Central University of Karnataka

Established by Act of the Parliament in 2009

School of Business Studies

Department of Business Studies

Bachelor of Business Administration [BBA]

SYLLABUS - 2024-25

Central University of Karnataka, Kalaburagi

Department of Business Studies
School of Business Studies

Vision

To Become a Center of Excellence in Management and Entrepreneurship Education, Research, Consultancy, and Extension Services Under University-based Education.

Mission

1. To excel in assimilating and disseminating management and entrepreneurship knowledge and skills through innovative courses and creative students-centric learning pedagogy.
2. To foster the advancement of management and entrepreneurship knowledge and skills through research and consultancy.
3. To establish linkages and networks with industries, industry associations, alumni, non-profit organizations, universities, etc., in management and entrepreneurship for sustainable mutual benefit.
4. To transform students into management professionals, leaders, research scholars, and potential entrepreneurs who respect and practice human values and business ethics in their careers for inclusive and sustainable development.

Central University of Karnataka, Kalaburagi
Department of Business Studies
School of Business Studies

Name of the Academic Program: Bachelors in Business Administration (BBA)
Program Specific Objectives (PSOs)

After completion of this academic program, the students will be able to

PSO-1: **Demonstrate knowledge and skill sets of HRM practices required to meet the volatile demands of the organization.**

PSO-2: **Demonstrate the knowledge of accounting standards and application of financial concepts, tools, and digital software to analyze complex financial data to arrive at optimum financial decisions in an organization.**

PSO-3: **Display innovative and creative ways of thinking to generate start-up ideas, identify entrepreneurial opportUNITies, and convert the ideas into Business Models and Start-Ups.**

PSO-4: **To Demonstrate competencies and skills to match marketing principles with the changing perspective of global markets and meet the needs of Digital Marketing and online resources.**

Name of the Academic Program: Bachelors in Business Administration (BBA)

Program Outcomes (POs)

PO 1	Generic and specific knowledge: **Demonstrate ability to understand, analyze, and evaluate real-life organizational ambiguities and challenges with the help of theoretical knowledge and application skills of the management subjects learned in the classroom and on the job internship**
PO 2	Innovative problem solutions: **Demonstrate competency to identify, formulate, and provide innovative solutions to societal and business problems using qualitative and quantitative techniques and tools.**
PO 3	Research attitude: **Show passion for research to investigate business problems and suggest solutions based on data-driven analysis**
PO 4	Effective communication & presentation: **Express thoughts and ideas effectively and communicate with different groups and business organizations using appropriate media clearly and concisely.**
PO 5	Intrinsic motivation and leadership: **Demonstrate awareness that self-motivation is a perennial source of strength in facing all challenges of life and career and display leadership skills in inspiring and collaborating with team members and stakeholders.**
PO 6	Professional Ethics: **Apply ethical principles and commit to professional ethics, responsibilities, and norms of the practice in any business organization as an employee or as an entrepreneur.**
PO 7	Multicultural Competence: **Demonstrate abilities to work with multi-disciplinary & cross culture teams to manage change ambiguity and complexities of the organizations with ease.**
PO 8	Sustainable growth and development: **Demonstrate awareness and respect for time and real resources that are limited always while pursuing organizational and personal goals with a focus on sustainability principles.**
PO 9	Digital knowledge and skills: **Apply skill sets to use digital tools, software, platforms, computing, and techniques to improve performance and better outputs.**
PO 10	Life-long learning: **Demonstrate the ability to engage in independent and life-long learning to meet the demands of changing trades and workplace**

COURSE STRUCTURE FOR EACH SEMESTER

for the Academic Year 2023-24 of all the Semesters of the UG Programmes.

(Revised)

Name of the School: Business Studies
Name of the Department: Business Studies
Programme Code: UBUSI

SEMESTER- I								
Sl. No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC10100	Principles of Management	3	1		4	100 40+60
2	DSC	UBBTC10101	Business Accounting	3	1		4	100 40+60
3	DSC	UBBTC10102	Business Mathematics	3	1		4	100 40+60
4	DSC	UBBTS10100	Business Organisation	2	1		3	75 30+45
5	MDC	UBBTD10100	Transportation and Shipping Logistics Management	2	1		3	75 30+45
6	AEC	UKNTC10001 UHNTA10101 UENTA10100	Language (Kannada) Language (Hindi) Language (English	1	1		2	50 20+30
7	VAC	UBBTV10100/ UBBTV10101	VAC Entrepreneurship Development/ Employability Skills	1	1		2	50 20+30
Total							**22**	

SEMESTER- II								
Sl.No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC20104	Organisational Behaviour	3	1		4	100 40+60
2	DSC	UBBTC20105	Applied Microeconomics	3	1		4	100 40+60
3	DSC	UBBTC20106	Business Statistics	3	1		4	100 40+60
4	DSC	UBBTS20107	Computer Application	1	2		3	75 30+45
5	MDC	UBBTD20101/ UBBTD20102	Retail Supply Chain Management/ Agri-Food Supply Chain Management	2	1		3	75 30+45
6	AEC	UKNTC20001 UHNTA20102 UENTA20100	Language (Kannada) Language (Hindi) Language (English	1	1		2	50 20+30
8	VAC	UBBTV20102/ UBBTV20103	Entrepreneurship Development/ Employability Skills	1	1		2	50 20+30
Total				VAC		VAC	**22**	

SEMESTER- III								
Sl.No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC30200	Principles of Marketing	3	1		4	100 40+60
2	DSC	UBBTC30201	Human Resource Management	3	1		4	100 40+60
3	DSC	UBBTC30202	Macro Economics	3	1		4	100 40+60
4	MDC	UBBTD30200	E-Commerce Supply Chain Management	2	1		3	75 30+45
5	SEC	UBBTS30200	Office Management	2	1		3	75 30+45
6	AEC	UKANNTA30102 UHNTA30103 UENTA30102	Language (Kannada) Language (Hindi) Language (English	1	1		2	50 20+30
7	VAC	UBBTV30200/ UBBTV30201	Entrepreneurship Development/ Employability Skills	1	1		2	50 20+30
Total							**22**	

SEMESTER- IV								
Sl.No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC40203	Basics of Financial Management	3	1		4	100 40+60
2	DSC	UBBTC40204	Entrepreneurship and Small Business Management	3	1		4	100 40+60
3	DSC	UBBTC40205	Business Environment	2	1		3	75 30+45
4	DSC	UBBTC40206	Operations Management	2	1		3	75 30+45
5	DSC	UBBTC40207	Business Ethics	1	1		2	50 20+30
6	AEC	UKANNTA40103 UHNTA40104 UENTA40103	Language (Kannada) Language (Hindi) Language (English	1	1		2	50 20+30
7	VAC	UBBTV40202/ UBBTV40203	Entrepreneurship Development / Employability skills	1	1		2	50 20+30
Total							**20**	

SEMESTER- V								
Sl.No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC50300	Basic Research Methods	2	1		3	75 30+45
2	DSC	UBBTC50301	Operations Research	3	1		4	100 40+60
3	DSC	UBBTC50302	Management Accounting	3	1		4	100 40+60
4	DSC	UBBTC50303	Retailing & Sales Management	2	1		3	75 30+45
5	DSC	UBBTC50304	E-Commerce	2	1		3	75 30+45
6	DSE	UBBTD50300	Training and Development/	2	1		3	75 30+45
		UBBTD50301	Consumer Behaviour/	2	1		3	75 30+45
		UBBTD50302	Indian Financial System	2	1		3	75 30+45
Total							**20**	

SEMESTER- VI								
Sl.No.	**Course Type***	**Course Code**	**Course Title**	**Mode**			**Credits**	**Total Marks**
				L	**T**	**P**		
1	DSC	UBBTC60305	Strategic Management	3	1		4	100 40+60
2	DSC	UBBTC60306	International Business	2	1		3	75 30+45
3	DSC	UBBTC60307	Event Management	2	1		3	75 30+45
4	DSC	UBBTC60308	Business Laws	2	1		3	75 30+45
5	DSC	UBBTC60309	Business Analytics	1	1		2	50 20+30
6	DSE	UBBTD60303	Compensation Management /	2	1		3	75 30+45
		UBBTD60304	Advertising Management	2	1		3	75 30+45
		UBBTD60305	Investment Analysis & Portfolio Management	2	1		3	75 30+45
7	Dissertation	UBBCR60300	Dissertation				2	50
Total							**20**	

*Course Type: Major, Minor, MDC, AEC, SEC, VAC etc.

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5	Transportation and Shipping Logistics Management	9
6	Language (Kannada) Language (Hindi) Language (English)	11 13 15
7	VAC: Entrepreneurship Development/ Employability Skills	18 20
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8	Organisational Behaviour	22
9	Applied Microeconomics	24
10	Business Statistics	26
11	Computer Application	28
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13	Language (Kannada) Language (Hindi) Language (English)	34 36 39
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20	Language (Kannada) Language (Hindi) Language (English)	56 58 60
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27	Language (Kannada) Language (Hindi) Language (English)	77 79 81
28	Entrepreneurship Development / Employability skills	84 86
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Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTC10100	**DSC**	**Principles of Management**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO1 Describe the concepts and practices of management.
CLO2 Understand the theories, models, and different schools of thought.
CLO3 Integrate management principles into practices.
CLO4 Explain the different managerial functions.
CLO5 Evaluate the organizational environment for decision-making.
CLO6 Enhance decision-making capability.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**
CLO1	3	1	1			2	3	1	3	3	3		1	
CLO2	3	1		2		3	3		3	2	3		3	
CLO3	3	3	1	3		2	2	2	3	3	2		3	
CLO4	3	3		2	2	1	3	1	3	3	1		3	1
CLO5	1	3	3	1	2	3	2	3	2	3	1	3	2	1
CLO6	1	3	3	1	2	3	2	1	3	2	1	2	2	1

Detailed Syllabus

UNIT 1: Nature and Evolution of Management (12h)

Meaning, Definition, and Need for Management; The Management Process; Types of Managers and Management Levels; Management Levels and Skill; Challenges of Management; **Evolution of Management Thought:** Early Thinking about Management, Scientific Management, Classical Organization Theory, Behaviour School, Decision theory school; Management Science School, System Approach; Contingency theory of management.

UNIT 2: Planning and Strategy (12h)

Planning -Concept, Significance, Process, Types; Difference between strategic and operational plans, 7S Model, Institutionalizing Strategy and Operationalizing Strategy.

UNIT 3: Organizing (12h)

Organizing -Concept, Building Blocks of Organization, Organizational Design, Principles, Theories, Down Sizing and Right-Sizing, Types of Organizational Structure; Power: Sources of Power, Cultural Aspects of Power, Authority: Basis of Authority, Line and Staff Authority, Responsibility, Delegation: Advantages of Delegation, Barriers to Delegation, Guidelines for Effective Delegation, Centralization-Decentralization.

UNIT 4: Staffing (HRM) (12h)

Concept, Process of HRM, Human Resource Planning, Recruitment, Selection, Orientation, Training and Development, Performance Appraisal and Compensation, Promotion, Transfer, Demotion, Separation.

UNIT 5: Directing, Coordinating and Controlling (12h)

Directing, coordinating; Controlling: Concept, Process, Designing Control System, and Control Techniques; Operations Management and Management Information System.

Text Book & References

1. L M Prasad: Principles and Practice of Management, Sultan Chand and Sons, New Delhi
2. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
3. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, South-Western College Publishing, Ohio.
4. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
5. Ivancevich; John and Michael T.Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.
6. Robbins, Stephen P, and Mary Coulter: Management, Prentice Hall, New Delhi. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.
7. Steers, Richard M. and J. Stewart Black: Organizational Behavior, Harper Collins College Publishers, New York. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
8. Govindarajan & Natarajan: Principles of Management, Prentice Hall of India Private Limited, New Delhi.
9. Stoner, Freeman & Gilbert, Jr.: Management, Prentice Hall of India Private Limited, New Delhi.
10. Tripathy & Reddy: Principles of Management, Tata McGraw-Hill Publications, New Delhi.
11. Fred Luthans: Organizational Behaviour, Tata McGraw-Hill Publications, New Delhi.
12. Udai Pareek: Understanding Organizational Behaviour, Oxford University Press, New Delhi.
13. S. Stephen P. Robbins: Organizational Behaviour, Prentice Hall of India Private Limited, New Delhi.
14. Stoner, Freeman, Gilbert: Management, Pearson
15. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of Management, Tata McGraw-Hill, New Delhi. Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTC10101	**DSC**	**Business Accounting**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

- **CLO1** Understand the basic concepts of accounting and its principles
- **CLO2** Explain the journal entries, subsidiary books, and preparation of the ledger accounts.
- **CLO3** Explain depreciation and various methods of depreciation.
- **CLO4** Explain the preparation of financial statements.
- **CLO5** Analyze the financial statements.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	2		2		3	3	3		3	2	
CLO2	3	1		3		1			3	3		3	2	
CLO3	3	1		3		1			3	3		3	2	
CLO4	3	3	2	3		2		2	3	3		3	2	
CLO5	3	3	3	3		2		2	3	3		3	2	

Detailed Syllabus

UNIT I: Introduction to Accounting: (10h)

Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit.

UNIT 2: Recording of Transactions 1: (10h)

Recording Transactions in General Journal. Recording Transactions in a three-column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

UNIT 3: Recording of Transactions 2: (10h)

Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, Methods of Charging Depreciation – Straight-line Method, and Written-down-value Method.

UNIT 4: Preparation of Financial Statements: (18h)

Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement, Preparing Trading Account, Profit & Loss Account, and Balance Sheet.

UNIT V: Analyzing Financial Statements: (13h)

Objectives of Financial Statement Analysis; Sources of Information; Standards of Comparison; Techniques of Financial Statement Analysis -Horizontal Analysis, Vertical Analysis, and Ratio Analysis. Meaning and Usefulness of Financial Ratios; Analysis of Financial Ratios.

Text Book & References

1. SN Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. JR Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
   T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd

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BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTC10102	**DSC**	**Business Mathematics**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

- **CLO1** Appreciate the importance of mathematics in business decision-making.
- **CLO2** Understand and Apply the concept of mathematical functions and equations in business.
- **CLO3** Understand and apply metrics, determinants, series, and progression in business.
- **CLO4** Comprehend the concepts of differential and integral calculus and apply them in business decision-making.
- **CLO5** Understand the basics of mathematics involving finance.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	3	2		2			2	3	3			2	
CLO2	3	3	2		2			3	3	3			3	
CLO3	3	3	2		2			3	3	3			3	
CLO4	3	3	2		2			3	3	3			3	
CLO5	3	3	2		2			3	3	3			3	

Detailed Syllabus

UNIT I: Mathematical Functions and Theory of Equations: (12h)

Functions, types of functions, graphical representation of a function, linear function, quadratic function, exponential and logarithmic function. Application of functions- equilibrium, break-even analysis. Linear equations- Characteristics of linear equation, slope intercept form of linear equation, determining the equation of a straight line, equations involving three variables. Two-variable system of linear equation.

UNIT 2: Metrics and Determinants: (12h)

Introduction to matrices, types of matrices, algebra of matrices- addition, subtraction, scalar and matrix multiplication, cofactors. Properties of determinants, Cramer's Rule, Inverse of a matrix, Solution of simultaneous linear equation.

UNIT 3: Series and Progression: (10h)

Arithmetic Progression- nth term, sum of first n terms, number of terms in AP, arithmetic mean. Geometric progression- nth term, the sum of first n terms, the sum of an infinite GP, Geometric mean. Application of AP and GP in business.

UNIT 4: Calculus: (10h)

Limits, The Derivative, Rules of Differentiation, Differentiation of Algebraic, logarithmic, and exponential functions, Second order derivatives, Identification of maxima and minima, Application of differentiation in business. Concept of antiderivatives, Rules of Integration, Integration by substitution, Integration by parts, Definite Integral, Application of Integral Calculus.

UNIT 5: Mathematics of Finance: (12h)

Profit, loss and discounts, Simple and Compound interest, compound amount, present value, effective interest rate, annuities, and their present value, amount of annuity, amortization and sinking fund, continuous compounding, mortgages, leasing, and capital expenditure.

Text Book & References

1. Budnick, Frank S., Applied Mathematics for Business, Economics and the Social Sciences, Tata McGraw Hill
2. Sharma, J.K., Business Mathematics-Theory & Applications, Ane Book Pvt. Ltd.,
3. Singh, J. K., Business Mathematics, Himalaya Publishing House

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTS10100	**DSC**	**Business Organizations**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Understand the nature, objectives, and social responsibilities of business organizations.
CLO2 Ability to describe the different forms of organizations.
CLO3 Understand the basic concepts of management.
CLO4 Understand and analyze the different functions of management.
CLO5 Understand and analyze the different combinations of business Organizations.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1		3	2	2	3	3	2	3	3		3	
CLO2	3	3	1	3	3	3	3	3	3	3	3		3	1
CLO3	3	1		3	2	2	3	3	2	3	3		3	
CLO4	3	2		3	3	3	3	3	3	3	3		3	
CLO5	1	2	3	3	3	2	3	3	3	3	3		3	

Detailed Syllabus

UNIT 1: Introduction to Business: (10h)

Business – Meaning, Evolution, Nature, Scope, and Essentials of Successful Business, Social Responsibility of Business, Objectives of Business, Business Activities in India, Performance of Indian Businesses; organizational structure- formal and informal, product structure, geographical structure, matrix structure.

