs.	CO3	PO3	PSO1
Unit-4	Implement and delivery a marketing strategy: Communicating the marketing message for insurance products and services, e-marketing, Advertising, sales and account management, Distributing insurance and financial products and services, difference channels for distribution, financial advisors, Intermediaries in marketing of insurance products, Risk assessment, Service delivery, Customer experience.	9 Hrs.	CO4	PO3	PSO1

Reference Books:

1. Marketing of Insurance Services in India (Marketing Series)- By Radha Krishna, ICFAI, University press
2. The Fundamentals of Insurance: Theories, Principles and Practices – By Hargovind Dayal (notion press.com)
3. Marketing Insurance Products and Services: 945– By Barry Wick (Chartered Insurance Institute)
4. Marketing Management | marketing cases in the Indian context | Fifteenth Edition- By Philip Kotler, Keven lane Keller (Pearson Education)

Course Title : Insurance Planning and Risk Management
Course Code: B22CCS544
Course Description: This course would cover the knowledge requirements relating to insurance needs and risk assessment of clients. It introduces students to various concepts and regulatory environment of

insurance in India. The evolution process requires advice on decisions in selecting various types of insurance.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. Understand the overview of insurance business. 2. Calculate the amount of insurance required from financial planning perspective. 3. Explain the risk management process, differentiate between the different types of risk exposures. 4. Identify different risk assessment methods and risk controlling techniques. 					
Course Outcomes: On successful completion of this course students shall be able to: <p>CO1: Demonstrate the theoretical knowledge relating to insurance business.</p> <p>CO2: Analysing the nature and functioning of Treasury System</p> <p>CO3: Equip with the knowledge of different types of risk and risk management.</p> <p>CO4: Integrate risk assessment and risk protection into comprehensive financial plan.</p>					
Course Pre-requisites: Financial accounting, Cost and Management Accounting					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2-1-0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to insurance business: Definition of insurance - Characteristics of insurance – Insurance and hedging –Principles of Insurance – Indemnity – Insurable Interest – Utmost Good Faith – Subrogation – Contribution – Proximate Cause - Reinsurance – Risk Control and Risk Financing– Insurance Underwriting – Various Insurance policies & strategies- Overview of Insurance Sector in India – Regulatory aspects of Insurance and Agency Law – IRDA.	10 Hrs.	CO1	PO3	PSO1
Unit-2	Insurance Contract, Pricing and Premium Calculation: The Insurance Contract – Features of the Insurance Contract – Legal Characteristics of an Insurance Contract – Insurance Policy Documents and their Legal Implications – Terms in an Insurance Contract – Other Provisions of Insurance Contracts.	10 Hrs.	CO2	PO3	PSO1

	Pricing and Premium Calculation: Rate Making – Analysis and Selection of Insurance Products – Assessment and Identification of Risk Exposure – Analysis of Life Insurance Needs – Calculations of Claim Amount and Other Benefits				
Unit-3	Introduction to Risk – Risk and Uncertainty -Perils and Hazards –Types of Risk – Risk Management Techniques – Pooling of Risk – Insurance as a Risk Management Tool – Law of Large Numbers –Insurable Risk – Self-Insurance - Advantages and Disadvantages of Insurance in Risk Management – Difference Between Hedging and Insurance	10 Hrs.	CO3	PO3	PSO1
Unit-4	Risk Assessment and Risk Control: Risk Assessment: Analysis, Evaluation. Risk Control: Risk avoidance, Risk reduction- Classifications, Evaluation of risk reduction measures. Risk Financing- Retention— Determination of retention levels, Captive Insurer, Self-Insurance, Risk retention group. Transfer—Non-insurance transfer, Insurance.	9 Hrs.	CO4	PO3	PSO1

Reference Books:

1. Principles of Risk Management & Insurance – George E. Rejda.
2. Risk Management & Insurance- Scott Harrington .
3. Risk Management & Insurance- C. Arthur Willams.
4. Harrington and Niehaus, ‘Risk management and Insurance, Tata Mcgraw Hill Publishing, NewDelhi, 3rd Edition, 2010.
5. Trieschman, Hoyt, Sommer, ‘Risk management and Insurance, Cengage Learning, 3rd Edition,2011. Mark S. Dorfman, Introduction to Risk management and Insurance, 10th Edition, Prentice hall ofIndia, 2011.
6. Stulz, Risk management and Derivaties, Cengage Learning, 2nd Edition, 2011.

V Specialization: Corporate Governance & Auditing

Course Title: International Corporate Governance					
Course Code: B22CCS551					
Course Description: The course aims to develop an understanding of the different Standards and Principles of Corporate Governance. It reviews different regulatory processes with reference to models and Good Practices of Corporate Disclosures. The course will help to understand the different reasons and challenges associated with Corporate Failures in the UK, USA. The course will also help to understand Developments in UK and USA.					
Course Objectives: <ol style="list-style-type: none"> To know the different Standards and Principles of Corporate Governance. To understand the Models and Good Practices of Corporate Disclosures. To provide a framework for analysing Corporate Failures in the UK, USA. To explore Developments in UK and USA. 					
Course Outcomes: After the completion of the course, students will be able to: CO1: Demonstrate a solid understanding of Standards and Principles of Corporate Governance. CO2: Evaluate different Models and Good Practices of Corporate Disclosures and its significance in relation to corporate governance CO3: Critically assess governance issues pertaining to Corporate Failures in the UK, USA. CO4: Evaluate Developments in UK and USA.					
Course Pre-requisites: Corporate Governance					
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Standards and Principles of Corporate Governance: Introduction- Commonwealth Association for Corporate Governance (CACG) Guidelines and Principles- EASD Principles and Recommendations on Corporate Governance- ASX Corporate Governance Principles, 2003- OECD Principles of Corporate Governance.	10Hours	CO1	PO5	PSO2
Unit-2	Models and Good Practices of Corporate Disclosures: Introduction- Reporting and Corporate Governance-	10Hours	CO2	PO5	PSO2

	Corporate Disclosure on Company Websites- Framework of CG Disclosure: Models of Mandatory and Voluntary Disclosures- Information Disclosure Chain- Disclosure Path: Direct vs. Indirect- Recipient, Accessibility of Information, Intermediary, Other Challenges- Guidance on Good Practices in Corporate Governance Disclosure, 2006- Financial Disclosures- Non-Financial Disclosures.				
Unit-3	Corporate Failures in the UK, USA: Introduction- Corporate Governance Failures in UK: Guinness (1986), Polly Peck International, Maxwell, Bank of Credit and Commerce International (BCCI), Railtrack- Corporate Governance Failures in USA: Enron, Allied Irish Bank (AIB), WorldCom, Xerox, Andersen, Royal Ahold NV.	09Hours	CO3	PO5	PSO2
Unit-4	Developments in UK and USA: Introduction- Cadbury Committee 1992-Code of Best Practice, Board of Directors, Non-executive Directors, Executive Directors, Reporting and Control- Greenbury Report 1995- Hampel Report 1998- Turnbull Report 1999- Higgs Report 2003- Smith Report, 2003- Tyson Report 2003-Redraft of the Combined Code 2003- McKinsey Survey on Corporate Governance- Sarbanes-Oxley Act, 2002.	10Hours	CO4	PO5	PSO2

Reference Books:

1. Fernando A. C, Corporate Governance: principles, policies and practices – 2/e, Pearson, 2011.
2. Ghosh B. N, Business Ethics and Corporate Governance - Tata McGraw-Hill, 2012.
3. Baxi C. V & Rupamanjari Sinha Ray, Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Vikas Publishing House, 2012.
4. Prabakaran S, Business Ethics and Corporate Governance –Excel BOOKS

Course Title: E-Governance
Course Code: B22CCS552

Course Description: This course familiarizes students with different concepts of E-Government and E-Governance, different E-Governance models and infrastructure development, E-government security, and data warehousing and data mining for e-governance. E- governance curriculum is based on the part of imparting knowledge and the basic understanding of the working of E- governance and how to implement it in an organisation. Since this is a relatively newer course in India, the curriculum is being evolved with the changing needs and the requirements in the market.

Course Objectives:

1. To develop knowledge of e-governance and e-government
2. To know different e-governance models and infrastructure development
3. To implement security and use data warehousing and mining in e-governance

Course Outcomes:

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

CO1: Demonstrate an understanding e-governance and its significance.

CO2: Evaluate Models of E-Governance

CO3: diagnose and manage Infrastructure Development and Security for E-Government

CO4: synthesize macro-scale understanding of recent transformations of governance at the government level.

Course Pre-requisites:

Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.

LTP: 2:1:0

Course type: Soft Core

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	E-governance:- Meaning-Definition of e-Governance- SMART Governance- Advantages and disadvantages of e-Governance- e-Governance Initiatives- The National e-Governance Plan (NeGP)- e-Kranti – Electronic Delivery of Services- Difference between E-Government and E-Governance; E-Government as Information System; Benefits of E-Government; E-Government Life Cycle; Online Service Delivery and Electronic Service Delivery; Evolution, Scope and Content of E-Governance; Present Global Trends of Growth in E-Governance.	10 Hrs.	CO1	PO3	PSO1

Reference Books:

Unit-2	Models of E-Governance: Introduction; Model of Digital Governance: Broadcasting / Wider Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive – Service Model / Government-to-Citizen-to-Government Model (G2C2G); Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Towards Good Governance through E-Governance Models-Digital processes.	10 Hrs.	CO2	PO3	PSO1
Unit-3	Infrastructure Development and Security for E-Government: Network Infrastructure; Computing Infrastructure; Data centers; E-Government Architecture; Interoperability Framework; Cloud Governance; E-readiness; Data System Infrastructure; Legal Infrastructural Preparedness; Institutional Infrastructural Preparedness; Human Infrastructural Preparedness; Technological Infrastructural Preparedness- Challenges and Approach of E-government Security; Security Management Model; E-Government Security Architecture; Security Standards	10 Hrs.	CO3	PO3	PSO1
Unit-4	Application of E-Governance:- E-Government Initiatives in India, Cyber Laws, Implementation in the Land Reform, Human Resource Management Software- NICNET-Collectorate - Computer-aided Administration of Registration Department (CARD) - National Reservoir Level and Capacity Monitoring System, Computerization in Karnataka- Centre E-Governance initiative in USA, E-Governance in China, E-Governance in Brazil and Sri Lanka.	9 Hrs.	CO4	PO3	PSO1

1. Governance.Com: Democracy in the Information Age, Elaine Ciulla Kamarck (Editor).
2. Reinventing Government in the Information Age : International Practice in IT-enabled Public Sector Reform, Richard Heeks(Editor),Routledg,January 2001
3. Egov: Ebusiness Strategies for Government by Douglas Holmes.

4. Electronic Government: Design, Applications and Management, Ake Gronlund (Editor).
5. E-Government, 2003, Mark A. Abramson (Editor), Therese L. Morin (Editor)
6. E-Government in Asia: Enabling Public Service Innovation in the 21st Century, James SL Yong.