UNIT 2: Forms of Business Organization: (12h)

Sole proprietorship: Definitions, Features, Merits, and Demerits. Partnership: Definitions, partnership deeds, Features, Merits, and Demerits. Joint Stock Company: Definitions, Features, Merits, and Demerits. Co-operatives: Definitions, Features, Merits, and Demerits.

UNIT 3: Public Enterprise: (8h)

Departmental Undertaking: Definitions, Features, Merits, and Demerits. Public Corporations: Definitions, Features, Merits, and Demerits. Government Companies: Definitions, Features, Merits, and Demerits

UNIT 4: Government and Business Interface: (8h)

Government and business interface; a stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association

UNIT 5: Management of Organizations: (7h)

Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Development Activities

1) Preparation of Partnership Deed
2) Draw a Business Tree
3) Draw a list of 10 PSUs
4) Prepare a list of different business combinations

Text Book & References

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. YK Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTD10100	**MDC**	**Transportation and Shipping Logistics Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CL01: Understand and apply knowledge gained on global logistics management.
CL02: Understand the overall role of maritime logistics in international trade
CL03: Analyse challenges in maritime logistics and transportation – coordination, safety, human.
CL04: Evaluate shipping economics for profitable operations.
CL05: Analyse and address logistic problems

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CL01	3	3		1	3	2	3	3	3	3	2			
CL02	3	3	1	1	2	2	3	3	2	3				
CL03	3	2		3	3	3	3	3	3	3	3		2	
CL04	2	3	2	2	2	2	3	3	2	3				3
CL05	3	3	2				2	2		3			2	3
CL06	3	3		2	3	2	1	3	2	3			2	2

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Introduction to Logistics management, Modern Concepts in Logistics, Role of logistics in strategy, different types of logistics, Shipping Logistics, Maritime logistics as a trade facilitator, Global trade and maritime industry, Intermodal freight transport and logistics, Supply chain integration of shipping companies.

UNIT 2: **Containers and Cargo: (15 hrs)**

Container – types, Different types of cargo, Container shipping, Tanker shipping, Dry and bulk shipping logistics, Hazards and Safety on Ships and Ports, Health issues and overall well-being, Skill requirement in shipping logistics, Environmental impact of shipping transportation.

UNIT - 3: Ship finance and shipping economics: (15 hrs)

Ship finance and shipping economics, Financing ships with private funds and bank loans, Dry ports, Port centric logistics, Container hub ports, Principles of maritime economics, the economics of shipping.

References

1. Burns, M. G. (2018), Port management and operations, CRC Press.
2. Lun, Y. V., Lai, K. H., & Cheng, T. E (2010), Shipping and logistics management. London: Springer.
3. Song, D. P. (2021), Container logistics and maritime transport, Routledge.
4. Tapaninen, U. (2020), Maritime Transport: Shipping Logistics and Operations, Kogan Page Publishers.
5. Song, D. W., & Panayides, P. (Eds.) (2015), Maritime logistics: A guide to contemporary shipping and port management, Kogan Page Publishers.
6. Martin Stopford (2009), Maritime Economics, Third edition, Routledge Taylor & Francis Group, London New York.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UKNTC10001	AEC	Kannada	02	02	2	0	0

Prerequisites: None

After completion of this course successfully, the students will be able to……

CLO-1: ಸಂಶೋಧನಾ ವಿದಾನಗಳನ್ನು ಅರಿತು ಸಂಶೋಧನಾ ಕೈಗೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

CLO-2: ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅಧ್ಯಯನದ ಮುಖಾಂತರ ಆಕರ ಸಂಗ್ರಹ, ಪರಿಕಲ್ಪನೆಗಳ ವ್ಯಾಖ್ಯಾನ ಅಡಿಟಿಪ್ಪಣಿ ,ಅನುಬಂಧ ಮುಂತಾದವುಗಳನ್ನು ಮಂಡಿಸುವ ವಿಧಾನವನ್ನು ಅರಿಯುವುದು.

CLO-3: ಸಂಶೋಧನೆಯಲ್ಲಿ ಸಾಮಾಜಿಕ ಜವಬ್ದಾರಿಯನ್ನು ಪರಿಭಾವಿಸುವ ಮನೋಭೂಮಿಕೆಯ ನಿರ್ಮಾಣ.

CLO-4: ಸಂಶೋಧನೆಯಲ್ಲಿ ನೈತಿಕತೆಯ ನಿರ್ವಹಣೆಯನ್ನು ಕುರಿತ ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅನುಸರಣೆ.

CLO-5 :ಹೊಸ ಸೈದ್ಧಾಂತಿಕ ಆಚೂಮಾಗಳ ಅನ್ವೇಷಣೆ.

CLO-6:ಅನ್ವಯಿಕ ಸಂಶೋಧನಾ ಮಾದರಿಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	3	2	3	3	3	2	3	3	3	3
CLO2	3	3	2	3	3	2	3	3	2	2	3	3
CLO3	3	2	3	2	2	3	2	2	3	3	2	3
CLO4	3	3	3	3	2	3	3	3	2	3	3	2
CLO5	2	3	3	3	3	2	2	2	3	3	2	3
CLO6	3	3	2	3	2	3	3	2	2	2	3	2

Each Course Learning Outcome (CLOs) may be mapped with one or more Program Learning Outcomes (PLOs). Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

ಸ್ನಾತಕ ಪದವಿ (ಯು.ಜಿ)
ಕನ್ನಡ ಭಾಷೆ – 1

ಕಾವ್ಯ ಮತ್ತು ಕತೆ

ಭಾಗ – 1 ಕಾವ್ಯ :

ದೊಂಬರ ಚೆನ್ನೆ– ಪಂಜೆ ಮಂಗೇಶರಾಯ
ಕಾರಿಹೆಗ್ಗಡೆಯ ಮಗಳು – ಬಿ.ಎಂ.ಶ್ರೀ (ಅನುವಾದ)
ಕರಿಸಿದ್ಧ – ಕುವೆಂಪು
ಕಣಿವೆಯ ಮುದುಕ – ಪು.ತಿ.ನ.
ಪುಟ್ಟ ವಿಧವೆ – ಬೇಂದ್ರೆ
ನನ್ನ ಹಾಗೆಯೆ – ಸು.ರಂ. ಎಕ್ಕುಂಡಿ
ಕತ್ತೆ ಮತ್ತು ಧರ್ಮ – ಸಿದ್ಧಲಿಂಗಯ್ಯ
ನಿಮ್ಮನೊಡನಿದ್ದೂ ನಿಮ್ಮಂತಾಗದೆ – ಕೆ.ಎಸ್. ನಿಸಾರ್ ಅಹಮದ್
ಅಡುಗೆ ಮನೆಯ ಹುಡುಗಿ – ವೈದೇಹಿ
ಅಮ್ಮನ ಗುಡ್ಡ – ಸರ್ವಮಂಗಳ

ಭಾಗ – 2. ಕತೆಗಳು

ಮೊಸರಿನ ಮಂಗಮ್ಮ – ಮಾಸ್ತಿ
ಕೃಷ್ಣೇಗೌಡನ ಆನೆ – ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ
ಮೃಗ ಮತ್ತು ಸುಂದರಿ – ಪಿ. ಲಂಕೇಶ್
ಗಂಟು ಅಥವಾ ಗುಪ್ತಧನ – ಕುವೆಂಪು
ಮಾರಿಕೊಂಡವರು – ದೇವನೂರ ಮಹಾದೇವ
ಚಪ್ಪಲಿಗಳು – ಸಾರಾ ಅಬೂಬಕರ್

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

1. ಆಯ್ದ ಕವಿತೆಗಳು, ಪಂಜೆ ಮಂಗೇಶರಾಯ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
2. ಇಂಗ್ಲಿಷ್ ಗೀತಗಳು, ಬಿ.ಎಂ.ಶ್ರೀಕಂಠಯ್ಯ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
3. ಸಮಗ್ರ ಕಾವ್ಯ, ಕುವೆಂಪು, ರಾಷ್ಟ್ರಕವಿ ಕುವೆಂಪು ಪ್ರತಿಷ್ಠಾನ, ಕುಪ್ಪಳಿ
4. ಆಯ್ದ ಕವಿತೆಗಳು, ಪು.ತಿ.ನ, , ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
5. ಔದುಂಬರಗಾಥೆ, ಬೇಂದ್ರೆ, ಸಂ. ವಾಮನ ಬೇಂದ್ರೆ, ಧಾರವಾಡ
6. ನನ್ನ ಜನಗಳು ಮತ್ತು ಇತರ ಕವಿತೆಗಳು, ಸಿದ್ದಲಿಂಗಯ್ಯ, , ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
7. ಆಯ್ದ ಕವಿತೆಗಳು, ಕೆ.ಎಸ್. ನಿಸಾರ್ ಅಹಮದ್, , ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
8. ಮಾಸ್ತಿಯವರ ಸಣ್ಣ ಕತೆಗಳು, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳುರು
9. ಕಿರಗೂರಿನ ಗಯ್ಯಾಳಿಗಳು, ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ ಉದಯರವಿ ಪ್ರಕಾಶನ, ಮೈಸೂರು
10. ಕಲ್ಲು ಕರಗುವ ಸಮಯ, ಪಿ. ಲಂಕೇಶ್, ಪತ್ರಿಕೆ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
11. ಸಮಗ್ರ ಗದ್ಯ, ಕುವೆಂಪು, ರಾಷ್ಟ್ರಕವಿ ಕುವೆಂಪು ಪ್ರತಿಷ್ಠಾನ, ಕುಪ್ಪಳಿ
12. ಸಮಗ್ರ ಕೃತಿಗಳು, ದೇವನೂರು ಮಹಾದೇವ, ಪತ್ರಿಕೆ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UHNTA10101	**AEC**	**Hindi Language**	**02**	**02**	**2**	**0**	**0**

कुल अंक	: 50
आंतरिक मूल्यांकन अंक	: 20 (संगोष्ठी/शैक्षिक/आंतरिक परीक्षा के माध्यम से निरंतर मूल्यांकन पद्धति अपनाई जाएगीं)
सत्रांत परीक्षा अंक	: 30

Prerequisites:

हिंदी भाषा और हिंदी कहानियों की परिचयात्मक जानकारी ।

Course Learning Outcomes:

इस पाठ्यक्रम को सफलता पूर्वक करने के उपरांत विद्यार्थी निम्नलिखित उद्देश्यों को पूरा करने में सक्षम होगा -

CLO-1. हिंदी भाषा ,बोली एवं व्याकरण से अवगत होना।

CLO-2. हिंदी भाषा की चयनित कहानियों को ,निबंध लेखन को स्पष्ट रूप से पारिभाषित कर सकेगा

CLO-3. हिंदी कहानी के प्रतिनिधि रचनाकारों से अवगत हो सकेगा।

CLO-4. विचारों की अभिव्यक्ति व लेखन के कौशल को विकसित कर सकेगा।

Detailed Syllabus

इकाई ।

- हिंदी भाषा का अर्थ एवं परिभाषा
- हिंदी के बोली वर्ग एवं हिंदी बोलियों का सामान्य परिचय
- व्याकरण : शब्दों के भेद (विकारी शब्द ,अविकारी शब्द) ,समास
- निबंध लेखन

इकाई 2

- कहानियों का सामान्य परिचय
- अध्ययन हेतु कहानियाँ –
  1. ईदगाह – प्रेमचंद
  2. मधुआ – प्रसाद
  3. पाजेब – जैनेंद्र
  4. मैं हार गई – मन्नू भंडारी
  5. गेंद – चित्रा मुदगल
  6. दहलीज पर संवाद –सुधा आरोड़ा

सहायक ग्रंथ

- मानसरोवर- भाग-1,प्रेमचंद,सुमित्र प्रकाशन, इलाहाबाद, 2018
- प्रतिनिधि कहानियाँ-जयशंकर प्रसाद,राजकमल प्रकाशन, दिल्ली, 2000
- पाजेब –जैनेन्द्र कुमार,राजकमल प्रकाशन, दिल्ली, 2013
- प्रतिनिधि कहानियाँ-मन्नू भंडारी,राजकमल प्रकाशन,दिल्ली, 2017

- प्रतिनिधि कहानियाँ- चित्रा मुदगल,राजकमल प्रकाशन,दिल्ली, 2016
- काला शुक्रवार-सुधा आरोड़ा,राजकमल,दिल्ली, 2016
- मधुरेश – हिंदी कहानी का विकास,लोकभारती प्रकाशन,दिल्ली, 2018
- गोपाल राय - हिंदी कहानी का इतिहास –भाग 1,2,3, राजकमल प्रकाशन,दिल्ली, 2011
- रामचंद्र तिवारी – हिंदी गद्य साहित्य का इतिहास, राजकमल प्रकाशन,दिल्ली, 2014
- कामताप्रसाद गुरु – हिंदी व्याकरण,साहित्य सरोवार,दिल्ली, 2012
- डॉ. पृथ्वीनाथ पांडये– मानक सामान्य हिंदी,अरिहंट पब्लिकेशन,दिल्ली, 2024
- मेरी प्रिय कहानियाँ – चित्रा मुदगल, राजकमल प्रकाशन,दिल्ली, 2019

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UENTA10100	**AEC**	**English Language Communication Skills-I**	**02**	**02**	**2**	**0**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO -1: Demonstrate the significance of understanding the communication process and its components.
CLO -2: Evaluate the role of factors affecting communication in formal and informal situations.
CLO -3: Exercise the set of language skills for effective learning.
CLO -4: Demonstrate effective language skills for various academic purposes.
CLO -5: Monitor your language in grammar, spelling, and pronunciation.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	3	3	2	1	3	2	1	1	3
CLO2	2	2	3	3	3	2	1	3	3	2
CLO3	3	3	2	3	2	2	3	2	1	3
CLO4	3	2	3	2	2	2	2	1	3	2
CLO5	3	3	3	2	3	3	2	3	3	3

Detailed Syllabus

UNIT- 1: A. Communication Skills-I

- Communication: Definition, Types/Forms, and Channels of Communication
- Communication Process Models
- Factors Affecting Effective Communication

B. Essential English Grammar - I

- Parts of Speech: Noun and Adjective
- Articles and Determiners
- Tense: Past Tense

UNIT-2: Language Skills

A. Theory:

- Listening Skills: Types and Purposes
- Enriching Vocabulary: Affixation, Blending, Homophone
- Spoken English: Spelling and Pronunciation of Words
- Punctuation: Comma (,) Full Stop (.), Apostrophe (’), Question Mark (?)
- Effective Presentation Skills

B. Praxis:

- Listening for Information, Facts, Thoughts and Ideas
- Writing Application for Various Purposes
- Classroom Presentations

***

Background Study Topics: English Speech Sounds: Vowels and Consonants, 21st Century Skills, Descriptive and Perspective Grammar, Competence and Performance, Spoken and Written English, Functional English, Issues in Pronunciation of English Words and Spelling

Proposed Functional English Activities:

- Greeting and Self-Introduction
- Describing People, Place, Objects
- Talking about Routines
- Expressing Likes and Dislikes

SUGGESTED READING:

1. Nitin Bhatnagar and Mamta Bhatnagar, *Communicative English for Engineers and Professionals*, New Delhi: Pearson, 2010.
2. Stephen E. Brown, Ceil Lucas, *Improve Your English: English in the Workplace: Hear and see how English is Actually Spoken from Real-life Speakers*, McGraw-Hill, Year: 2009.
3. Douglas Biber, Susan Conrad, Geoffrey Leech, *Longman Student Grammar of Spoken and Written English*, Pearson ESL, Year: 2002
4. Edward Woods, Rudy Coppieters. *A Workbook to Communicative Grammar of English*. Routledge, 2002.
5. Geoffrey Leech, Jan Svartvik, *A Communicative Grammar in English*, Longman, Singapore Publisher: 1975.
6. Randolph Quirk, Sidney Greenbaum, Geoffrey Leech, Jan Svartvik, *A Comprehensive Grammar of the English Language*, Longman, Year: 1985

INTERNET SOURCES:

A. Interactive Grammar Exercises

1. https://www.englishgrammar.org/verbs-exercise-18/
2. https://www.englishexercises.org/buscador/buscar.asp?nivel=any&age=0&tipo=any&contents=adverbs#a
3. Vocabulary Exercises:
    1. https://www.grammarbank.com/context-clues-worksheet.html
    2. Word Formation: https://www.englisch-hilfen.de/en/word_formation/nouns_adjectives/index.php

B. Interactive Listening Skill Websites

1. https://www.skillsyouneed.com/ips/active-listening.html
2. https://www.elllo.org/video/1501/1533-Sarah-Music-Like-Dislike.html
3. https://elllo.org/english/grammar/index-level1.htm

C. Interactive English Pronunciation:

1. https://www.cambridgeenglish.org/learning-english/activities-for-learners/b1p065-come-or-calm
2. http://www.blairenglish.com/extras/exercise_menu.html
3. Puntuiations: https://www.lingq.com/en/learn-english-online/courses/734892/how-to-use-commas-english-writing-les-5490214/
4. https://www.niu.edu/writingtutorial/punctuation/quizzes/PunctuationSelfTest.htm
5. https://www.merriam-webster.com/games/test-your-punctuation-skills

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTV10100	**VAC**	**Entrepreneurship Development**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CL01: Describe the concepts and terms of Entrepreneurship Development

CL02: Understand the theories, models, and components of ED
CL03: Apply ED concepts to business management
CL04: Assessing the dynamism of the Business Environment.
CL05: Evaluating the business opportUNITies and threats and designing and implementing the business plan (Creating own venture)

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Concept of Entrepreneur, Intrapreneur, and Entrepreneurship; Interaction with successful Entrepreneur; Legal requirements for establishing and managing a business; Soft skills required for an entrepreneur: creativity and problem-solving, interpersonal communication, persuasion, negotiation and networking, delegation of authority and work; Developing Leadership and Entrepreneurial competencies; Theories of Entrepreneurship Development. Business OpportUNITy Identification: Market survey and assessment; Linking business opportUNITy with Entrepreneur;

.

UNIT 2: **Support institutions for MSME: (15 hrs)**

Support institutions for MSME; Start-up ecosystem and policies in India; Business Plan preparation; Business Analysis: Technical, Marketing, Human Resource, Financial Analysis; Investment Appraisal Techniques; Project Planning and Implementation; Managing Business Crisis; Industrial Visit.

References

1. Robert D Hisrich, Entrepreneurship, Tata McGraw Hill
2. Vijaya Kumar Ivaturi, The Manual for Indian Start-ups, Penguin Random House
3. Subrato Bagchi, The High-Performance Entrepreneur, Portfolio Penguin
4. Shereen Bhan, Young Turks, Random House India

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-I

Code	Type	Title	Credits	Hours	L	T	P
UBBTV10101	**VAC**	**Employability Skills**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO7 Have skills and preparedness for aptitude tests.
CLO8 Be equipped with essential communication skills.
CLO9 Use logical thinking and analytical abilities to solve Reasoning and Quantitative aptitude questions from competitive tests.
CLO10 Master the presentation skills and be ready for facing interviews.
CLO11 Analyze reading passages and quickly find out the correct responses toquestions asked.
CLO12 Introspect & develop a planned approach towards his career & life in general.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1	1			2	3	1	3	3	3		1	
CLO2	3	1		2		3	3		3	2	3		3	
CLO3	3	3	1	3		2	2	2	3	3	2		3	
CLO4	3	3		2	2	1	3	1	3	3	1		3	1
CLO5	1	3	3	1	2	3	2	3	2	3	1	3	2	1
CLO6	1	3	3	1	2	3	2	1	3	2	1	2	2	1

Detailed Syllabus

UNIT 1: Grammar, Comprehension and Communication Basics (12h)

Grammar and Comprehension: English sentences and phrases, Analysis of complex sentences, Transformation of sentences, Paragraph writing, Story writing, Reproduction of a story, Letter writing, précis writing, Paraphrasing, and email writing.

Communication Basics: Definition, Nature, and scope of communication, Importance, and Purpose of communication, types of communication. Verbal communication - Importance of Spoken English, Professional presentation- planning, preparing, and delivering a presentation, Elements of effective writing, main forms of written communication, Email writing.

UNIT 2: Reasoning, Quantitative Ability and Problem-Solving Techniques (12h)

Arithmetic and Mathematical Reasoning: Aspects of intelligence, multiple intelligence theory,Number sequence test, mental arithmetic (square and square root, LCM and HCF, speed calculation, remainder theorem).
Analytical Reasoning and Quantitative Ability: Matching, Selection, Arrangement, Verifications (Exercises on each of these types). Verbal aptitude (Synonym, Antonym, Analogy).
Problem-Solving Techniques: Problem-solving model: 1. Define the problem, 2. Gather information, 3. Identify various solutions, 4. Evaluate alternatives, 5. Take action, 6. Evaluate the actions.Problem-solving skills: 1. Communicate. 2. Brainstorming, 3. Learn from mistakes.

UNIT 3: Skills for Interviews (12h)

Skills for Interviews: Resume, How to develop an impressive resume, Interviews-types of interviews,preparatory steps for job interviews, interview skill tips, Group discussion- importance of group discussion, types of group discussion, difference between group discussion, panel discussion and debate, GD based on the current affairs, personality traits evaluated in group discussions, tips for successful participation in group discussion, purpose of listening, benefits of effective listening, Non-verbal communication-body movement, physical appearance, verbal sounds, closeness, time.

Text Book & References

1. R. Gajendra Singh Chauhan, Sangeeta Sharma, “Soft Skills- An integrated approach to maximizepersonality”, First Edition 2016, Wiley.
2. Wren and Martin, "English grammar and Composition", S. Chand publications.
3. Quantitative aptitude by R S Agarwal, S Chand Publications.
4. R. S. Aggarwal, "A modern approach to verbal reasoning", S. Chand publications.
5. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
6. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.ISBN: 9788131733844.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTC20104	**DSC**	**Organizational Behaviour**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Understand the concept and importance of organizational behavior.
CLO2 Understand the challenges and opportUNITies management faces due to behavior of individuals and groups.
CLO3 Analyze the factors that influence individual and group behavior in an organization.
CLO4 Motivate and inspire the employees in an organization.
CLO5 Lead the team and organization to achieve its goals

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction to Organizational Behaviour: (8 hrs)

Organizational behaviour -concept and significance; Relationship between management and organizational behaviour; OB and Other Disciplines; Challenges and OpportUNITies of OB in the Present Context; Foundations of Individual Behaviour;

UNIT 2: **Attitudes and Personality: (12 hrs)**

Attitudes and Job Satisfaction; Personality and Values: Assessment Tools and Models, Values and Ethical Behaviour, Individual Personality and Values of Workplace; Perception and Individual Decision Making; Learning; Emotions and Moods.

UNIT - 3: Motivation: (5 hrs)

Process of Motivation; Theories of Motivation: Early Theories of Motivation, Hierarchy of Needs Theory, Theory X and Theory Y, Two-Factor Theory, McClellands Theory of Needs, Contemporary Theories of Motivation: Cognitive Evaluation Theory, Goal Setting Theory, Self-Efficacy Theory, Reinforcement Theory, Stacy Adams Equity Theory, Victor Vroom's Expectancy Theory, Application of motivation theories in organizations.

UNIT-4: Leadership: (15 hrs)

Concept; Leadership Styles; Theories -Trait Theory, Behavioural Theories, Managerial Grid; Likert's four Systems of Leadership, Fielder's Contingency Theory; Hersey and Blanchard's Situational Theory; Path-Goal Theory, Leader-Member Exchange (LMX) Theory, Contemporary Issues in Leadership

UNIT-5: Group Dynamics and Team Development: (10 hrs)

Group Dynamics and Team Development: Group dynamics -definition and importance, types of groups, group formation, group development, group composition, group performance factors; Difference Between Teams and Groups, Types of Teams, Team Building.

Text Book & References

1. Stephen P. Robbins: Organizational Behaviour, Prentice Hall of India Private Limited, New Delhi.
2. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
3. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, South Western College Publishing, Ohio.
4. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
5. Ivancevich; John and Micheeol T.Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.
6. Newstrom, John W. and Keith Davis: Organizational Behavior: Human Behavior at Work, Tata McGraw-Hili, New Delhi.
7. Robbins, Stephen P, and Mary Coulter: Management,Prentice Hall, New Delhi. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.
8. Steers, Richard M. and J. Stewart Black: Organizational Behavior, Harper Collins College Publishers, New York. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
9. Govindarajan & Natarajan: Principles of Management, Prentice Hall of India Private Limited, New Delhi.
10. Stoner, Freeman & Gilbert, Jr.: Management**,** Prentice Hall of India private Limited, New Delhi.
11. Tripathy & Reddy: Principles of Management, Tata McGraw-Hill Publications, New Delhi.
12. Fred Luthans: Organizational Behaviour, Tata McGraw-Hill Publications, New Delhi.
13. Udai Pareek: Understanding Organizational Behaviour, Oxford University Press, New Delhi.

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Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTC20105	**DSC**	**Applied Microeconomics**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Understand the basic concepts of Microeconomics from the perspective of individual and organizational decision-making as consumers as well as producers.
CLO2 Analyze the interactions of supply and demand and the characteristics of perfect and imperfect markets.
CLO3 Apply the microeconomic concepts to analyze real-life situations.
CLO4 Determination and measurement of aggregate microeconomic variables
CLO5 Apply microeconomics concepts and tools for effective business decision-making.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3				2			3		3			2	2
CLO2	3	2			2		2	3		3			2	2
CLO3	3	3	2		2	2	2	2		3			2	2
CLO4	3	2	3		2	2		2		3			2	2
CLO5	2	3	3		2	2		3		3			2	2

Detaed Syllabus

UNIT 1: Introduction to Economics: (15h)

Meaning, definition, nature, the scope of economics, role of economics in decision making, economics as an art or science, practical uses of economics, and methods of economic analysis. Micro Economics: Meaning, nature, and scope, the difference between micro and macroeconomics.

UNIT 2: Demand and Supply Analysis: (10h)

Meaning of Demand, Types of Demand, Law of Demand, Determinants of Demand, Demand Function, Elasticity of Demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply.

UNIT 3: Production Analysis: (15h)

Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale

UNIT 4: Cost and Revenue Analysis: (10h)

Cost concepts, Cost Elements, the Relationship between Production and Cost, Average and Marginal cost curves, the Relationship between average and marginal cost, the concept of revenue, Revenue Curve, and the Relationship between average and marginal revenue.

UNIT 5: Market Structures: (10h)

Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

Text Book & References

1. Abel, A., Bernanke, B. (2016). Macroeconomics, 9th ed. Pearson Education.
2. Blanchard, O. (2018). Macroeconomics, 7th ed. Pearson Education.
3. Dornbusch, R., Fischer, S., Startz, R. (2018). Macroeconomics, 12th ed. McGraw-Hill.
4. Jones, C. (2016). Macroeconomics, 4th ed. W. W. Norton.
5. Mankiw, N. (2016). Macroeconomics, 9th ed. Worth Publishers.
6. Mankiw, N. (2007). Economics: Principles and applications, 4th ed. Cengage Learning.

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC20106	**DSC**	**Business Statistics**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Describe the concepts of statistics in business.
CLO2 Understand the importance of various techniques for analyzing the statistical data Understand and apply metrics, determinants, series, and progression in business.
CLO3 Solve business problems through various statistical tools and methods.
CLO4 Interpret the results obtained from statistical methods.
CLO5 Draw meaningful inferences from the data.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	3	2	2	2		2	3	3	2	2	2	2
CLO2	3	2	3	3	2	2		3	3	3	2	2	3	3
CLO3	3	3	3	2	2			3	3	3	2	2	3	3
CLO4	3	3	3	2	2			3	3	3	2	2	3	3
CLO5	2	3	3	3	3	2		3	3	3	2	2	3	3

Detailed Syllabus

UNIT 1: Introduction: (10h)

Origin and development of Statistics, Definition of Statistics, Importance and scope of Statistics, Limitations of Statistics, Role of Statistics in business decision making.
Classification of data, organizing data- Frequency distribution, Cumulative frequency distribution, tabulation- meaning and importance. Graphical presentation of data, types of graphs, and diagrams.

UNIT 2: Measures of Central Tendency and Dispersion: (15h)

Arithmetic means of ungrouped and grouped data, weighted mean, median of ungrouped and grouped data, mode of ungrouped and grouped data, graphical methods of calculating median and mode, comparison between measures of central tendency, advantages, and disadvantages of measures of central tendency.
Measures of dispersion- range, mean absolute deviation, variance, standards deviation, coefficient of variation, z-score, Chebyshev's theorem. Introduction to skewness and kurtosis.

UNIT 3: Correlation and Regression: (15h)

Correlation- types of correlation, methods of correlation analysis- Karl Pearson's correlation coefficient, Spearman's rank correlation, coefficient of determination.
Regression analysis- regression model, method of determining regression coefficient, standard error of estimate

UNIT 4: Time Series Analysis and Index Number: (10h)

Forecasting, Time-series analysis- components, forecasting methods- freehand method, smoothing method, linear trend projection method. Measurement of seasonal effect- seasonal index, simple average method, ratio to trend method. Measurement of cyclical variation.
Index number-Types of a price index number use index numbers, methods f construction of price indexes- unweighted price index, aggregate price index, average price relative index, weighted aggregate price index, a weighted average of price relative index.

UNIT 5: Probability and Probability Distribution: (10h)

Concept of probability, Definition, approaches, additional rules, multiplication rule, Bayes Theorem,
Probability distribution, discrete probability distribution- binomial distribution, Poisson distribution, continuous probability distribution- normal distribution.

Text Book & References

1. J. K. Sharma, Business Statistics- Vikas Publishing House.
2. S. P. Gupta, Statistical Methods- S Chand.
3. S. C. Gupta and Indira Gupta, Business Statistics- Himalaya Publishing House.
4. Richard Levin & David Rubin, Statistics for Management, Pearson Publication

(**SKILL ENHANCEMENT COURSE SEC-1)**
Central University of Karnataka, Kalaburagi
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Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTS20101	**SEC 1**	**Computer Applications**	**03**	**03**	**1**	**2**	

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Understand the various components of a computer network.
CLO2 Explain the characteristics and usage of various elements of a computer.
CLO3 Use various input, output, memory, and local network devices.
CLO4 Explore the usage of different applications of computers.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	3	2	2	2		2	3	3	2	2	2	2
CLO2	3	2	3	3	2	2		3	3	3	2	2	3	3
CLO3	3	3	3	2	2			3	3	3	2	2	3	3
CLO4	3	3	3	2	2			3	3	3	2	2	3	3
CLO5	2	3	3	3	3	2		3	3	3	2	2	3	3

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UNIT 1: Introduction to Computer: (10h)

The computer system as an information processing system; computer system differences- types of computer systems, hardware options- CPU, input devices, output devices, storage devices, communication devices, the configuration of hardware devices and their applications, Software needs, operating systems, and application software.
Modern Information Technology: The basic idea of Local Area Network (LAN) and wide Area Network (WAN) e-mail Internet technologies access device concept of a World Wide Web and internet browsing Multimedia.

UNIT 2: MS Office (Word, & PowerPoint Presentation): (10h)

Introduction and working with MS Word in MS -Office; Word basic commands; Formatting text and document; sorting and tables; working with graphics; Introduction to mail merge. Work on Footer, Header, Page Numbering, Table creating, drawing, and quick table. PowerPoint basics, creating presentations quickly; working with graphics in PowerPoint; showtime, sound effects, and animation effects.

UNIT 3: Working with EXCEL: (10h)

formatting, function, chart, and features; Working with graphics in excel; using formulas for different operations, Using worksheets as the database in accounting, marketing, finance, and personal areas.

Text Book & References

1. Addison Wesley, Massachusetts, Date CJ An Introduction to Database Systems.
2. Dienes, Sheila, S: Microsoft Office, Professional for Windows 2010; Instant Reference; BPB Publication, Delhi.
3. Mansfield, Ron: The Compact Guide to Microsoft Office; BPB Publication, Delhi.
4. Norton, Peter: Working with IBM- Publication, Delhi.

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Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTD20101	**MDC**	**Retail Supply Chain Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Describe the concepts and terms in Retail Supply Chain Management.
CLO2 Understand the process and stakeholders of Retail Supply Chain Management.
CLO3 Best Practices of Retail Supply Chain Management
CLO4 Best practices of Retail Supply Chain Management.
CLO5 Explain the suitability of various Retail Supply Chain Models and Design suitable Retail Supply Chain Model for the business

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Retail Supply Chain Management- Concepts and Evolution, Channels of Distribution, Impact of Consumer Behaviour and Consumption on Retail Supply Chain. Traditional and Modern Retail Supply Chain, Rural and Urban Retail Supply Chain, and Various Stakeholders of Retail Supply Chain. Retail Formats, Rural Retailing, Retail Analytics; Customer-Driven Retailing.

UNIT 2: **Supply Chain Management in Retailing: (15 hrs)**

Inventory Planning, Integrated Supply Chain, Efficient Consumer Response, Collaborative Planning, Forecasting and Replenishment (CPR), Retail Automation.

UNIT - 3: Omni channel Retailing: (15 hrs)

Distinguishing Multichannel and Omni channel, Omni channel Retailing Strategies, Online Retailing, E-commerce and Mobile commerce, Online Retailing Models, Drivers and Barriers of Online Retailing.

References

1. Ayers, J. B., & Odegaard, M. A.(2017). Retail supply chain management. CRC Press.
2. Levy, M., Weitz,B. A., Grewal, D., &Madore, M. (2012) Retailing Management, New York: McGraw-Hill/Irwin

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD20102	**MDC**	**Agri-food Supply Chain Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO6 Describe the concepts and terms in Agri-Food Supply Chain Management
CLO7 Understand the fundamentals and cross-functional perspectives of Agri-Food Supply Chain Management.
CLO8 Best Practices of Agri-Food Supply Chain Management
CLO9 Assessing the dynamics and cross-functional perspective of Agri-Food Supply Chain Management

CL05 Explain the suitability of various Agri-Food Supply Chain Models and Design suitable Agri-Food Supply Chain Model for the particular business

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

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UNIT-1: Introduction to Agri-Food Supply Chain Management: (15 hrs)

Concepts of Agri-food supply chain, Agri-food silos, Storage of Agri-food, Interdepartmental linkage, Public procurement and distribution system, Roadways, Railways and Airways, Issues in interface complexities of vegetable supply chain, Cold supply chain management.