Course Title: Public Sector Auditing					
Course Code: B22CCS553					
Course Description: This course aims at providing an understanding of the concept and principles of public sector auditing, constitutional mandate of the CAG and its role, and elements of audit process.					
Course Objectives: <ol style="list-style-type: none"> 1. To develop knowledge of public sector auditing. 2. To know different elements of auditing process. 3. To implement the audit of land management. 					
Course Outcomes: After the completion of the course, students will be able to: CO1: Demonstrate the role of public sector auditing. CO2: Evaluate the elements of auditing process. CO3: Understand the principles of Public Procurement CO4: Analyse the various audits.					
Course Pre-requisites: Auditing Basics					
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.					
LTP: 2:1:0					
Course type: Soft Core					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction: Meaning- objectives - Role of Public Sector Auditing- Core Principals of Public Sector Audit- Duties and Powers of C&AG- Elements of Public-Sector Auditing- CAG's Compliance Auditing Guidelines- CAG's Performance Audit Guidelines.	10Hours	CO1	PO5	PSO2

Unit-2	Elements of Auditing Process: Audit Planning; Identifying Audit Risk (including Internal Control and Risk Model); Audit Cycle; Strategic and Annual Audit Plan; Planning individual Audit Assignments; Audit Scope, Objectives, Criteria and Methodology; Sampling (Sampling Methods and their relative advantages and disadvantages); Audit Guidelines, Audit design and finding matrix; Entry meeting/ conference; Analytical Procedures; Substantive Testing; Evidence gathering; Components of Audit Observations; Drafting of Audit Report; Drafting of Audit Recommendation; Communication with Audit client; Exit meeting/ conference; Documentation.	10Hours	CO2	PO5	PSO2
Unit-3	Audit of Public Procurement and Contract Management: Principles of Public Procurement- Need assessment, formulation of Specifications, etc.- Procurement Planning- Supplier Relationship Management- Modes of Procurement and Bidding Systems- Preparing bid documents, publication, receipt and opening and evaluation of bids- Forms of Securities, Payment Terms and Price Variations- Contract Management including general rules and principals relating to contracts. Procurement of Consultancy/Other Services- Special Types of Engagements- Monitoring Consultancy/Other Services Contract.	09Hours	CO3	PO5	PSO2
Unit-4	Specific Standards: Introduction- Financial Audit- Performance Audit- Compliance Audit. Audit of Land Management: Land registration system- Land records- Land use Planning- Enforcement of Land Use Laws- Land Development- Development Authorities and Industrial corporations and their roles- Land Acquisition- Sale, Transfer and Lease.	10Hours	CO4	PO5	PSO2

Reference Books:

1. NAAA's Text Book: Principles of Public Sector Auditing

2. CAG's (DPC) Act, 1971
3. Regulations on Audit and Accounts, 2020
4. INTOSAI Principles (INTOSAI-P series)
5. ISSAIs issued by INTOSAI
6. Latest Auditing Standards of CAG, MSO Audit
7. Relevant Articles of the Constitution of India

Course Title: Audits & Audit Reports					
Course Code: B22CCS554					
Course Description: this course intends to aalyse on the concept of Audit and the relevance of audit reports, verification, certification and so on, the course also emphasisses on the other areas of auditing.					
Course Objectives: <ol style="list-style-type: none"> 1. To understand the flow of audit work. 2. To know different provisions under Companies Act. 3. To analyse other areas of Audit. 					
Course Outcomes: After the completion of the course, students will be able to: CO1: Demonstrate an understanding on audit strategy. CO2: Evaluate audit for limited companies. CO3: Understand audit report and certification. CO4: Study other areas of audit.					
Course Pre-requisites:					
Pedagogy: Direct method, ICT, Collaborative learning, Flipped Classroom.					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<u>Audit Planning, Strategy and Execution:</u> Planning the flow of audit work; audit strategy, audit plan, audit programme and importance of supervision; principal's ultimate responsibility; extent of delegation; control over quality of audit work; Analytical Procedures prior to audit as well as towards finalization; Concept of Principal Auditor,	10 Hrs.	CO1	PO3	PSO1

	Co-ordination between the Principal Auditor and Other Auditor, Internal Audit Functions & its evaluation, using the work of the internal audit function, understanding the auditor's expert, etc.				
Unit-2	<p><u>Audit of Limited Companies:</u></p> <p>Application of relevant provisions under the Companies Act, 2013 relating to audit and auditors and rules made thereunder; powers/rights, duties of auditors; branch audit, special features of audit of limited liability partnerships, reporting under CARO, etc.</p> <p>Verification and Valuation</p> <p>Mode and object of verification – Verification and valuation of assets – Verification of liabilities – Auditor's duty as regards verification and valuation of Assets and Liabilities – Audit of provisions and reserves</p>	10 Hrs.	CO2	PO3	PSO1
Unit-3	<p>Audit Report and Certificate: Definition – Distinction between Report and Certificate- Different Types of Report Contents of Audit Report (As per Companies Act and Standards on Auditing) True and Fair View – Concept Materiality – Concept and Relevance.</p>	10 Hrs.	CO3	PO3	PSO1
Unit-4	<p>Other Areas of Audit: Cost Audit- Concepts, objectives, Relevant Provisions of Companies Act, Management Audit – Concepts, Objectives, Tax Audit - Advantages Tax Audit – Concepts, Objectives, Legal Provisions of Social Audit – Propriety Audit – Performance Audit – Environment Audit. Recent Trends in Auditing: Basic considerations of audit in EDP Environment: Relevant Auditing and Assurance Standards (AASs).</p>	9 Hrs.	CO4	PO3	PSO1

Reference Books:

1. Kamal Gupta, Contemporary Auditing, McGraw-Hill Education (India) Ltd.
2. B.N.Tandon, Auditing Practice, Sultan Chand, New Delhi
3. Victor Z. Brink and Herbert Witt, Modern Internal Auditing, A Ronald Press Publication, John Wiley & Sons