UNIT 2: **Resource Management: (15 hrs)**

Material Resource Management: Essentials of Farm Business Management and sustainability, Efficient, Effective use of resources. Human Resource Management Agri-food supply chain management: Leadership and people management.

UNIT - 3: Supply Chain Network: (15 hrs)

Logistics and Transportation Network Design: Site Suitability – the concept of GIS, Identification of Suitable Locations for retail outlets, storage houses; Digital Supply Chain Management Tracking of Vehicles through GNSS – the concept of GNSS, monitoring the supply chain through the vehicle tracking system. Real-time location tracking; Vehicle routing planning – identification best route to distribute goods from storage house to outlets. From outlets to consumers.

References

1. Madeleine Pullman and Zhaohui Wu: Food Supply Chain Management: Economic, Social and Environmental Perspective, Routledge
2. David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi: Designing and Managing Supply Chain, McGraw Hill
3. Paul Schonsleben: Integral Logistic Management: Operations and Supply Chain Management within and across companies, CRC (T& F Group)

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Code	Type	Title	Credits	Hours	L	T	P
UKNTC20001	**AEC**	**Kannada**	**02**	**02**	**2**	**0**	**0**

Prerequisites: None

After completion of this course successfully, the students will be able to……
CLO-1: ಸಂಶೋಧನಾ ವಿದಾನಗಳನ್ನು ಅರಿತು ಸಂಶೋಧನಾ ಕೈಗೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.
CLO-2: ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅಧ್ಯಯನದ ಮುಖಾಂತರ ಆಕರ ಸಂಗ್ರಹ, ಪರಿಕಲ್ಪನೆಗಳ ವ್ಯಾಖ್ಯಾನ ಅಡಿಟಿಪ್ಪಣಿ ,ಅನುಬಂಧ ಮುಂತಾದವುಗಳನ್ನು ಮಂಡಿಸುವ ವಿಧಾನವನ್ನು ಅರಿಯುವುದು.
CLO-3: ಸಂಶೋಧನೆಯಲ್ಲಿ ಸಾಮಾಜಿಕ ಜವಬ್ದಾರಿಯನ್ನು ಪರಿಭಾವಿಸುವ ಮನೋಭೂಮಿಕೆಯ ನಿರ್ಮಾಣ.
CLO-4: ಸಂಶೋಧನೆಯಲ್ಲಿ ನೈತಿಕತೆಯ ನಿರ್ವಹಣೆಯನ್ನು ಕುರಿತ ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅನುಸರಣೆ.
CLO-5 :ಹೊಸ ಸೈದ್ಧಾಂತಿಕ ಆಚೆಮಾಮಗಳ ಅನ್ವೇಷಣೆ.
CLO-6:ಅನ್ವಯಿಕ ಸಂಶೋಧನಾ ಮಾದರಿಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	3	2	3	3	3	2	3	3	3	3
CLO2	3	3	2	3	3	2	3	3	2	2	3	3
CLO3	3	2	3	2	2	3	2	2	3	3	2	3
CLO4	3	3	3	3	2	3	3	3	2	3	3	2
CLO5	2	3	3	3	3	2	2	2	3	3	2	3
CLO6	3	3	2	3	2	3	3	2	2	2	3	2

Each Course Learning Outcome (CLOs) may be mapped with one or more Program Learning Outcomes (PLOs). Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

ಸ್ನಾತಕ ಪದವಿ (ಯು.ಜಿ)
ಕನ್ನಡ ಭಾಷೆ – 2

ನಾಟಕ ಮತ್ತು ಕಾದಂಬರಿ

ಭಾಗ – 1 ನಾಟಕ :

ಬೆರಳ್‌ಗೆ ಕೊರಳ್/ಮಹಾರಾತ್ರಿ – ಕುವೆಂಪು
ಸಾಯೋ ಆಟ – ಬೇಂದ್ರೆ
ಯಯಾತಿ – ಗಿರೀಶ್ ಕಾರ್ನಾಡ್
ಗುಣಮುಖ – ಪಿ. ಲಂಕೇಶ್

ಭಾಗ – 2. ನೀಳ್ಗತೆ / ಕಾದಂಬರಿ

ಸುಬ್ಬಣ್ಣ – ಮಾಸ್ತಿ
ಚೋಮನ ದುಡಿ – ಶಿವರಾಮಕಾರಂತ
ಒಡಲಾಳ – ದೇವನೂರ ಮಹಾದೇವ
ಸಂಸ್ಕಾರ – ಯು.ಆರ್. ಅನಂತಮೂರ್ತಿ
ಫಾದರ್ ಸರ್ಗಿಯಸ್ – ಟಾಲ್‌ಸ್ಟಾಯ್

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

1. ಬೆರಳ್‌ಗೆ ಕೊರಳ್/ಮಹಾರಾತ್ರಿ – ಸಮಗ್ರ ನಾಟಕಗಳು, ಕುವೆಂಪು, ರಾಷ್ಟ್ರಕವಿ ಕುವೆಂಪು ಪ್ರತಿಷ್ಠಾನ, ಕುಪ್ಪಳಿ
2. ಸಾಯೋ ಆಟ, ಬೇಂದ್ರೆ, ಧಾರವಾಡ
3. ಯಯಾತಿ, ಗಿರೀಶ್ ಕಾರ್ನಾಡ್, ಮನೋಹರ ಗ್ರಂಥಮಾಲಾ, ಧಾರವಾಡ
4. ಗುಣಮುಖ, ಪಿ. ಲಂಕೇಶ್, ಪತ್ರಿಕೆ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
5. ಸುಬ್ಬಣ್ಣ, ಮಾಸ್ತಿ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
6. ಚೋಮನ ದುಡಿ, ಶಿವರಾಮ ಕಾರಂತ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
7. ಸಮಗ್ರ ಕೃತಿಗಳು, ದೇವನೂರು ಮಹಾದೇವ, ಪತ್ರಿಕೆ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
8. ಸಂಸ್ಕಾರ, ಯು.ಆರ್. ಅನಂತಮೂರ್ತಿ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
9. ಮಹಾಪ್ರಸ್ಥಾನ ಮತ್ತು ಇತರ ಕತೆಗಳು, ಟಾಲ್‌ಸ್ಟಾಯ್, ಅನು. ಜಿ.ಎನ್ ರಂಗನಾಥರಾವ್, ಅಂಕಿತ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UHNTA20102	**AEC**	**Hindi Language**	**02**	**02**	**2**	**0**	**0**

कुल अंक	: 50
आंतरिक मूल्यांकन अंक	: 20 (संगोष्ठी/शैक्षिक/आंतरिक परीक्षा के माध्यम से निरंतर मूल्यांकन पद्धति अपनाई जाएगीं)
सत्रांत परीक्षा अंक	: 30

Prerequisites:

हिंद भाषा के मध्यकालीन चयनित रचनाओं की परिचयात्मक जानकारी।

पाठ्यक्रम अध्ययन की उपलब्धियाँ/Course Learning Outcome (CLO's)

इस पाठ्यक्रम को सफलता पूर्वक करने के उपरांत विद्यार्थी निम्नलिखित उद्देश्यों को पूरा करने में सक्षम होगा -

CLO-1. हिंद भाषा के मध्यकालीन चयनित रचनाओं को स्पष्ट रूप से परिभाषित कर सकेगा।

CLO-2. हिंदी भाषा और व्याकरण से अवगत होगा।

CLO-3. मध्यकालीन काव्य की प्रवृतियों को पहचान सकेगा।

CLO-4. हिंदी भाषा के अंतर्गत मध्यकालीन काव्य धाराओं को विवेचित करेगा।

CLO-5. भाषाई सौंदर्य की समझ का निर्माण होगा।

CLO-6. भाषा शुद्धता के प्रति सजगता उत्पन्न होगी।

- मध्यकालीन हिंदी काव्य : सामान्य परिचय

अध्ययन हेतु –

1. तुलसीदास के पद :- (विनय पत्रिका,गीताप्रेस गोरखपुर)
   1) सुनि सीतापति...
   2) तू दयालु,दीन...
   3) ऐसी मूढ़ता या मन की...
2. कबीर के दोहे : – (कबीर ग्रंथावली,सं-श्यामसुंदर दास,प्रकाशन संस्थान)
   1) ऐसी वाणी बोलिए...
   2) गुरुगोविंद दोऊ खड़े...
   3) कबीर सुमरनसार...
3. सूरदास के पद :– (सूरसागर,हरदेव बाहरी,लोकभारती प्रकाशन,दिल्ली)
   1) मैया मैं नाहि माखन खायौ
   2) निर्गुण कौन देश को वासी
4. मीराबाई की पदावली : – (मीरा का काव्य , सं-विश्वनाथ त्रिपाठी)
   1) मेरे तो गिरधर गोपाल दूसरो न कोई...
   2) हरि ! तुम परो जन की भीर...
5. रहीम के दोहे :- (रहीम रचनावली,सं-सत्यप्रकाश मिश्र)
   1) रहिमन पानी राखिये...
   2) रहिमन धागा प्रेम का...
   3) दुःख में सुमिरन सब करे...

इकाई 2

- हिंदी भाषा : राष्ट्रभाषा , संपर्क भाषा , राजभाषा
- व्याकरण :

1.व्याकरणिक कोटियाँ :-

1) संज्ञा 2) सर्वनाम

3) विशेषण 4) लिंग

2.अलंकार :-

1) श्लेष 2) उपमा 3) रूपक 4) उत्प्रेक्षा

3. छंद :-

1) वार्णिक छंद 2) मात्रिक छंद 3) मुक्तक छंद

सहायक ग्रंथ

- विश्वम्भर 'मानव' - प्राचीन कवि,लोकभारती प्रकाशन ,दिल्ली,2008
- कामताप्रसाद गुरु – हिंदी व्याकरण, हिंदी व्याकरण,साहित्य सरोवार,दिल्ली,2012
- डॉ. राजेश्वरप्रसाद चतुर्वेदी – हिंदी व्याकरण,उपकार प्रकाशन ,दिल्ली,2015
- डॉ.पृथ्वीनाथ पांडये – मानक सामान्य व्याकरण, मानक सामान्य हिंदी,अरिहंट पब्लिकेशन,दिल्ली,2024

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UENTA20100	**AEC**	**English Language Communication Skills-II**	**02**	**02**	**2**	**0**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO -1: Demonstrate interpersonal and intrapersonal communication skills to establish and maintain rapport in the academic environment.
CLO -2: Demonstrate effective use of non-verbal communication in a professional environment.
CLO -3: Employ language skills to enhance comprehension of various subjects.
CLO -4: Process language content that is relevant, purposeful, interesting, and engaging.
CLO -5: Monitor the use of language in terms of grammar, vocabulary, and speech.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	2	2	1	1	3	2	1	1	3
CLO2	2	2	3	2	3	3	1	3	3	2
CLO3	3	1	2	2	2	3	3	2	1	3
CLO4	3	2	3	2	2	2	2	1	3	2
CLO5	3	3	3	2	2	2	2	3	3	3

UNIT -1: **A. Communication Skills-II**

- Interpersonal Communication Skills
- Intrapersonal Communication Skills

B. Essential English Grammar-II

- Parts of Speech: Verb and Adverb
- Tense: Present Tense
- Subject-Verb Agreement
- Active Voice and Passive Voice

UNIT-2: **Language Skills**

A. Theory:

- Reading Skills: Types and Purposes
- Enriching Vocabulary: Compounding, Homonym, Conversion and Acronyms
- Aspects of Spoken English: Stress/Accent in Word and Sentence
- Punctuation: Colon (:), Semicolon (;), Parentheses (), Brackets []

- Essentials of Paragraph Writing: Topic Sentence, Supporting Ideas, Transition Words

B. Praxis:

- Listening to Audio-Video Clips for Academic Purposes
- Note-Taking and Note-Making
- Writing and Responding Letters and Emails: Formal and Informal Situations

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Background Study Topics: Intercultural Communication**,** Strategic Competence and Performance, Cultural, Linguistics issues in Spoken and Written English, Standard English: Spoken, Written English Patterns, Issues of Rural and Urban English Language Learners

Proposed Functional English Activities:

- Describing experiences
- Inviting/refusing/accepting/thanking
- Giving and Justifying Opinions
- Talking about Possibility, Rules, Obligations, Intentions, Feelings

SUGGESTED READING:

1. Douglas Biber, Susan Conrad, Geoffrey Leech, *Longman Student Grammar of Spoken and Written English*, Pearson ESL, Year: 2002
2. Geoffrey Leech, Jan Svartvik, *A Communicative Grammar in English*, Longman, Singapore Publisher: 1975.
3. Edward Woods, Rudy Coppieters. *A Workbook to Communicative Grammar of English*. Routledge, 2002.
4. Exercises in Spoken English, Part- I, II and III, Oxford University Press: CIFL Hyderabad, 2006.
5. V Sasikumar, P V Dhamija, *Spoken English: A Self-Learning Guide to Conversation Practice*, Tata McGraw-Hill Publishing Company: 1993.
6. Stephen E. Brown, Ceil Lucas, *Improve Your English: English in the Workplace: Hear and see how English is Actually Spoken from Real-life Speakers*, McGraw-Hill, Year: 2009.
7. Paul Emmerson and Nick Hamilton, Five-Minute Activities for Business English, UK: CUP, 2010.
8. Dennis Kurzon, Indian Languages: Hidden English in Texts and Society, pp.208-226. In Globally Speaking edited by Judith Rosenhouse and Rotem Knower, UK: Cromwell Press, 2008.

INTERNET SOURCES:

A. Interactive Grammar Exercises

1. https://www.englishgrammar.org/verbs-exercise-18/
2. https://www.englishexercises.org/buscador/buscar.asp?nivel=any&age=0&tipo=any&contents=adverbs#a
3. https://www.gingersoftware.com/grammarcheck
4. Vocabulary Exercises:
5. https://www.grammarbank.com/context-clues-worksheet.html

6. Word Formation: https://www.englisch-hilfen.de/en/word_formation/nouns_adjectives/index.php
7. B. Interactive Listening Skill Websites

8. https://www.skillsyouneed.com/ips/active-listening.html
9. https://www.elllo.org/video/1501/1533-Sarah-Music-Like-Dislike.html
10. https://elllo.org/english/grammar/index-level1.htm
11. C. Interactive English Pronunciation:

12. https://www.cambridgeenglish.org/learning-english/activities-for-learners/b1p065-come-or-calm
13. http://www.blairenglish.com/extras/exercise_menu.html
14. Puntuiations: https://www.lingq.com/en/learn-english-online/courses/734892/how-to-use-commas-english-writing-les-5490214/
15. https://www.niu.edu/writingtutorial/punctuation/quizzes/PunctuationSelfTest.htm
16. https://www.merriam-webster.com/games/test-your-punctuation-skills

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Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTV20102	**VAC**	**Entrepreneurship Development**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CL01: Describe the concepts and terms of Entrepreneurship Development

CL02: Understand the theories, models, and components of ED
CL03: Apply ED concepts to business management
CL04: Assessing the dynamism of the Business Environment.
CL05: Evaluating the business opportUNITies and threats and designing and implementing the business plan (Creating own venture)

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Concept of Entrepreneur, Intrapreneur, and Entrepreneurship; Interaction with successful Entrepreneur; Legal requirements for establishing and managing a business; Soft skills required for an entrepreneur: creativity and problem-solving, interpersonal communication, persuasion, negotiation and networking, delegation of authority and work; Developing Leadership and Entrepreneurial competencies; Theories of Entrepreneurship Development. Business OpportUNITy Identification: Market survey and assessment; Linking business opportUNITy with Entrepreneur;

UNIT 2: **Support institutions for MSME: (15 hrs)**

Support institutions for MSME; Start-up ecosystem and policies in India; Business Plan preparation; Business Analysis: Technical, Marketing, Human Resource, Financial Analysis; Investment Appraisal Techniques; Project Planning and Implementation; Managing Business Crisis; Industrial Visit.

References

1. Robert D Hisrich, Entrepreneurship, Tata McGraw Hill
2. Vijaya Kumar Ivaturi, The Manual for Indian Start-ups, Penguin Random House
3. Subrato Bagchi, The High-Performance Entrepreneur, Portfolio Penguin
4. Shereen Bhan, Young Turks, Random House India

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-II

Code	Type	Title	Credits	Hours	L	T	P
UBBTV20103	**VAC**	**Employability Skills**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Have skills and preparedness for aptitude tests.
CLO2 Be equipped with essential communication skills.
CLO3 Use logical thinking and analytical abilities to solve Reasoning and Quantitative aptitude questions from competitive tests.
CLO4 Master the presentation skills and be ready for facing interviews.
CLO5 Analyze reading passages and quickly find out the correct responses toquestions asked.
CLO6 Introspect & develop a planned approach towards his career & life in general.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1	1			2	3	1	3	3	3		1	
CLO2	3	1		2		3	3		3	2	3		3	
CLO3	3	3	1	3		2	2	2	3	3	2		3	
CLO4	3	3		2	2	1	3	1	3	3	1		3	1
CLO5	1	3	3	1	2	3	2	3	2	3	1	3	2	1
CLO6	1	3	3	1	2	3	2	1	3	2	1	2	2	1

Detailed Syllabus

UNIT 1: Grammar, Comprehension and Communication Basics (12h)

Grammar and Comprehension: English sentences and phrases, Analysis of complex sentences, Transformation of sentences, Paragraph writing, Story writing, Reproduction of a story, Letter writing, précis writing, Paraphrasing, and email writing.

Communication Basics: Definition, Nature, and scope of communication, Importance, and Purpose of communication, types of communication. Verbal communication - Importance of Spoken English, Professional presentation- planning, preparing, and delivering a presentation, Elements of effective writing, main forms of written communication, Email writing.

UNIT 2: Reasoning, Quantitative Ability and Problem-Solving Techniques (12h)

Arithmetic and Mathematical Reasoning: Aspects of intelligence, multiple intelligence theory,Number sequence test, mental arithmetic (square and square root, LCM and HCF, speed calculation, remainder theorem).
Analytical Reasoning and Quantitative Ability: Matching, Selection, Arrangement, Verifications (Exercises on each of these types). Verbal aptitude (Synonym, Antonym, Analogy).
Problem-Solving Techniques: Problem-solving model: 1. Define the problem, 2. Gather information, 3. Identify various solutions, 4. Evaluate alternatives, 5. Take action, 6. Evaluate the actions.Problem-solving skills: 1. Communicate. 2. Brainstorming, 3. Learn from mistakes.

UNIT 3: Skills for Interviews (12h)

Skills for Interviews: Resume, How to develop an impressive resume, Interviews-types of interviews,preparatory steps for job interviews, interview skill tips, Group discussion- importance of group discussion, types of group discussion, difference between group discussion, panel discussion and debate, GD based on the current affairs, personality traits evaluated in group discussions, tips for successful participation in group discussion, purpose of listening, benefits of effective listening, Non-verbal communication-body movement, physical appearance, verbal sounds, closeness, time.

Text Book & References

1. R. Gajendra Singh Chauhan, Sangeeta Sharma, “Soft Skills- An integrated approach to maximizepersonality”, First Edition 2016, Wiley.
2. Wren and Martin, "English grammar and Composition", S. Chand publications.
3. Quantitative aptitude by R S Agarwal, S Chand Publications.
4. R. S. Aggarwal, "A modern approach to verbal reasoning", S. Chand publications.
5. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
6. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.ISBN: 9788131733844.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTC30200	**DSC**	**Principles of Marketing**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1: Understand the core concepts and theories in marketing.
CLO2: Analyze market trends, consumer behavior, and competitive landscapes.
CLO3: Develop basic marketing strategies and plans.
CLO4: Evaluate the ethical and social implications of marketing decisions.
CLO5: Apply marketing concepts to real-world scenarios.

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Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1				2		2		2						
CLO2		3					2							
CLO3				3					3		3			
CLO4			1							3		3		
CLO5					3			3				3		
CLO6							2					3		

Detailed Syllabus

UNIT 1: Foundations of Marketing (10h)

Definition of marketing; Importance of marketing in business; Evolution of marketing concepts; Role of marketing in a globalized economy

UNIT 2: Consumer Behavior and Market Research (10h)

Factors influencing consumer behavior; Consumer decision-making process; Segmentation, targeting, and positioning; Importance of market research; Types of market research; Data collection and analysis; Identifying market trends and opportUNITies

UNIT 3: Product, Brand, and Pricing Strategies (15 h)

Product lifecycle; Product development and innovation; Branding and brand equity; Factors influencing pricing decisions; Pricing objectives and methods; Value-based pricing vs. cost-based pricing

UNIT 4: Distribution and Integrated Marketing Communications: (15 h)

Channels of distribution; Retailing and e-commerce; Logistics and supply chain strategies; Promotion mix: advertising, sales promotion, public relations, personal selling; Digital marketing and social media; Creating effective marketing messages

UNIT 5: Marketing Ethics, Social Responsibility, and Services Marketing: (10 h)

Ethical issues in marketing; Socially responsible marketing; Impact of marketing on society and the environment; Characteristics of services; Service quality and customer satisfaction; Marketing strategies for service industries

Text Book & References

1. Marketing Management: A South Asian Perspective" by Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha This edition of Kotler's classic textbook has been adapted for the South Asian market, including examples and case studies from India.

2. Principles of Marketing: A South Asian Perspective" by Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, and Ehsan Ul Haque This book offers a comprehensive introduction to marketing concepts, contextualized for the South Asian region.

3. Winning in the Indian Market: Understanding the Transformation of Consumer India" by Rama Bijapurkar This book provides a deep dive into Indian consumer behavior, helping marketers understand the unique characteristics of the Indian market.

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BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTC30201	**DSC**	**Human Resource Management**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

CLO1 Describe HRM Policies and Practices for managing knowledge, developing global leaders through global/local resourcing
CLO2 Understand the various HR practices, their process, and their importance Explain depreciation and various methods of depreciation.
CLO3 Know the basic application and importance of each HR practice.
CLO4 Analyse the significant employment practices in India and across borders and approaches to the international context.
CLO5 Identify recent trends to make appropriate choices to organize their operations.
CLO6 Apply the best practices of human resource management under the background of globalization

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1				2		2		2						
CLO2		3					2							
CLO3				3					3		3			
CLO4			1							3		3		
CLO5					3			3				3		
CLO6							2					3		

Detailed Syllabus

UNIT 1: Introduction and Importance of Human Resource Management: (10h)

Meaning, Nature and Scope, Functions of HRM, and Role of HR Manager – Advisory and service function to other departments, policies, and organization of the HRM Department. Introduction to IHRM

UNIT 2: Human Resource Planning: (10h)

HRM planning – Planning process Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization, Recruitment & Selection process

UNIT 3: Training and Development & Appraisal: (15h)

Meaning and concept of Training & development; Types and methods, career planning, promotion, demotion, transfer, separations, Performance appraisal – purpose, factors, methods, 360-degree feedback, uses, and application.

UNIT 4: Compensation and Integration Functions: (15h)

Job evaluation – Merit rating – Methods of wage payment and incentive plans, compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage, wage and salary administration; Administration of welfare, amenities & fringe benefits, safety and accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline.

UNIT 5: Audit and Contemporary Practices in HRM: (10h)

Human resource accounting; Human Resource Information System; Human Resource Audit; Recent trends in Human Resource Management.

Text Book & References

1. Human Resource Management, Gary Dessler & Biju Varkkey, Pearson publication, 12th edition/latest edition
2. V.S.P Rao Human Resource Management- Text and Cases, Excel Books
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Deepak Kumar Bhattacharya; Compensation management, Pearson Publication
5. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
6. Dessler, G: Human Resource Management, Pearson.
7. P.Subba Rao : International Human Resource Management
8. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.
9. Dr. Kanchan Bhatia; Compensation Management, Himalaya Publishing House

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTC30202	**DSC**	**Macro Economics**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

CLO1 Understand and remember the macroeconomic concepts.
CLO2 Understand the Indian and global market situations.
CLO3 Apply appropriate macroeconomic tools to solve business problems.
CLO4 Identify the nature of competition and frame competitive and Profitable pricing strategies in the Indian and global markets.
CLO5 Evaluate the impact of macroeconomic factors on business decisions.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	3	2	2		1		3		3		2	2	2
CLO2	3	3	2	1		2	2	3	2	2		2	2	2
CLO3	3	3	2	1	1		3			2		2	3	2
CLO4	2	2			2	2	2	1	1	2		1	2	3
CLO5	3	3	2			2		2	2	2		2	2	2

Detailed Syllabus

UNIT 1: Measurement of Macro-economic Variables: **(10h)**

Measurement of macro-economic variables: national income accounts, gross domestic product, national income- meaning, circular flow of income, concepts of national income personal and personal disposable income; classical theory of income and employment: quantity theory of money – Cambridge version, classical theory of interest rate.

UNIT 2: Income and Employment: (10h**)**

Keynesian theory of income and employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, government expenditure, lump-sum tax, foreign trade).

UNIT 3: Fiscal and Monetary policy: (15h)

Fiscal and monetary policy, crowding out, the composition of output and policy mix, policy mix in action; ISLM model: properties of ISLM curves, determination of equilibrium income and interest rates, the effect of monetary and fiscal policy, objectives of monetary and fiscal policy. Business cycle: meaning, features, and phases.

UNIT 4: Money and Inflation: (15h)

Money: functions of money, the quantity theory of money, determination of money supply and demand, theory of money multiplier, indicators and instruments of monetary control; inflation: meaning, demand, and supply-side factors, CPI, WPI, and calculation of inflation in India consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run)

UNIT 5: Balance of Payment: (10h)

Open economy: a brief introduction to BoP account, determinants of BoP, the market for foreign exchange and exchange rate, current account and capital account convertibility, advantages of currency convertibility, advantages of favourable BoP, disadvantages of unfavourable BoP.

Text Book & References

4. Dr. H.L . Ahuja (2014).Modern Economics (18th ed.). S. Chand & company
5. Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill
6. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
7. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson
8. Mishra and Puri, Indian Economy
9. Datt and Sundaram, Indian Economy

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BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTD30200	**MDC**	**E-Commerce Supply Chain Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CL01: Understand the different E-commerce models and the corresponding supply chain configurations.
CL02: Understand the various aspects of the E-commerce supply chain such as inventory management returns management and last-mile delivery.
CL03: Understand the application of state-of-the-art technologies such as robotics, automation, drone delivery, and associated risks in the E-commerce supply chain.
CL04: Understanding of Information security risks and cyber-attacks in the e-commerce supply chain and mitigating the risks.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction to e-Commerce supply chain and its business models: (15 hrs)

Define e-commerce and describe how it differs from traditional e-commerce. Discuss the origins and growth of e-commerce, Stages in the e-commerce supply chain, and Unique features of e-commerce technology and discuss their business significance. Major types of e-commerce business models, key components of e-commerce business models, B2C and B2B models and their corresponding supply chain configurations, Major B2C and B2B business models, Cross border e-commerce: Understanding the cross-border e-commerce and why it is important.

UNIT 2: **Inventory management in E-commerce: (15 hrs)**

What is E-commerce inventory management, why it is important, Challenges with inventory management in e-commerce, and Inventory management strategies. Returns management and reverse logistics What is Reverse logistics? Reverse Logistics components, Five Rs of Reverse logistics, Reverse logistics examples, Importance of Reverse logistics to e-commerce, Strategies to optimize Reverse logistics and its benefits. Last mile delivery What is last-mile e-commerce and its significance, Last mile delivery challenges in e-commerce logistics, challenges in last mile e-commerce, Benefits of last-mile delivery solution

UNIT - 3: Digitization in the e-commerce supply chain: (15 hrs)

Robotics and Automation: Automated fulfillment and order processing, robotic material handling: GPS and supply chain visibility, E-commerce distribution network design, last mile e-commerce delivery and route planning using GPS, GIS for facility location of e-commerce facility, Drone delivery model, predictive shipping. Risk management in SCM: Understanding Information security risks and cyber-attacks in e-commerce supply chain and mitigating the risks, supply and demand disruptions in e-commerce supply chain.

References

1. E-logistics and E-supply chain management applications for evolving business: By Derin Graham, Loaniss Manikkas, Dimitris Folinas- 2013.
2. E-commerce operations and supply chain management: By Sruthi S, Biswadip Basu Mallik, Dr. M. Jayalakshmi, M.Mahalingam
3. E-commerce platform acceptance: Suppliers, Retailers and Consumers: Editors: Ewelina lacka, Nik Yip, Hing-Kai-Chan.

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Code	Type	Title	Credits	Hours	L	T	P
UBBTS30200	**SEC**	**Office Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1 Understand and remember the concepts of business communication.
CLO2 Understand the basic business requirements of business organizations
CLO3 Apply business communication tools
CLO4 Understand and analyze the different functions of management.
CLO5 Identify the various forms of organizational communication and be flexible to adopt it

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	3	2	2		1		3		3		2	2	2
CLO2	3	3	2	1		2	2	3	2	2		2	2	2
CLO3	3	3	2	1	1		3			2		2	3	2
CLO4	2	2			2	2	2	1	1	2		1	2	3
CLO5	3	3	2			2		2	2	2		2	2	2

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UNIT 1: Office and Office Management: (10 hrs)

Office and office Management – meaning of office, the function of office, primary and administrative functions, and the importance the of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.

UNIT 2: Filing and Indexing: (12 hrs)

Filing and Indexing – Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.

UNIT 3: Office forms: **(8 hrs)**

Office forms– Meaning and types of forms used in a business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in an office. Office Record Management – Meaning, the importance of record keeping
management, principles of record management, and types of records kept in a business organization.

UNIT 4: Office Machines and Equipment: (8 hrs)

Office Machines and Equipment – Importance, objectives of office machines. Office Safety and Security – Meaning, importance of office Safety, safety hazards, and steps to improve office safety. Security hazards and steps to improve office security; office automation.

UNIT 5: Measurement of Office Work: (7 hrs)

Measurement of Office Work – Importance, purpose, and difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing office manuals

Skill Development Activities

1. Creating a paperless virtual office
2. Preparing a Centralized and decentralized filing system
3. Preparing different office forms
4. Prepare a list of different, safety hazards used in five different organizations

References:

1. Chhabra, T.N., Modern Business Organisation, New Delhi, Dhanpat Rai & Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
3. P.K. Ghosh, “Office Management”, Sultan Chand & Sons. New Delhi
4. R.K. Chopra, Office Management, Himalaya Publishing House

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Code	Type	Title	Credits	Hours	L	T	P
UKNTC30102	AEC	Kannada	02	02	2	0	0

Prerequisites: None

After completion of this course successfully, the students will be able to……

CLO-1: ಸಂಶೋಧನಾ ವಿದಾನಗಳನ್ನು ಅರಿತು ಸಂಶೋಧನಾ ಕೈಗೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

CLO-2: ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅಧ್ಯಯನದ ಮುಖಾಂತರ ಆಕರ ಸಂಗ್ರಹ, ಪರಿಕಲ್ಪನೆಗಳ ವ್ಯಾಖ್ಯಾನ ಅಡಿಟಿಪ್ಪಣಿ ,ಅನುಬಂಧ ಮುಂತಾದವುಗಳನ್ನು ಮಂಡಿಸುವ ವಿಧಾನವನ್ನು ಅರಿಯುವುದು.

CLO-3: ಸಂಶೋಧನೆಯಲ್ಲಿ ಸಾಮಾಜಿಕ ಜವಬ್ದಾರಿಯನ್ನು ಪರಿಭಾವಿಸುವ ಮನೋಭೂಮಿಕೆಯ ನಿರ್ಮಾಣ.

CLO-4: ಸಂಶೋಧನೆಯಲ್ಲಿ ನೈತಿಕತೆಯ ನಿರ್ವಹಣೆಯನ್ನು ಕುರಿತ ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅನುಸರಣೆ.

CLO-5 :ಹೊಸ ಸೈದ್ಧಾಂತಿಕ ಆಯಾಮಗಳ ಅನ್ವೇಷಣೆ.