4. R.J. Thirau, Management Auditing: A questionnaire approach, AMACOM Publication
5. Emile Woolf, Auditing Today, Prentice Hall
6. Basu. S. K., Audit and Assurance: Pearson Education

VI Specialization : Innovation & Entrepreneurship

Course Title: Creativity and Innovation
Course Code: B22CCS561
Course Description: This course has been designed to develop the practice of creative thinking, which might ultimately results in great innovation. The course emphasizes on Innovation, based on creative thinking. The course also focusses on the various approaches used to innovate in the corporate sector.
Course Objective <ol style="list-style-type: none"> 1. To assist the students in developing creative thinking. 2. To identify the factors influencing creative thinking. 3. To develop understanding on the innovation approaches 4. To discuss the legal side of innovation
Course Outcomes: After the completion of the course, students will be able to: CO1: Define the concept of Creativity CO2: Attempt for creative problem solving CO3: Define the process of Innovation CO4: Acknowledge the role of innovation in new product development
Course Pre-requisites: Marketing Management, Business Studies
Pedagogy: ICT, Interactive Learning / Flipped Classroom
LTP: 2:1:0
Course type: SC

Contact Hours:39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Creativity: An introduction Meaning – Creative thinking and its outcomes- Creativity as a process – Nature of Creativity – Factors influencing creativity – Impediments to creativity – Creativity V/s Innovation	10 Hrs.	CO1	PO2	POS1
Unit-2	Creative Problem Solving: Techniques of enhancing creativity – Measures to overcome hindrances to creativity – creative problem solving – Heuristics, brainstorming, Synectics & Value Analysis. Creative ideas and opportunities – Exercises on Creative thinking.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Innovation: Introduction Concept of innovation, Approaches to innovation, innovation process- Types / approaches of innovations, Innovation Management as a process; Assumptions and barriers to innovations- Successful & Un-Successful innovations	10 Hrs.	CO3	PO4	POS1
Unit-4	Strategic considerations on innovations - innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, <i>Jugaad – the desi way</i> - Intellectual property of innovations, legal aspects of innovations	9 Hrs.	CO4	PO4	POS1

References

1. CK Prahalad and MK Krishnan : The new age of innovation, McGraw Hill
2. Peter F.Drucker, Innovation and Entrepreneurship, Harper Collins, 1999
3. Paul Traut: Innovation Management and New product Development ,Pearson
4. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
5. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, JosseyBass, 2008

Course Title : Managing Growth and Diversification					
Course Code: B22CCS562					
Course Description: This course on Managing Growth and Diversification focuses on understanding and managing the growth of the organization from a small scale startup to a big conglomerate. Students will learn about the strategies of growth and details regarding rate, direction and different methods of growth of the organization. The course also will sensitize towards the operational issues and cultural issues in various types of growth option the organization pursues.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 1. To understand various growth strategies for organizations they will lead in future 2. To provide set of frameworks for analyzing growth opportunities 3. To gain operating frameworks for various diversification options available for firms at various stages 4. To develop leadership challenges associated with managing growth and diversification 5. To understand the cultural complexities involved various types of diversification 					
Course Outcomes: On successful completion of this course students shall be able to: <ol style="list-style-type: none"> 1. Understand the complexities of managing growth for an organization 2. Understand various types of growth strategies and evaluate them for the suitability for their organization 3. Understand and compare various vehicles of growth for an organization. Managing smooth transition and cultural integration process. 4. Compare organic vs inorganic methods of diversification for growth. 					
Course Pre-requisites: Entrepreneurship, Startups, Business.					
Pedagogy: Direct Method, ICT, Problem-solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours:39					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction: - Concept of growth, Understanding about the rate of growth, Growth and Profitability, Industry vs organization growth, Investor expectation about growth, Case Studies	10 Hrs.	CO1	PO2	POS1

Unit-2	Growth Strategies- Various Growth Strategies, Market Penetration, Market Extension, Product expansion, Diversification etc. drawbacks and benefits, Case Studies.	10 Hrs.	CO2	PO1 & PO2	POS1
Unit-3	Growth through diversification - Types of diversification, Vertical diversification and Horizontal diversification, Concentric vs conglomerate diversification strategies. Case Studies	10 Hrs.	CO3	PO4	POS1
Unit-4	Mode of Diversification- Organic vs inorganic diversification methods, Benefits and drawbacks of each type, suitability of each of the method of diversification, leadership and cultural issues involved. Types of Inorganic growth, Mergers and acquisitions, Takeovers and JVs and Strategic Alliances and other forms of growth Case Studies	9 Hrs.	CO4	PO4	POS1

Reference Books:

1. Dhirendra Kumar, Enterprise Growth Strategy: Vision, Planning and Execution, Gower Publishing, Ltd.
2. Peter S. S. Cohan, Disciplined Growth Strategies: Insights from the Growth Trajectories of Successful and Unsuccessful Companies, Apress Publishers, 1st ed. Edition
3. Sudi Sudarsanam, Creating Value from Mergers and Acquisitions: The Challenges, FT Prentice Hall, Reprint edition
4. Arthur A. Thompson, A. J. Strickland, Strategic Management: Concepts and Cases, McGraw-Hill Companies.

Course Title: New Venture Planning
Course Code: B22CCS563
<p>Course Description:</p> <p>The course focuses on understanding how business incubators work, who they are right for, and how to quantitatively measure their success. It will allow students to understand the current or future business needs. This course will give the students the tools to differentiate between financing options and incubator types, understand how to build a successful business plan, model and track incubator</p>

success, and provide financial literacy in the world of business incubation. After completing this course, the learner should feel competent in how to start, manage, and assess business incubators.