CLO-6:ಅನ್ವಯಿಕ ಸಂಶೋಧನಾ ಮಾದರಿಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	3	2	3	3	3	2	3	3	3	3
CLO2	3	3	2	3	3	2	3	3	2	2	3	3
CLO3	3	2	3	2	2	3	2	2	3	3	2	3
CLO4	3	3	3	3	2	3	3	3	2	3	3	2
CLO5	2	3	3	3	3	2	2	2	3	3	2	3
CLO6	3	3	2	3	2	3	3	2	2	2	3	2

Each Course Learning Outcome (CLOs) may be mapped with one or more Program Learning Outcomes (PLOs). Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

ಸ್ನಾತಕ ಪದವಿ (ಯು.ಜಿ)
ಕನ್ನಡ ಭಾಷೆ – 3

ಲಲಿತ ಪ್ರಬಂಧ ಮತ್ತು ವಿಚಾರ ಸಾಹಿತ್ಯ

ಭಾಗ – 1 ಲಲಿತ ಪ್ರಬಂಧ :

ಗೊಣಗುವ ಚಟ – ಎ.ಎನ್ ಮೂರ್ತಿರಾವ್

ಪಂಡಿತನ ಸಂಕಟ – ಅ.ರಾ. ಮಿತ್ರ

ನಮ್ಮ ಎಮ್ಮೆಗೆ ಮಾತು ತಿಳಿವುದೆ ? – ಗೊರೂರು ರಾಮಸ್ವಾಮಿ ಅಯ್ಯಂಗಾರ್

ನಂಟರು – ತೀ.ನಂ.ಶ್ರೀ

ಮಾತು – ಅರ್ಥ – ಬೀಚಿ

ಭಾಗ – 2. ವಿಚಾರ ಸಾಹಿತ್ಯ

ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು – ಶಿವರಾಮಕಾರಂತ

ಸೌಂದರ್ಯ ಮತ್ತು ಮೈ ಬಣ್ಣ – ರಾಮಮನೋಹರ ಲೋಹಿಯಾ (ಅನು : ಕೆ.ವಿ. ಸುಬ್ಬಣ್ಣ)

ಎದೆಗೆ ಬಿದ್ದ ಅಕ್ಷರ – ದೇವನೂರ ಮಹಾದೇವ (ಅಯ್ದ ಬರಹಗಳು)

ಬದುಕು ನನಗೇನು ಕಲಿಸಿದೆ ? – ಎಚ್. ನರಸಿಂಹಯ್ಯ

ಅಸ್ಪೃಶ್ಯತೆ ಮತ್ತು ಸಮಾಜದ ಹೊಣೆಗಾರಿಕೆ – ಸಿದ್ಧಲಿಂಗಯ್ಯ

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

1. ಲಲಿತ ಪ್ರಬಂಧಗಳು, ಸಂ. ಅ.ರಾ. ಮಿತ್ರ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
2. ನನ್ನ ಕೊರವಣಿಗೆ, ಅ.ರಾ. ಮಿತ್ರ, ಸಪ್ನಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು,
3. ಅಲೆಯುವ ಮನ, ಎ.ಎನ್ ಮೂರ್ತಿರಾವ್, ಡಿ.ವಿ.ಕೆ. ಪಬ್ಲಿಕೇಷನ್ಸ್, ಮೈಸೂರು
4. ಬಾಳ್ವೆಯೆ ಬೆಳಕು, ಶಿವರಾಮ ಕಾರಂತ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
5. ಸೌಂದರ್ಯ ಮತ್ತು ಮೈ ಬಣ್ಣ – ರಾಮಮನೋಹರ ಲೋಹಿಯಾ (ಅನು : ಕೆ.ವಿ. ಸುಬ್ಬಣ್ಣ
6. ಎದೆಗೆ ಬಿದ್ದ ಅಕ್ಷರ – ದೇವನೂರ ಮಹಾದೇವ, ಅಭಿನವ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
7. ತೆರೆದ ಮನ, ಎಚ್. ನರಸಿಂಹಯ್ಯ, ಸಪ್ನ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
8. ಸಿದ್ದಲಿಂಗಯ್ಯನವರ ಗದ್ಯ ಬರಹಗಳು, ಬೆಂಗಳೂರು

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Code	Type	Title	Credits	Hours	L	T	P
UHNTA30103	**AEC**	**Hindi Language**	**02**	**02**	**2**	**0**	**0**

कुल अंक	: 50
आंतरिक मूल्यांकन अंक	: 20 (संगोष्ठी/शैक्षिक/आंतरिक परीक्षा के माध्यम से निरंतर मूल्यांकन पद्धति अपनाई जाएगीं)
सत्रांत परीक्षा अंक	: 30

Prerequisites:

हिंद साहित्य के गद्य,पद्य एवं प्रयोजनमूलक हिंदी की परिचयात्मक जानकारी।

पाठ्यक्रम अध्ययन की उपलब्धियाँ/Course Learning Outcome (CLO's)

इस पाठ्यक्रम को सफलता पूर्वक करने के उपरांत विद्यार्थी निम्नलिखित उद्देश्यों को पूरा करने में सक्षम होगा -

CLO-1. हिंदी साहित्य के आधुनिक चयनित काव्य को स्पष्ट रूप से परिभाषित कर सकेगा।

CLO-2. हिंदी पद्य साहित्य की विशेषताओं को और रूपों को पहचान सकेगा।

CLO-3. हिंदी काव्य के प्रतिनिधि रचनाकारों से अवगत होगा।

CLO-4. प्रयोजनमूलक हिंदी का अर्थ ,क्षेत्र और महत्व को चिन्हित कर सकेगा।

CLO-5. हिंदी की प्रमुख प्रयुक्तियों को विवेचित करेगा।

इकाई 1

1. हिंदी का आधुनिक काव्य : सामान्य परिचय
2. अध्ययन हेतु कविताएँ -
   - प्रथम रश्मि – सुमित्रानंदन पंत (वीणा)
   - वीरों का कैसा हो वसंत ? – सुभद्राकुमारी चौहान (स्वतंत्रता पुकारती,सं-नंदकिशोर)
   - मातृभूमि – मैथिलीशरण गुप्त (स्वदेश-संगीत)
   - तूफानों की ओर घूमा दो – शिवमंगल सिंह सुमन
   - अकाल और उसके बाद – नागार्जुन (नागार्जुन प्रतिनिधि कविताएँ ,सं-नामवर सिंह)
   - उड़ चल हारिल – अज्ञेय (सदानीरा-1)
   - शहर का व्याकरण – धूमिल (संसद से सड़क तक)
   - यह नंबर मौजूद नहीं - मंगलेश डबराल, काव्य संग्रह-मुझे दिखा एक मनुष्य)
   - धार - अरुण कमल (अपनी केवल धार)
   - मेरे एकांत का प्रवेश द्वार – निर्मला पुतुल, (अपनी घर की तलाश में)

इकाई 2

- हिंदी की विविध प्रयुक्तियां : सामान्य परिचय
- प्रयोजनमूलक हिंदी – अर्थ ,परिभाषा
- प्रयोजनमूलक हिंदी का महत्व एवं क्षेत्र

सहायक ग्रंथ

- दंगल झाल्टे – प्रयोजनमूलक हिंदी : सिद्धांत और प्रयोग,वाणी प्रकाशन,दिल्ली,2016
- कैलाश नाथ पांडये - प्रयोजनमूलक हिंदी की नई भूमिका,लोकभारती प्रकाशन,दिल्ली,2018
- विश्वनाथ तिवारी - आधुनिक हिंदी कविता,अभिजित पब्लिकेशन,दिल्ली,2010
- नामवर सिंह – कविता के नये प्रतिमान,राजकमल प्रकाशन,दिल्ली,2009

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Code	Type	Title	Credits	Hours	L	T	P
UENTA30102	**AEC**	**English Language Communication Skills-III**	**02**	**02**	**2**	**0**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO-1: Demonstrate the use of cooperative principles for effective communication.
CLO-2: Demonstrate basic academic writing functions.
CLO-3: Monitor and articulate spoken English in terms of stress/accent.
CLO-4: Process language content that is relevant, purposeful, interesting, and engaging.
CLO-5: Demonstrate preparedness and perform communication in personal interview skills.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	2	2	1	1	2	2	1	1	2
CLO2	2	2	3	1	2	1	1	3	3	2
CLO3	3	1	2	2	2	3	3	2	1	3
CLO4	2	2	3	2	2	2	2	1	3	2
CLO5	2	2	2	2	2	3	3	3	3	3

UNIT-I: A. Communication Skills

- Non-verbal Communication Skills
- Cooperative Principles of Effective Communication: Maxim of Quality, Quantity, Relation, and Manner.

B. Essential English Grammar-III

- Parts of Seech: Pronoun and Preposition
- Tense: Future Tense
- Sentence Types: Assertive, Imperative, Declarative and Interrogative Sentences

UNIT-II: Language Skills

Theory:

- Enriching Vocabulary: Eponym, Clipping; Phrasal Verbs, Idioms and Proverbs
- Academic Writing Functions: Definition, Classification, Exemplification, Comparing and Contrasting

- Punctuation: Hyphen (-), Quotation Marks/Speech Marks ('.....' and ".....”)
- Aspects of Spoken English: Strong form and Weak Forms in Connected Speech
- Interview: Types and Dos and Don'ts of Interview

Praxis:

- Levels of Reading: Reading the Lines, Reading between the Lines and Beyond Lines
- Interview: Personal Interview, Panel Interview
- Essay Writing
- Drafting User Manual, Framing Q&A, Writing Terms and Conditions

***

Background Study Topics: Grammatical Mistakes and/or Errors, Social-linguistics Competence, Grammatical Competence, English as Second Language, Mother Tongue and English Language, Fluence Vs. Accuracy

Proposed Functional English Activities:

- Expressing Preferences
- Making Comparisons, Predictions
- Drawing Conclusions, Summarizing
- Describing Cause and Effect, Adding Information
- Taking about Purpose, Contrast and Contradictions

SUGGESTED READING:

1. Nitin Bhatnagar and Mamta Bhatnagar, *Communicative English for Engineers and Professionals*, New Delhi: Pearson, 2010.
2. Geoffrey Leech, Jan Svartvik, *A Communicative Grammar in English*, Longman, Singapore Publisher: 1975.
3. Edward Woods, Rudy Coppieters. *A Workbook to Communicative Grammar of English*. Routledge, 2002.
4. Grice, Paul (1975). "Logic and Conversation" pp. 41– 58 in Syntax and Semantics 3: Speech Acts, edited by P. Cole and J. J. Morgan. New York, NY: Academic Press.
5. Laurie Rozakis, *English Grammar for the Utterly Confused*, New York: McGraw-Hill, 2003.
6. Paul Emmerson and Nick Hamilton, *Five-Minute Activities for Business English*, UK: CUP, 2010.

INTERNET SOURCES:

A. Interactive Grammar Exercises

1. https://www.englishgrammar.org/verbs-exercise-18/
2. https://www.englishexercises.org/buscador/buscar.asp?nivel=any&age=0&tipo=any&contents=adverbs#a
3. https://www.englisch-hilfen.de/en/worksheets.htm
4. https://www.englisch-hilfen.de/en/grammar_list/satz.htm
5. https://www.englisch-hilfen.de/en/inhalt_grammar.htm

6. https://www.gingersoftware.com/content/grammar-rules/adjectives/adjective-exercises/
7. Vocabulary Exercises: https://www.grammarbank.com/context-clues-worksheet.html
8. Word Formation: https://www.englisch-hilfen.de/en/word_formation/nouns_adjectives/index.php
9. Idioms: https://usefulenglish.ru/idioms/

B. Interactive Listening Skill Websites

10. https://www.skillsyouneed.com/ips/active-listening.html
11. https://www.elllo.org/video/1501/1533-Sarah-Music-Like-Dislike.html
12. https://elllo.org/english/grammar/index-level1.htm

C. Interactive English Pronunciation:

13. https://www.cambridgeenglish.org/learning-english/activities-for-learners/b1p065-come-or-calm
14. http://www.blairenglish.com/extras/exercise_menu.html
15. Cooperative Principle: https://www.studysmarter.co.uk/explanations/english/pragmatics/cooperative-principle/
16. Strong Forms-Weak Forms: https://www.uv.es/anglotic/phonology/suprasegmental_phonology/function_words/function_words_01/
17. https://www.lingq.com/en/learn-english-online/courses/734892/weak-forms-how-to-pronounce-weak-form-5508708/
18. Puntuiations: https://www.lingq.com/en/learn-english-online/courses/734892/how-to-use-commas-english-writing-les-5490214/
19. https://www.niu.edu/writingtutorial/punctuation/quizzes/PunctuationSelfTest.htm
20. https://www.merriam-webster.com/games/test-your-punctuation-skills

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTV30200	**VAC**	**Entrepreneurship Development**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CL01: Describe the concepts and terms of Entrepreneurship Development
CL02: Understand the theories, models, and components of ED
CL03: Apply ED concepts to business management
CL04: Assessing the dynamism of the Business Environment.
CL05: Evaluating the business opportUNITies and threats and designing and implementing the business plan (Creating own venture)

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Concept of Entrepreneur, Intrapreneur, and Entrepreneurship; Interaction with successful Entrepreneur; Legal requirements for establishing and managing a business; Soft skills required for an entrepreneur: creativity and problem-solving, interpersonal communication, persuasion, negotiation and networking, delegation of authority and work; Developing Leadership and Entrepreneurial competencies; Theories of Entrepreneurship Development. Business OpportUNITy Identification: Market survey and assessment; Linking business opportUNITy with Entrepreneur;

UNIT 2: **Support institutions for MSME: (15 hrs)**

Support institutions for MSME; Start-up ecosystem and policies in India; Business Plan preparation; Business Analysis: Technical, Marketing, Human Resource, Financial Analysis; Investment Appraisal Techniques; Project Planning and Implementation; Managing Business Crisis; Industrial Visit.

References

1. Robert D Hisrich, Entrepreneurship, Tata McGraw Hill
2. Vijaya Kumar Ivaturi, The Manual for Indian Start-ups, Penguin Random House
3. Subrato Bagchi, The High-Performance Entrepreneur, Portfolio Penguin
4. Shereen Bhan, Young Turks, Random House India

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-III

Code	Type	Title	Credits	Hours	L	T	P
UBBTV30201	**VAC**	**Employability Skills**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Have skills and preparedness for aptitude tests.
CLO2 Be equipped with essential communication skills.
CLO3 Use logical thinking and analytical abilities to solve Reasoning and Quantitative aptitude questions from competitive tests.
CLO4 Master the presentation skills and be ready for facing interviews.
CLO5 Analyze reading passages and quickly find out the correct responses toquestions asked.
CLO6 Introspect & develop a planned approach towards his career & life in general.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1	1			2	3	1	3	3	3		1	
CLO2	3	1		2		3	3		3	2	3		3	
CLO3	3	3	1	3		2	2	2	3	3	2		3	
CLO4	3	3		2	2	1	3	1	3	3	1		3	1
CLO5	1	3	3	1	2	3	2	3	2	3	1	3	2	1
CLO6	1	3	3	1	2	3	2	1	3	2	1	2	2	1

Detailed Syllabus

UNIT 1: Grammar, Comprehension and Communication Basics (12h)

Grammar and Comprehension: English sentences and phrases, Analysis of complex sentences, Transformation of sentences, Paragraph writing, Story writing, Reproduction of a story, Letter writing,précis writing, Paraphrasing, and email writing.

Communication Basics: Definition, Nature, and scope of communication, Importance, and Purpose of communication, types of communication. Verbal communication - Importance of Spoken English, Professional presentation- planning, preparing, and delivering a presentation, Elements of effective writing, main forms of written communication, Email writing.

UNIT 2: Reasoning, Quantitative Ability and Problem-Solving Techniques (12h)

Arithmetic and Mathematical Reasoning: Aspects of intelligence, multiple intelligence theory,Number sequence test, mental arithmetic (square and square root, LCM and HCF, speed calculation, remainder theorem).
Analytical Reasoning and Quantitative Ability: Matching, Selection, Arrangement, Verifications (Exercises on each of these types). Verbal aptitude (Synonym, Antonym, Analogy).
Problem-Solving Techniques: Problem-solving model: 1. Define the problem, 2. Gather information, 3. Identify various solutions, 4. Evaluate alternatives, 5. Take action, 6. Evaluate the actions.Problem-solving skills: 1. Communicate. 2. Brainstorming, 3. Learn from mistakes.

UNIT 3: Skills for Interviews (12h)

Skills for Interviews: Resume, How to develop an impressive resume, Interviews-types of interviews,preparatory steps for job interviews, interview skill tips, Group discussion- importance of group discussion, types of group discussion, difference between group discussion, panel discussion and debate, GD based on the current affairs, personality traits evaluated in group discussions, tips for successful participation in group discussion, purpose of listening, benefits of effective listening, Non-verbal communication-body movement, physical appearance, verbal sounds, closeness, time.

Text Book & References

1. R. Gajendra Singh Chauhan, Sangeeta Sharma, “Soft Skills- An integrated approach to maximizepersonality”, First Edition 2016, Wiley.
2. Wren and Martin, "English grammar and Composition", S. Chand publications.
3. Quantitative aptitude by R S Agarwal, S Chand Publications.
4. R. S. Aggarwal, "A modern approach to verbal reasoning", S. Chand publications.
5. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
6. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.ISBN: 9788131733844.

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BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTC40203	**DSC**	**Basics of Financial Management**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

CLO1 Explain the various concepts of financial management.
CLO2 Understand the calculation of the time value of money, NPV, IRR, WACC, OL, FL, and CL using Excel
CLO3 Assess the financial performance of the firm.
CLO4 Analyze the capital structure of the firm.
CLO5 Manage the working capital of the firm.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	2	3	2	2	2		2	3		3	2	
CLO2	3	3	2	2	2	3		2	3	3		3	2	
CLO3	2	3	3	2	2	3	1	3	3	3		3	2	
CLO4	2	3	2	2	2	3	1	3	3	3		3	2	
CLO5	2	3	3	2	2	2	1	2	2	3		3	2	

Detailed Syllabus

UNIT I: Financial Management: (10 hrs)

Nature of financial management: finance and related disciplines; scope of financial management; profit maximization, wealth maximization - traditional and modern approach; functions of finance – finance decision, investment decision, dividend decision; objectives of financial management; organization of finance function; concept of time value of money, present value, future value, and annuity.

UNIT II: Financing Decision: (15 hrs)

Concept and measurement of cost of capital: cost of debt, cost of preference shares, and cost of equity shares; computation of Weighted Average Cost of Capital.
Concept of Capital Structure: Determinants, Theories of Capital Structure-Relevance and Irrelevance, Optimal capital structure, Leverage analysis, EBIT -EPS analysis.

UNIT III: Capital Budgeting: (15 hrs)

Capital Budgeting – nature, meaning, principles, and techniques; Discounting and non-discounting evaluation techniques

UNIT IV: Working Capital Management: (10 hrs)

Meaning and determination of working capital; operating cycle; Management of cash - preparation of cash budgets (receipts and payment method only); receivables management – objectives, aging analysis; inventory management.

UNIT V: Dividend Theories: (10 hrs)

Dividend policy decision -relevance and irrelevance dividends Theories-Walter's model, Gordon's model, MM hypothesis (Problems); Corporate Dividend Behaviour.

Text Book & References

1. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication
2. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd.
3. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall.
4. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
5. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance**,** McGraw Hill Higher Education.

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Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTC40204	**DSC**	**Entrepreneurship and Small Business Management**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

CLO 1: Explain the concept and theories of entrepreneurship and its role in the e economic development of the nation.
CLO 2: Assess the importance of business plans and identify the reasons for the failure of business plans.
CLO 3: Understand the steps in starting MSME
CLO 4: Analyze and comprehend government policies and regulatory frameworks available in India to facilitate the process of entrepreneurial development
CLO 5: Develop socially responsible enterprises
CLO 6: Approach the Entrepreneurship development institutions for building Enterprise and manage the family business

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	1	2	2		2	2		3			3	
CLO2	2		3		2		2	2		3			3	
CLO3		3	2	2	3	3	2	3	1	3	1	1	3	1
CLO4	3	2	2	2	2	2		3	2	2		2	3	2
CLO5		2		3	2	2	2	3	2	3		2	3	2
CLO6	3	3	3	3	3	3	3	3	3	3	2	2	3	2

Detailed Syllabus

UNIT 1: Introduction to Entrepreneurship: (12 hrs)

Definition and Concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.

UNIT 2: Creativity and Business Ideas: (12 hrs)

Creativity and Business Ideas, Blocks to Creativity. Business Plans and reasons for failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries, Problems- steps for starting- – Government Policies

UNIT 3: EDP in India: (12 hrs)

EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Framework – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators& Start-ups

UNIT 4: Financing Options: (12 hrs)

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit, and End to a Venture

UNIT 5: Social Entrepreneurship: (12 hrs)

Profiling the Social Entrepreneur and their Social Ventures. Benefits and rewards of social enterprise, Impact of social enterprise on commUNITy and stakeholders. Case discussion Bangladesh Gramin Bank, Sulabh International, AMUL, Rangsutra, Jaipur Rugs Foundation, Desi Crew, Pipal Tree, Goonj etc.

Text Book & References

1. Kumar, Arya (2018), "Entrepreneurship", Pearson, New Delhi.
2. Gopal, V.P.Nanda (2015), "Entrepreneurial Development", Vikas Publishing, New Delhi.
3. Desai, Vasant, "Dynamics of Entrepreneurial Development & Management", Himalaya Publishing House.
4. Khanka,S S, Entrepreneurial Development, S.Chand & Co., New Delhi
5. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
6. Ducker, P. F. (2006). Innovation and Entrepreneurship: Practice and principles, USA: Elsevier.
7. Prasanna Chandra: Project Preparation, Appraisal, and Implementation: Tata McGraw Hill, New Delhi

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Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTC40205	**DSC**	**Business Environment**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Understand the relationship between environment and business, applying the environmental analysis techniques in practice

CLO2: Analyse the impact of the economic environment on Indian business.

CLO3: Analyse the Political Environment & Government policies and their impact on business.

CLO4: Analyse how businesses are affected by the Social & Cultural Environment and Global Environment.

CLO 5: Analyse the impact of the Technological Environment and Natural Environment on businesses.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	1	1	3	3	3	2	2	1		3	2	
CLO2	1	2	2	1	1	2	1	2	3	1		3	2	
CLO3	2	3	3	2	1	3	1	2	2	2		3	2	
CLO4	2	3	1	2	1	3	3	2	3	3		3	2	
CLO5	2	3	1	2	1	3	3	2	3	3		3	2	

Detailed Syllabus

UNIT 1: Business and its Environment: (5 hrs)

Meaning- Scope and Characteristics—Factors affecting micro and macro environment Significance for economic policies and decisions in organizations- ethical issues in business. Environmental Scanning

UNIT 2: Economic Environment: (8 hrs)

Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial, and technological) impact of liberalization, privatization, and globalization on Indian business.

UNIT 3: Political Environment and Government Policies: (12 hrs)

Political institutions- Legislature- Executive- Judiciary- The Constitution of India- The Preamble- The Fundamental Rights- Rational and extent of state intervention- the role of govt. in business- the impact of Fiscal, Monetary, EXIM policy, and industrial policy on business.

UNIT 4: Social and Cultural Environment and Global Environment: (10 hrs)

Nature of Corporate governance- factors influencing corporate governance- mechanisms of corporate governance- nature of culture- impact of culture on business; Nature of globalization- manifestations of globalizations-deglobalization

UNIT 5: Technological Environment and Natural Environment: (10 hrs)

Meaning- features- impact of technology- Transfer of technology – Technological policies; Natural environment and influence on business. Protection of environment; enactments and pollution agents- sustainable developments

REFERENCES:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.
3. Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
4. S.Adhikari- Business Environment
5. Misra and Puri- Business Environment
6. Ruddar Dutt and Sundaram K.P.S - Business Environment
7. Chidambara K- Business Environment, Vikas Publishing House
8. The Rise and Fall of Nations-Ruchir Sharma, Penguin Books Limited, 2017

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Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTC40206	**DSC**	**Operations Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO1: Describe the basic concepts of operations management using manufacturing and service examples
CLO2: Understand the roles and responsibilities of operations managers in the present organizations
CLO3: Apply the planning and control concepts for decision-making
CLO4: Analyse the role of operations in decision-making
CLO5: Explain the various strategies for improving manufacturing and service contexts
CLO6: Rewrite the strategic use of operations management

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	2					1		2		1				
CLO2	2					1		2		1				
CLO3	2	2	2			1		2		1				
CLO4	2	2	2			1		2		1				
CLO5	2	2	2			1		2		1				
CLO6	2	2	2			1		2		1				

Detailed Syllabus

UNIT 1: Introduction to Operation Management: (12 hrs)

Nature and scope of production and operations management, OM interaction with other functional areas of management - the role of production and operations manager- Careers in OM, Types of manufacturing systems - the difference between manufacturing and service operations.

UNIT 2: Product and Service Design: (8 hrs)

Process design and Product/Service design, Supply network design: Capacity (Facility) location Layout, Types of layouts and Design of the layout, Human resource strategies and working environment for job design, Work study: methods study and work measurement in job design.

UNIT 3: Planning and Control: (8 hrs)

Long-, medium-, and short-term production planning and Control. Production planning functions and activities include long-, medium-, and short-term factors.

UNIT 4: Inventory Management: (8 hrs)

Type of Inventory Management Systems, EOQ Economic Order Quantity. Selective approaches to inventory control ABC VED analysis. Just in Time (JIT).

UNIT 5: Quality Control and Operations Performance: (9 hrs)

Quality defined; Dimensions of quality; Quality costs - quality circles- Total quality management (TQM), Statistical Quality Control (SQC) techniques: acceptance sampling and control charts, ISO 9000 Operations improvement - Approaches to improvement Operations and corporate social responsibility (CSR) (Case studies)

Textbooks

1. Nigel Slack, Stuart Chambers and Robert Johnston. (2016). *Operations management* (Eighth ed.). UNITed Kingdom: Pearson Education Limited.

Reference Books

2. Buffa, S. Elwood and Sarin, K. Rakesh. (2013). *Modern Production/Operations Management* (Eighth Edition ed.). Delhi: John Wiley & Sons.
3. Everette E.Adam,Jr , Ronald J. Ebert. (2015). *Production and Operations Management.* Delhi: PHI Learning private Limited .
4. Kanishka Bedi. (2013). *Production and Operations Management.* Oxford University Press.
5. Krajewski j Le, K. Malhotra Manoj , P. Ritzman Larry, K. Srivastava Samir. (2019). *Operations Management: Processes and supply chain* (12 ed.). Pearson.
6. N D Vohra . (2017). *Quantitative Techniques in Management.* Chennai: McGraw Hill Education (India) Private Limited .
7. Pannerselvam R. (2018). *Production and operations management, .* Delhi : Prentice Hall of India.
8. S N Chary. (2019). *Production and Operations Management.* Chennai : McGraw Hill Education (India) Private Limited.
9. Shridhar Bhat k , Sowmya R Rao. (2013). *Production and Materials Management.* Mumbai: Himalaya Publishing House.
10. Jay Heizer, Barry Render,Chuck Munson, Amit Sachan . (2017). Operations Management Sustainability and Supply chain Management (Tweflth ed.). Pearson

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC40207	**DSC**	**Business Ethics**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

CLO1 Understand the importance of ethical practices in business
CLO2 Understand the concepts of ethics, morality, and honesty
CLO3 Apply ethical principles in business organizations
CLO4 Analyse the issues and challenges related to the implementation of business ethics
CLO5 Evaluate the situations, persons, and events whether they are ethical or not and their implications.
CLO6 Create an ethical environment in the workplace

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	1			1		3	2	1		1	1	1	1	1
CLO2	1		1	2	2	3	2	1		1	1	1	1	1
CLO3	1	2	1	2	3	3	3	3	1	1	2	2	2	2
CLO4	1	2	1	2	3	3	3	3	1	1	1	1	1	1
CLO5	1	2	1	2	3	3	3	3	1	1	1	1	1	1
CLO6	1	3	3	2	3	3	3	3	1	1	2	2	2	2

Detailed Syllabus

UNIT 1: Introduction to Business Ethics: (10 hrs)

Introduction, Concept of Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, The three components of business economics, Legal and Ethical, Challenges of Adopting Business Ethics, and Way Forward.

UNIT 2: Ethical Theories: (10 hrs)

Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organization, Social Responsibility of Business

UNIT 3: Environment Issues and CSR: (10 hrs)

Introduction, Factors Influencing Ethical Behavior at Workplace, Ethical Issue: Business Relationships, Ethics in functional areas, Potential Conflict and Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Gender Ethics, Importance of

Ethical Behavior at Workplace and Creating Ethical Environmental Ethics.

Text Book & References

1. A.C. Fernando: Business Ethics, Person.
2. Business Laws, Ethics and Communication, Vol. I, The Institute of Chartered Accountants of India, New Delhi.
3. Kitson Alan – Ethical Organisation, Palgrave
4. L.T.Hosmer: The ethics of Management, Universal Book
5. D.Murray: Ethics in Organisation,Kogan Page
6. S.K.Chakroborty :Values and Ethics in Organisation, UP
7. T Ramasamy: Principles of Management, Himalaya Publishing House.
8. Online Resources: https://managementhelp.org/businessethics/index.htm\
9. MOOCs: https://www.edx.org/learn/business-ethics

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Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UKNTC40103	AEC	Kannada	02	02	2	0	0

Prerequisites: None

After completion of this course successfully, the students will be able to……

CLO-1: ಸಂಶೋಧನಾ ವಿದಾನಗಳನ್ನು ಅರಿತು ಸಂಶೋಧನಾ ಕೈಗೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

CLO-2: ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅಧ್ಯಯನದ ಮುಖಾಂತರ ಆಕರ ಸಂಗ್ರಹ, ಪರಿಕಲ್ಪನೆಗಳ ವ್ಯಾಖ್ಯಾನ ಅಡಿಟಿಪ್ಪಣಿ ,ಅನುಬಂಧ ಮುಂತಾದವುಗಳನ್ನು ಮಂಡಿಸುವ ವಿಧಾನವನ್ನು ಅರಿಯುವುದು.

CLO-3: ಸಂಶೋಧನೆಯಲ್ಲಿ ಸಾಮಾಜಿಕ ಜವಬ್ದಾರಿಯನ್ನು ಪರಿಭಾವಿಸುವ ಮನೋಭೂಮಿಕೆಯ ನಿರ್ಮಾಣ.

CLO-4: ಸಂಶೋಧನೆಯಲ್ಲಿ ನೈತಿಕತೆಯ ನಿರ್ವಹಣೆಯನ್ನು ಕುರಿತ ಸಂಶೋಧನಾ ಮಾದರಿಗಳ ಅನುಸರಣೆ.

CLO-5 :ಹೊಸ ಸೈದ್ಧಾಂತಿಕ ಆಚೂಮಾಗಳ ಅನ್ವೇಷಣೆ.

CLO-6:ಅನ್ವಯಿಕ ಸಂಶೋಧನಾ ಮಾದರಿಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸುವ ಸಾಮರ್ಥ್ಯದ ಹೆಚ್ಚಳ.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	3	2	3	3	3	2	3	3	3	3
CLO2	3	3	2	3	3	2	3	3	2	2	3	3
CLO3	3	2	3	2	2	3	2	2	3	3	2	3
CLO4	3	3	3	3	2	3	3	3	2	3	3	2
CLO5	2	3	3	3	3	2	2	2	3	3	2	3
CLO6	3	3	2	3	2	3	3	2	2	2	3	2

Each Course Learning Outcome (CLOs) may be mapped with one or more Program Learning Outcomes (PLOs). Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping

Detailed Syllabus

ಸ್ನಾತಕ ಪದವಿ (ಯು.ಜಿ)

ಕನ್ನಡ ಭಾಷೆ – 4

ಕನ್ನಡ ಅಭಿಜಾತ ಸಾಹಿತ್ಯ

ಭಾಗ – 1 ಚಂಪೂ :

ಆದಿಪುರಾಣ – ಪಂಪ – ಭರತ ಬಾಹುಬಲಿ ಯುದ್ಧ ಪ್ರಸಂಗ

ಕರ್ನಾಟಕ ಕಾದಂಬರಿ – ನಾಗವರ್ಮ – ಗಿಳಿ ಬೇಟೆಯ ಪ್ರಸಂಗ

ಗದಾಯುದ್ಧ – ಭೀಮ ದುರ್ಯೋಧನರ ಯುದ್ಧ ಪ್ರಸಂಗ

ಪಂಪರಾಮಾಯಣ – ನಾಗಚಂದ್ರ – ಸೀತಾಪಹರಣ ಪ್ರಸಂಗ

ಭಾಗ – 2. ವಚನ, ಕೀರ್ತನೆ ಮತ್ತು ಷಟ್ಪದಿ

ದೇವರ ದಾಸಿಮಯ್ಯ, ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಅಲ್ಲಮಪ್ರಭು, ಅಂಬಿಗರ ಚೌಡಯ್ಯ (ಆಯ್ದ ಐದೈದು ವಚನಗಳು)

ಪುರಂದರ ಮತ್ತು ಕನಕದಾಸರ ಕೀರ್ತನೆಗಳು (ಆಯ್ದ ಮೂರು ಮೂರು ಕೀರ್ತನೆಗಳು)

ನಳಚರಿತ್ರೆ – ಕನಕದಾಸ (ಆಯ್ದಭಾಗ)

ರಾಮಧಾನ್ಯ ಚರಿತೆ – ಮುದ್ದಣ (ಆಯ್ದಭಾಗ)

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

1. ಆದಿಪುರಾಣ, ಪಂಪ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಚಾಮರಾಜಪೇಟೆ, ಬೆಂಗಳೂರು
2. ಕರ್ನಾಟಕ ಕಾದಂಬರಿ, ನಾಗವರ್ಮ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಚಾಮರಾಜಪೇಟೆ, ಬೆಂಗಳೂರು
3. ಗದಾಯುದ್ಧ, ರನ್ನ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು, ಚಾಮರಾಜಪೇಟೆ, ಬೆಂಗಳೂರು
4. ಪಂಪರಾಮಾಯಣ, ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ
5. ಸಮಗ್ರ ವಚನ ಸಂಪುಟಗಳು, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
6. ದಾಸ ಸಾಹಿತ್ಯ ಸಂಪುಟಗಳು, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
7. ನಳಚರಿತ್ರೆ, ಕನಕದಾಸ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
8. ಮುದ್ದಣ ಸಂಪುಟಗಳು, ನಂದಳಿಕೆ ಲಕ್ಷ್ಮೀನಾರಣಪ್ಪ, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಬೆಂಗಳೂರು

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UHNTA40104	**AEC**	**Hindi Language**	**02**	**02**	**2**	**0**	**0**

कुल अंक	: 50
आंतरिक मूल्यांकन अंक	: 20 (संगोष्ठी/शैक्षिक/आंतरिक परीक्षा के माध्यम से निरंतर मूल्यांकन पद्धति अपनाई जाएगीं)
सत्रांत परीक्षा अंक	: 30

Prerequisites:

हिंद साहित्य के गद्य विधाओं की एवं अनुवाद की परिचयात्मक जानकारी।

पाठ्यक्रम अध्ययन की उपलब्धियाँ/Course Learning Outcome (CLO's)

इस पाठ्यक्रम को सफलता पूर्वक करने के उपरांत विद्यार्थी निम्नलिखित उद्देश्यों को पूरा करने में सक्षम होगा –