Course Objectives: The objective of this course is to:

1. The main objective of this course is to familiarize the learners with aspects related to new venture planning
2. To understand the crucial aspects of industry and markets
3. To create a formidable value proposition, identifying and mobilizing human capital needed for new business
4. To familiarize students with financial resources mobilization, allocation and managing in the process of new venture creation.

Course Outcomes: On successful completion of this course students shall be able to:

1. Able to formulate a business plan for a new venture
2. Comprehend and use multiple factors influencing the planning and starting a new venture.
3. Describe the strategies for managing and leading people in a new venture
4. Identify and allocate financial resources in a new venture effectively.

Course Pre-requisites: Entrepreneurship, Startups, Business.

Pedagogy: Direct Method, ICT, Problem solving, Case based

LTP: 2:1:0

Course type: SC

Contact Hours:39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Business Idea: New ventures- Creating and identifying opportunities - Techniques for exploring change- Techniques for exploring product inadequacies; Getting Sensitized with industry and market: Defining the market and industry; concentration and geographic spread: Estimating market size; SWOT analysis- Screening and selecting the appropriate option. Case study.	10 Hrs.	CO1	PO2	POS1
Unit-2	Value proposition and branding: Identifying target customers-Defining value proposition- Sustainable banking and its importance, Sustainable entrepreneurship, need, and	10 Hrs.	CO2	PO2	POS1

	its importance in the current scenario. Case studies on sustainable branding and sustainable entrepreneurship.				
Unit-3	Managing and leading people: Attracting the right people- Team building; Organizational structure, design and control; Shaping Culture - Leadership and management - Entrepreneurial leadership	10 Hrs.	CO3	PO2	POS1
Unit-4	Financial Resources: Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance; Selecting the right source of finance Preparing and using financial forecasts: Forecast sales turnover, income statement and costs - Forecast breakeven point SMART Performance metrics; Valuing the business	9 Hrs.	CO4	PO2	POS1

Reference Books:

1. Bruce R. Barringer, R. Duane Ireland Entrepreneurship: Successfully Launching New Ventures Pearson Latest edition
2. David H. Holt Entrepreneurship: New Venture Creation Pearson Latest edition
3. Inge Hill Start-Up: A Practice Based Guide For New Venture Creation MacMillan Latest edition
4. Marc H. Meyer, Frederick G. Crane New Venture Creation: A n Innovator's Guide to Entrepreneurship MacMillan Latest edition
5. Sahay, V Sharma Entrepreneurship and new Venture Creation Excel Latest edition
6. Bruce R. Barringer Preparing Effective Business Plans: An Entrepreneurial Approach Pearson Latest edition
7. Stephen Spinelli, Robert J. Adams New Venture Creation: Entrepreneurship for the 21st Century McGrawHillLatest edition
8. Paul Burns New Venture Creation: A Framework for Entrepreneurial Start-ups MacMillan Latest edition.

Course Title : Project Feasibility Analysis

Course Code: B22CCS564

Course Description:

Project feasibility study is used to determine the viability of a project. It tells us whether a project is worth the investment by its promoters. Generation of ideas is not enough; the business ideas must stand the scrutiny from techno-economic, financial and legal perspectives. Feasibility literally means whether there exists a sizeable market for the proposed product/service, what would be the investment requirements and where to get the funding from, whether and wherefrom the necessary technical know-how to convert the idea into a tangible product may be available, and so on.

Course Objectives: The objective of this course is to:

1. To acquaint students with the importance of conducting a feasibility study prior to any project such as establishing a new project, expansion of existing project, and replacements of major machinery and equipment.
2. To teach students the nature and scope of a project feasibility study.
3. To elaborate the purpose and contents of the main studies that make up the feasibility study which are: the marketing study, the technical study, and the financial study
4. To illustrate the importance and elements of the legal, organizational, and environmental impact study of the project.
5. To acquaint students with the analysis of the impact of the project on the economy, and the society.

Course Outcomes: On successful completion of this course students shall be able to:

CO1: Design the framework for a sound project feasibility study.

CO2: Conduct a simple marketing feasibility study.

CO3: Determine the components of the technical feasibility study.

CO4: Conduct financial analysis to determine the viability of the project.

CO5: Identify the scope of the project environmental impact study, project organization study, and legal study.

Course Pre-requisites: General Management.**Pedagogy:** Direct Method, ICT, Problem solving, Case based

LTP: 2:1:0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to Project feasibility: Project- concept, need, importance, elements of project, Why it is crucial to assess	10 Hrs.	CO1	PO2	POS1

	project feasibility? Identification and exploration of business scenarios–pre identification, Identification and exploration of business scenarios. Feasibility Study report: The legal and Organizational Study				
Unit-2	Market and Technical Feasibility: Technical feasibility, method for technical feasibility analysis, Planning phase, Construction & operational phase, Market Feasibility: Market Research, Demand forecasting, marketing management	10 Hrs.	CO2	PO2	POS1
Unit-3	Financial and Environment feasibility: Estimate total capital requirements- total investment costs, Financial statements, Economics of operation, Break even analysis, customer demand forecasting analysis, Environmental Impact Analysis, Social Cost Benefit Analysis.	10 Hrs.	CO3	PO2	POS1
Unit-4	Project Risk Analysis and Decision making: Project contracting, Project organization, Project time monitoring and cost monitoring, Project over runs, Project Control - Project Monitoring and Review, Project Monitoring and Evaluation. Project risk analysis- Sources, Types, and Perspectives, Sensitivity Analysis, Scenario Analysis, Break Even Analysis, Decision Tree Analysis. Feasibility Study Decisions	9 Hrs.	CO4	PO2	POS1

Reference Books:

1. David S. Clifton, David E. Fyffe (1977). Project feasibility analysis: a guide to profitable new ventures. Wiley
2. Prasanna Chandra (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill (India) Pvt. Limited, New Delhi
3. Austin, James (1984). Agro industrial project analysis. World Bank Publication. Available at
<http://documents.worldbank.org/curated/en/672351468183893125/Agroindustrial-project-analysis>

VII Specialization: Marketing & Human Resource

Course Title : Retail Marketing					
Course Code: B22CCS571					
Course Description: This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and challenges in designing retail mix strategies. This course will enable students to develop decision making skills related to retailing. Understand effective methods and strategic required for retail management					
Course Objectives: To provide the knowledge of basic concepts of retail management. 2. To understand the various dimensions related to retail management & retail operations. 3. To provide insights into all functional areas of retailing. 4. To give an account of essential principles of retailing.					
Course Outcomes: This course will enable students to: After the completion of the course, students will be able to: CO1: Explain the concept, importance and functions of retail business. CO2: Elaborate and analyze the concepts of retail operations. CO3: Explain the retail marketing mix and decisions related to these elements. CO4: Analyze about the retail marketing in the trend					
Course Pre-requisites: Basics of retail management					
Pedagogy: Lectures, E-content, ,ICT . case study					
LTP: 2:1:0					
Course type: Soft Core					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Unit-1: Introduction INTRODUCTION TO RETAILING. Definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors –	9 hours	CO1	PO2	POS 1

	present Indian retail scenario - Retailing from the International perspective				
Unit-2	Unit-2: RETAIL OPERATIONS. Choice of Store location – Type of Location, Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation - Retail Operations - Store Layout: Store designing – Space planning, and visual merchandising –Meaning &Role, Tools & Technique of visual merchandising, Merchandise Management: Process, Inventory management – Category Management	10 hours	CO2	PO2	POS 1
Unit-3	Unit-3: RETAIL MARKETING MIX Retail marketing mix – Introduction. Product – (Merchandise Management revisited) – 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	10 hours	CO3	PO2	POS 1
Unit-4	Unit-4: IMPACT OF IT IN RETAILING. Non store retailing (E tailing), The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system - Legal aspects in retailing - Social issues in retailing - Ethical issues in retailing. Introduction to Retail Research and shopping mall management. Cases in Indian Context on Retail Management	10 hours	CO4	PO2	POS 1

Reference Books:

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 9th edition, PHI Private Limited, New Delhi, 2013.
2. Swapna Pradhan, Retailing Management, 3/e, 2011 Tata McGraw-Hill Education
3. A.J. Lamba, "The Art of Retailing", 2/e edition, Tata Mc GrawHill, New Delhi, 2003.
4. Suja Nair: Retail Management, 2011, Himalaya Publishing House.
5. Rosemary Varley, Mohammed Rafiq, Retail Management, 2/e, 2006 Palgrave Macmillan
6. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning
8. Levy & Weitz, Retail Management.

Course Title : LOGISTICS & SUPPLY CHAIN MANAGEMENT
Course Code: B22CCS572
Course Description: This course provides students with the core knowledge related to a wide variety of supply chain activities, including demand planning, manufacturing planning and control, purchasing, transportation management, warehouse management, inventory control, material handling, product and service support, information technology, and strategic supply chain management. The program takes a balanced approach to supply chain education, requiring courses in operations, logistics, and purchasing for all students.
Course Objectives: The objective of this course is to: <ol style="list-style-type: none">1. To develop an understanding of basic concepts and role of Logistics and supply chain management in business.2. To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.3. To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.4. To understand, appraise and integrate various supply chain strategies.

Course Outcomes: On successful completion of this course students shall be able to:					
CO1: To understand the fundamentals of elements and functions of logistics, supply chain, role of drivers and demand forecasting.					
CO2: To apply various techniques of inventory management and their practical situations.					
CO3: To analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.					
CO4: To analyze logistics and supply chain strategies creating value generation and utilising IT applications.					
Course Pre-requisites: Supply chain management					
Pedagogy: Direct Method, ICT, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Definition of Logistics, Scope of logistics, Logistics –a system concept, Objectives of Logistics management. Understanding the Supply Chain-Supply Chain-definition, Elements of supply chain, Objective of supply Chain, Importance of Supply chain decisions, Functions of Supply Chain, Process views of supply chain, Fisher Framework, Hau L Lee – Triple A Supply Chain. Supply Chain Performance: achieving Strategic fit & scope-Competitive & Supply Chain Strategies, Achieving strategic fit, Expanding strategic scope, Challenges to achieve and maintain strategic fit, Supply chain management vs logistic management, Supply chain vs Value chain. Designing the supply chain network- Role of distribution in the supply chain, Factors influencing distribution network design.	9 hours	CO1	PO2	POS 1

Unit-2	Supply chain drivers- Functional drivers of supply chain performance a) Facilities Location (Factors affecting facility location decision, Metrics for facility location decision) b) Inventory Management (Objective of Inventory Management, Types of Inventory, Inventory Associated Costs) c) Transportation (Introduction to Modes of Transportation, Importance of various modes and their comparison/application, Trends and Growth in Development of Transport, Transporting Energy Commodities); Cross-functional drivers a) Sourcing (The role of sourcing in supply chain, Total Cost of Ownership, Supplier Selection) b) Pricing (Role of pricing and revenue, Pricing and revenue management for Bulk, Perishable and agriculture produce, Pricing Strategies practiced by Retail) c) Information.	10 hours	CO2	PO2	POS 1
Unit-3	Inventory management- Definition of Inventory, Inventory types & functions; EOQ Model and Buffer Stock, Assumptions, Instantaneous Replenishment case, Demand and production rate are different, When backorders are allowed, Buffer Stock and ROL. Inventory Control- ABC Analysis, VED Analysis. Warehouse Management- Warehouses- types and functions, Warehousing-site selection, layout, decision, Warehousing-costing, strategies, Performance parameters, Cold chain infrastructure, Role of CWC and FCI.	10 hours	CO3	PO2	POS 1
Unit-4	Transportation modes- Rail, road, Waterways & airways, Evolution of Transportation system, Transportation infrastructure, Role of TMS, Transportation Decisions. Introduction to 3PL & 4PL. Role of 3 PL companies, Importance of 4 PL	10 hours	CO4	PO2	POS 1

	companies. IT in supply chain (Information)- Role of IT in a supply chain, The supply chain IT framework, Significance of SAP/RFID, The future of IT in the supply chain, Supply chain IT in practice, TMS (Transport Management System), WMS (Warehouse Management System), Green Supply chain				
--	---	--	--	--	--

Reference Books:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
3. Supply Chain Management: Text and cases Shah, J. (2009) Pearson, New Delhi.
4. Logistics Management- The Supply Chain Imperative Sople V. Vinod , Pearson Education
5. Business Logistics/Supply Chain Management Ballou Srivastava, Pearson Education
6. Logistics and Supply Chain Management Christopher, M (1992) Pitman Publishing, London.
7. Logistics and Supply Chain Management Cases and Concepts Raghuram, Rangaraj MccMillan
8. Supply Chain Management N. Chandrasekaran Oxford
9. Supply Chain Management Pankaj Madan Neeraj Anand Global Academic Publishers & Distributors
10. Supply Chain Logistics Management-2nd Edition Bowersox, Closs, Cooper McGraw Hill

Course Title: Organizational Change and Development
Course Code: B22CCS573
Course Description: In the age of fast paced changes in the field of technology, globalization, changing nature of workforce and environmental and social focus the organizations and their members must keep developing and changing themselves to respond to these factors. The development is required at levels of human processes (at individual, teams, and organizational level), organization design and culture, technological choices, HR processes and systems and strategic orientation. This course will equip the

participants with the approaches and methods of development and change at these aspects of organization to realize their full potential and to perform well in the market field.

Course Objectives: The objective of this course is to:

- (1) provide you with an opportunity to become familiar with the concept of change management.
- (2) develop an awareness and fundamental knowledge of the need for change, why organizations change or fail to change, and how to plan for, manage and measure change.
- (3) develop an awareness of the leadership issues and role of the leader in organizational change.
- (4) help further develop and expand your critical thinking and analytical skills.

Course Outcomes: On successful completion of this course students shall be able to:

- CO1: Developing a basic understanding and appreciation for the issues and conditions creating the need for change in modern organizations
- CO2: Developing an understanding of the strategic role of change in the organization and the impact of change (or failure to change) on organizational performance
- CO3: Developing a basic understanding and fundamental knowledge of the models and theories of change management
- CO4: Learning how to apply some of the key concepts and tools organizational development and change leadership and management.

Course Pre-requisites: Financial accounting, Cost and Management Accounting

Pedagogy: Direct Method, ICT, Problem solving, Case based

LTP: 2:1:0

Course type: SC

Contact Hours: 39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Organizational Change: Concept and Significance; nature of change, Internal & External changes, types of change, Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.	9 hours	CO1	PO2	POS 1

Unit-2	Organizational renewal: The challenge of change and its impact: operational effect, psychological effect, social effect; people reactions to change. Changing the organizational culture Resistance to change lifecycle to resistance to change, resistance model of change, driving forces and restraining forces blocking change, overcoming and minimizing resistance to change.	10 hours	CO2	PO2	POS 1
Unit-3	Organization development -Introduction, history, evolution of OD, OD interventions: Need, Evolution of OD, OD Assumptions & Values. OD Models: 5 stage model of OD, Action Research model of OD & its features, OD practitioners, Role and style of OD practitioners, Formation of Practitioner and client relationship, relationship modes and issues in relationship.	10 hours	CO3	PO2	POS 1
Unit-4	Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions. Team development Interventions: Organizing around teams, need for team development, team development process, outdoor experiential laboratory training, role negotiation, role analysis	10 hours	CO4	PO2	POS 1

Reference Books:

10. Beckhanrd, Richard and Harris, Reuben T., Organizational Transitions: Managing Complex Change, Addison, - Wesley, Mass
11. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organizational Change, Free Press, New York.
12. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York.

13. Hurst, David K., Crisis and Renewal: Meeting the Challenge of Organizational Change, Harvard University Press, Mass

Course Title : COMPENSATION MANAGEMENT					
Course Code: B22CCS574					
Course Description: The objective is to equip students with comprehensive knowledge in compensation management, its principles, designing compensation system in the organizations.					
Course Objectives: The objective of this course is to: <ol style="list-style-type: none"> 4. To familiarize students about concepts of compensation management 5. To acquaint students about the effective management of compensation policies, strategies and systems. To analyze contemporary strategic compensation and design compensation system in the organizations.					
Course Outcomes: On successful completion of this course students shall be able to: CO1: To discuss the importance and principles of compensation management CO2. To relate the bases of compensation CO3. To appraise the present trends in calculation of incentives and other pay systems CO4. To understand the compensation Laws in India					
Course Pre-requisites: Compensation management, wages					
Pedagogy: Direct Method, ICT, Problem solving, Case based					
LTP: 2:1:0					
Course type: SC					
Contact Hours: 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Introduction to Compensation Management: Concept, principles and practices; Types of wages, Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India	9 hours	CO1	PO2	POS1
Unit-2	Performance management and reward systems. Performance Coaching, Mentoring and Counseling, Competency development, Use of	10 hours	CO2	PO2	POS1

	technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.				
Unit-3	Components of Compensation; Basic Pay, D.A. Incentives Plans; Profit Sharing Schemes; Employee Stock Ownership; Fringe benefits & retirement benefits, provident fund, gratuity, pension, Compensating the Flexible Workforce Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad banding, competency based pay	10 hours	CO3	PO2	POS1
Unit-4	Compensation laws in India: Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.	10 hours	CO4	PO2	POS1

Reference Books:

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong

SIXTH SEMESTER

Course Title : ENTREPRENEURSHIP DEVELOPMENT
Course Code: B22CC0601
Course Description: 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.

Course Objectives:

1. The objective of this course is to acquaint students with the conceptual, applied, practical knowledge and skills about entrepreneurship and small business development.
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.

Course Outcomes:

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.

Course Pre-requisites: Basics of Entrepreneurship

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	Introduction to Entrepreneurship 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.	12Hrs	CO1	PO2	PSO3
UNIT-2	SSI and Social Entrepreneurship 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	12Hrs	CO2	PO2	PSO3

	<p>faced by SSIs and the steps taken to solve the problems.</p> <p>Social entrepreneurship - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India</p>				
UNIT-3	<p>Family Business</p> <p>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.</p>	14Hrs	CO3	PO2	PSO3
UNIT-4	<p>Sources of Business Ideas And Tests Of Feasibility</p> <p>Significance of writing the business plan/project proposal; Contents of business plan/project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered.</p> <p>Institutions Supporting Entrepreneurs</p> <p>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>	14Hrs	CO4	PO2	PSO3

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

Course Title: STRATEGIC MANAGEMENT					
Course Code: B22CC0602					
Course Description: 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.					
Course Objectives: 1. To expose participants to various perspectives and concepts in the field of strategic management 2. To help participants develop skills for applying these concepts to the solution of business problems 3. To help students master the analytical tools of strategic management					
Course Outcomes: 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.					
Course Pre-requisites: Basic Concepts of Strategic 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	Strategic Management: An Introduction Strategic thinking Vs Strategic Management Vs Strategic planning, Meaning of strategic management, concept	14Hrs	CO1	PO5	PSO3

	<p>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>Mission, Objectives, Goals and Ethics</p> <p>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>				
UNIT-2	<p>External environment: Analysis and appraisal</p> <p>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
UNIT-3	<p>Organizational change and innovation: -</p> <p>Planned and unplanned change, causes or forces of organizational change, managing planned change, choosing a change strategy, creativity and innovation in organizations, organizational creativity</p>	12Hrs	CO3	PO5	PSO3

	and innovation process, learning organization				
UNIT-4	Generic competitive strategy: - Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy Corporate strategy: - Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy Strategic evaluation and control:- 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

Course Title : PRINCIPLES OF INVESTMENT MANAGEMENT
Course Code: B22CC0603
Course Description: 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.
Course Objectives: 1. To distinguish the ultimate investments of the financial system and real economy in

investment.

2. Explain the investment environment and the research levels.

Course Outcomes:

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

Course Pre-requisites: Basics Concepts of Investment

Pedagogy: Direct Method ,ICT& FLIPPED CLASSROOM

LTP: 3 1 0

Course type: HARD CORE

Contact Hours: 52

UNITS	SYLLABUS	CH	CO	PO	PSO
UNIT -I	Introduction to Investment 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
UNIT-2	Fundamental and Technical Analysis- 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

UNIT-3	Financial Market 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
UNIT-4	Portfolio Management Concept-Benefits of Mutual Funds-Organizational structure-Product variety-Measurement and Evaluation of Mutual Funds 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.	12Hrs	CO4	PO4	PSO3

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

Course Title : E-COMMERCE AND TALLY
Course Code: B22CC0604

Course Description:

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.

Course Objectives:

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)

Course Outcomes:

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

Course Pre-requisites: Digital awareness, online transaction, Computer Fundamentals, and Basic Accounts and Taxation.

Pedagogy: Direct Method, ICT& FLIPPED CLASSROOM and Hands on learning.

LTP:3-0-1

Course type: HARD CORE

Contact Hours: 52

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Introduction to E-Commerce: - 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	14 Hrs	CO1	PO1	PSO1

	electronic trading system special features. E-commerce models; supply chain management, product and service digitations remote servicing, procurement; on line marketing and advertising.				
Unit-2	Innovation in Ecommerce; Voice Commerce, Artificial Intelligence and Smart Services, Social media, personalized Customer experience, Internet of Things, Augmented Reality, Block chain, Drones in E commerce, Virtual Communalinity, 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
Unit-3	Application of Tally for Business Growth; 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
Unit-4	Taxation in Tally; Introduction to GST in Tally, CGST, IGST, and SGST. GST rates and Classifications, GST features in Tally, GSTR-	10 Hrs	CO4	PO1	PSO1

	1, GSTR-2A,GSTR-2, GSTR1A,GST Calculation in Tally(Simple Problems)				
--	---	--	--	--	--

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.

Course Title: INTERNATIONAL OPERATIONS MANAGEMENT
Course Code: B22CC0605
Course Description: 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.
Course Objectives: This course intends to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives. Designing the process, analysis and improvement, operating the system and making product and preparing for success and sustainability. Interface of operations management with other managerial areas.
Course Outcomes: 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					
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 -I	Introduction 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. Productivity -Concept and definitions, Factors contributing to productivity improvement, Techniques for productivity improvement.	14Hrs	CO1	PO5	PSO3
UNIT-2	Process Configuration Strategies 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
UNIT-3	Operations Planning and Control	14Hrs	CO3	PO5	PSO3

	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.				
UNIT-4	Arrow Diagramming and Network Analysis PERT Model, Determination of Critical Path, and Distribution of Project Completion time, CPM Model, Time/Cost Relation, Crashing of a Project. Multiple Project Management. Environment, Ethics, Technology and Contingency Planning -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

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.