CLO-1. हिंदी साहित्य की चयनित गद्य विधाओं को स्पष्ट रूप से परिभाषित कर सकेगा।

CLO-2. हिंदी गद्य साहित्य की विशेषताओं को ,रूपों को पहचान सकेगा।

CLO-3. छात्रों को हिंदी गद्य के प्रतिनिधि रचनाकारों से अवगत होगा।

CLO-4. अनुवाद का अर्थ ,क्षेत्र एवं प्रकार को चिन्हित कर सकेगा।

CLO-5. हिंदी गद्य विधाओं के आस्वादन के अंतर्गत विभिन्न प्रयुक्तियों को पहचान सकेगा।

CLO-6. निबंध ,एकांकी ,संस्मरण , रेखाचित्र एवं यात्रा वृतांत के विकासक्रम को विवेचित करेगा।

इकाई 1

- आधुनिक हिंदी गद्य : सामान्य परिचय
- निबंध : मेरे राम का मुकुट भीग रहा है – विद्यानिवास मिश्र (मेरे राम का मुकुट भीग रहा है)
- एकांकी : अंडे के छिलके – मोहन राकेश (मो.रा.रचनावली-4,सं-जयदेव तनेजा)
- रेखाचित्र : गिल्लू – महादेवी वर्मा (मेरा परिवार)
- यात्रा वृतांत : अथातो घुमक्कड़ जिज्ञासा – राहुल सांकृत्यायन (घुमक्कड़ शास्त्र)

इकाई 2

- अनुवाद : अर्थ एवं परिभाषा
- अनुवाद का महत्व एवं प्रकार
- अनुवाद के क्षेत्र

सहायक ग्रंथ

- भोलानाथ तिवारी – अनुवाद विज्ञान,किताबघर प्रकाशन ,दिल्ली,2019
- रामचंद्र तिवारी – हिंदी गद्य साहित्य का इतिहास, राजकमल प्रकाशन,दिल्ली,2014
- रामचंद्र त्रिपाठी – हिंदी गद्य साहित्य, किताबघर प्रकाशन ,दिल्ली,2018
- दंगल झाल्टे – प्रयोजनमूलक हिंदी : सिद्धांत और प्रयोग,वाणी प्रकाशन, दिल्ली,2016
- महादेवी वर्मा – मेरा परिवार,लोकभारती प्रकाशन ,दिल्ली,2014
- अम्बादास देशमुख – प्रयोजनमूलक हिंदी : अधुनातन आयाम,शैलजा प्रकशन,कानपुर,2009

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UENTA40103	**AEC**	**English Language Communication Skills-IV**	**02**	**02**	**2**	**0**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course, the students can:

CLO-1: Comprehend speech acts to achieve desired effects while speaking and writing.
CLO-2: Monitor and improve the use of intonation to convey thoughts, feelings, and attitudes.
CLO-3: Display command over using sentences to convey meaning in cultural and social contexts.
CLO-4: Write content that is relevant, purposeful, interesting, and engaging.
CLO-5: Comprehend/Convert information, data, and facts into various info-graphs and vice-a-versa.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	1	2	2	1	1	2	2	1	1	2
CLO2	2	2	3	1	2	1	1	3	3	2
CLO3	3	1	2	2	2	3	3	2	1	3
CLO4	3	2	3	2	3	2	2	1	3	2
CLO5	2	2	3	3	3	2	2	2	2	3

UNIT-1: A. Communication Skills

- Speech Acts: locutionary, Illocutionary, and Perlocutionary Speech Acts
- Cultural, Linguistics, and Social Aspects of Communication Skills in the English Language
- Communication Strategies for Various Purposes in academic and professional environments

B. Essential English Grammar-IV

- Parts of Speech: Conjunction and Interjection
- Conditional Clause, Relative Clause
- Question Tag and Tag Questions
- Sentence: Simple, Compound and Complex Sentence Structure Patterns

UNIT- 2: Language Skills

Theory:

- Advance Academic Writing Functions: Argumentative, Persuasive and Exploratory Writing
- Data Interpretation: Reading Diagrams, Tables, Charts
- Aspects of Spoken English: Intonation in Connected Speech
- Professional Interaction: Group Discussion- Nature, Types, Characteristics and Purpose of Group Discussion

Praxis:

- Convert information into Info-graphs, Tables and Charts and vice-versa
- Writing Reports
- Group Discussions on Contemporary Issues/Topics

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Background Study Topics: English as Foreign Language, Conversation Analysis, Prosodic Features of Spoken English, Varieties of Englishes, Indian, British and American Accent

Proposed Functional English Activities:

- Expressing Opinions: Formally and informally
- Paraphrasing, Expanding and Exemplifying
- Speculating, Comparing and Contrasting
- Persuading and Convincing
- Instructing, Advising, Responding to Questions and Queries

SUGGESTED READING:

1. Nitin Bhatnagar and Mamta Bhatnagar, *Communicative English for Engineers and Professionals*, New Delhi: Pearson, 2010.
2. Geoffrey Leech, Jan Svartvik, *A Communicative Grammar in English*, Longman, Singapore Publisher: 1975.
3. Edward Woods, Rudy Coppieters. *A Workbook to Communicative Grammar of English*. Routledge, 2002.
4. J. L Austin, *How To Do Things With Words*, 1962
5. J. R Searle, Speech Acts, 1969.
6. V Sasikumar, P V Dhamija, *Spoken English: A Self-Learning Guide to Conversation Practice*, Tata McGraw-Hill Publishing Company: 1993.

INTERNET SOURCES:

A. Interactive Grammar Exercises

1. https://www.englishgrammar.org/verbs-exercise-18/
2. https://www.englishexercises.org/buscador/buscar.asp?nivel=any&age=0&tipo=any&contents=adverbs#a
3. https://www.englisch-hilfen.de/en/worksheets.htm
4. https://www.englisch-hilfen.de/en/inhalt_grammar.htm

C. Interactive English Pronunciation:

5. https://www.cambridgeenglish.org/learning-english/activities-for-learners/b1p065-come-or-calm
6. http://www.blairenglish.com/extras/exercise_menu.html
7. Speech Acts: https://www.studysmarter.co.uk/explanations/english/pragmatics/speech-acts/

8. Advance Academic Functions: https://www.studysmarter.co.uk/explanations/english/argumentative-essay/
9. Interactive Intonation: https://www.phon.ucl.ac.uk/home/mark/oi/oiin.htm
10. https://usefulenglish.ru/phonetics/practice-intonation-rhythm
11. Puntuiations: https://www.lingq.com/en/learn-english-online/courses/734892/how-to-use-commas-english-writing-les-5490214/
12. https://www.niu.edu/writingtutorial/punctuation/quizzes/PunctuationSelfTest.htm
13. https://www.merriam-webster.com/games/test-your-punctuation-skills

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Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTV40202	**VAC**	**Entrepreneurship Development**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CL01: Describe the concepts and terms of Entrepreneurship Development

CL02: Understand the theories, models and components of ED
CL03: Apply ED concepts to business management
CL04: Assessing the dynamism of the Business Environment.
CL05: Evaluating the business opportUNITies and threats and designing and implementing the business plan (Creating own venture)

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	1	2	3	3	2		3	3		3	
CLO2	3	3	3	2	2	2	3	2		3	3		3	
CLO3	3	2	3	2	2	2	3	2		3	3		3	
CLO4	3	3	2	3	3	3	3	2		3	3		3	
CLO5	2	3	2	3	3	3	3	2		3	3		3	

Detailed Syllabus

UNIT-1: Introduction: (15 hrs)

Concept of Entrepreneur, Intrapreneur, and Entrepreneurship; Interaction with successful Entrepreneur; Legal requirements for establishing and managing a business; Soft skills required for an entrepreneur: creativity and problem-solving, interpersonal communication, persuasion, negotiation and networking, delegation of authority and work; Developing Leadership and Entrepreneurial competencies; Theories of Entrepreneurship Development. Business OpportUNITy Identification: Market survey and assessment; Linking business opportUNITy with Entrepreneur;

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UNIT 2: **Support institutions for MSME: (15 hrs)**

Support institutions for MSME; Start-up ecosystem and policies in India; Business Plan preparation; Business Analysis: Technical, Marketing, Human Resource, Financial Analysis; Investment Appraisal Techniques; Project Planning and Implementation; Managing Business Crisis; Industrial Visit.

References

1. Robert D Hisrich, Entrepreneurship, Tata McGraw Hill
2. Vijaya Kumar Ivaturi, The Manual for Indian Start-ups, Penguin Random House
3. Subrato Bagchi, The High-Performance Entrepreneur, Portfolio Penguin
4. Shereen Bhan, Young Turks, Random House India

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTV40203	**VAC**	**Employability Skills**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO1 Have skills and preparedness for aptitude tests.
CLO2 Be equipped with essential communication skills.
CLO3 Use logical thinking and analytical abilities to solve Reasoning and Quantitative aptitude questions from competitive tests.
CLO4 Master the presentation skills and be ready for facing interviews.
CLO5 Analyze reading passages and quickly find out the correct responses toquestions asked.
CLO6 Introspect & develop a planned approach towards his career & life in general.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1	1			2	3	1	3	3	3		1	
CLO2	3	1		2		3	3		3	2	3		3	
CLO3	3	3	1	3		2	2	2	3	3	2		3	
CLO4	3	3		2	2	1	3	1	3	3	1		3	1
CLO5	1	3	3	1	2	3	2	3	2	3	1	3	2	1
CLO6	1	3	3	1	2	3	2	1	3	2	1	2	2	1

Detailed Syllabus

UNIT 1: Grammar, Comprehension and Communication Basics (12h)

Grammar and Comprehension: English sentences and phrases, Analysis of complex sentences, Transformation of sentences, Paragraph writing, Story writing, Reproduction of a story, Letter writing, précis writing, Paraphrasing, and email writing.

Communication Basics: Definition, Nature, and scope of communication, Importance, and Purpose of communication, types of communication. Verbal communication - Importance of Spoken English, Professional presentation- planning, preparing, and delivering a presentation, Elements of effective writing, main forms of written communication, Email writing.

UNIT 2: Reasoning, Quantitative Ability and Problem-Solving Techniques (12h)

Arithmetic and Mathematical Reasoning: Aspects of intelligence, multiple intelligence theory,Number sequence test, mental arithmetic (square and square root, LCM and HCF, speed calculation, remainder theorem).
Analytical Reasoning and Quantitative Ability: Matching, Selection, Arrangement, Verifications (Exercises on each of these types). Verbal aptitude (Synonym, Antonym, Analogy).
Problem-Solving Techniques: Problem-solving model: 1. Define the problem, 2. Gather information, 3. Identify various solutions, 4. Evaluate alternatives, 5. Take action, 6. Evaluate the actions.Problem-solving skills: 1. Communicate. 2. Brainstorming, 3. Learn from mistakes.

UNIT 3: Skills for Interviews (12h)

Skills for Interviews: Resume, How to develop an impressive resume, Interviews-types of interviews,preparatory steps for job interviews, interview skill tips, Group discussion- importance of group discussion, types of group discussion, difference between group discussion, panel discussion and debate, GD based on the current affairs, personality traits evaluated in group discussions, tips for successful participation in group discussion, purpose of listening, benefits of effective listening, Non-verbal communication-body movement, physical appearance, verbal sounds, closeness, time.

Text Book & References

1. R. Gajendra Singh Chauhan, Sangeeta Sharma, “Soft Skills- An integrated approach to maximizepersonality”, First Edition 2016, Wiley.
2. Wren and Martin, "English grammar and Composition", S. Chand publications.
3. Quantitative aptitude by R S Agarwal, S Chand Publications.
4. R. S. Aggarwal, "A modern approach to verbal reasoning", S. Chand publications.
5. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
6. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.ISBN: 9788131733844.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-V

Code	Type	Title	Credits	Hours	L	T	P
UBBTC50300	**DSC**	**Basic Research Methods**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CL01 Explain the basic concepts, principles, and practices associated with Research Methods
CL02 Assess the impact of the research process
CL03 To identify various sources of information for literature review and data collection
CL04 To analyze the association of variables to the conceptual models of research
CL05 To evaluate various research designs and techniques

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	3	2	3	3	3	2	3	3	3	3	2	1
CLO2	3	3	3	2	2	1	3	3	3	3	3	2	3	2
CLO3	3	3	3	2	3	2	3	2	3	1	3	2	3	2
CLO4	1	2	3	2	1	2	3	3	1	1	2	2	3	1
CLO5	3	3	3	2	3	1	3	3	3	2	2	2	3	1

Detailed Syllabus

UNIT 1: Introduction to Research: (7 hrs)

Business Research - definition, nature, need; Business research process; Understanding the basics of research - concept, construct, variables, theory, models, and scientific method; Research Process – Identification and Formulation of the research problem, Sources of Data – Primary Data and Secondary Data.

UNIT 2: Research Design: (8 hrs)

Research Design: Variables and types of variables, Hypothesis, Types, and Formulation of Hypothesis, Research Design and Types of Research Design, Need for Research Design, Features of a Good Research Design, and, Different Research Design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research. Basics of Literature Review

UNIT 3: Sampling and Measurement: (11 hrs)

The nature of sampling, why sample, steps in sampling design. Sampling techniques: Nonprobability sampling- convenience, judgment, quota, and snowball sampling; Probability sampling-simple random, systematic, stratified, and cluster sampling; Merits and limitations of each sampling technique, sample size determination. Measurement Methods: Interviews and Surveys. Observation, Content Analysis, and Measurement Scales, Techniques of Developing Scales, Reliability, and Validity of Scales.

UNIT 4: Data Analysis: (12 hrs)

Data Analysis: Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships. statistical inferences for one or two samples. Chi-square tests, Analysis of Variance (ANOVA), and Use of Multivariate Analysis in Business Research.

UNIT V: Research Report Writing: (7 hrs)

Sharing the Results. Reporting Research, Types of reports, and Characteristics of a research report. The written report, Research report components, Writing report, Presentation considerations, and Oral presentation.

Text Book:

1. C R Kothari. (2014). Research Methodology: Methods and Techniques. New Age International Publishers.

Reference:

1. Donald R Copper, Pamela S Schindler, J K Sharma. (2012). Business Research Methods. McGraw Hill.
2. William G. Zikmund Barry J. Babin Jon C. Carr, Mitch Griffin. (2011). Business Research Methods. Cengage.
3. G C Beri. (2013). Marketing Research (5 ed.). McGraw Hill Education (India) Private Limited.
4. Naresh K. Malhotra and Satyabhusan Das. (2019). Marketing Research an Applied Orientation. Pearson.

Central University of Karnataka, Kalaburagi
BBA - Course Content / Syllabus
Semester-V

Code	Type	Title	Credits	Hours	L	T	P
UBBTC50301	**DSC**	**Operations Research**	**04**	**04**	**3**	**1**	**0**

Prerequisites: Basic understanding of numbers

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

CLO 1: Understand and explain the evolution and nature of operations research
CLO 2: Comprehend various techniques used in Operations Research
CLO 3: Apply various OR techniques in business and different functional areas of management
CLO 4: Analyse and interpret the results and solutions provided by OR techniques in business

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	3	2	2	2		2	3	3	2	2	2	2
CLO2	3	3	3	2	2			3	3	3	2	2	3	3
CLO3	2	3	3	2	2			2	3	3	2	2	2	2
CLO4	2	3	3	3	3	2		3	3	3	2	2	3	3

Detailed Syllabus

UNIT 1: Introduction and Overview of Operations Research: (8 hrs)

Origin, evolution, nature, definition and characteristics of Operations Research, Model and its classification, Modelling in OR, Application of OR in decision-making

UNIT 2: Linear Programming Model: (14 hrs)
Introduction of Linear Programming, Basic requirements of LPP, Formulation of an LPP, Graphical solution of LPP- maximization and minimization case, Simplex method to solve LPP- maximization and minimization problems

UNIT 3: Special Cases of LP Model: (14 hrs)
Transportation Model: Introduction, Initial Basic feasible solution methods, Optimum solution by MODI method, maximization problem, unbalanced problem, degeneracy in transportation problem, multiple solutions
Assignment Model: Introduction, Hungarian method, maximisation problem, unbalanced problem, multiple solutions

UNIT 4: Network Model and Queuing System: (12 hrs)
Network Model: Introduction, CPM, drawing network, calculating early start and late finish time, floats, critical activities, and critical path, Program Evaluation and Review Technique, differences between CPM and PERT
Queuing System: definitions for queuing system, M/M/1 queuing model- waiting time, queue length

UNIT 5: Game Theory and Decision Analysis: (12 hrs)
Game Theory: Assumptions, definitions, and classification of games, Two persons zero-sum game, pure strategies, and saddle point, games with mixed strategies.
Decision Theory: Decision making under uncertainty and risk, Decision trees

Text Book & References

8. Sharma, J K, (2010) Operations Research, Macmillan, New Delhi.
9. Gupta, M P and Khanna, R B (2011). Quantitative Techniques for Decision Making, PHI Learning, New Delhi

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC50302	**DSC**	**Management Accounting**	**4**	**4**	**3**	**1**	

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:
CLO1: Understand relationship between Cost, Financial and Management Accounting
CLO 2: Prepare management reports and apply Marginal Costing for decision making
CLO 3: Describe the role of budgetary control
CLO4: Draw conclusion about the liquidity, solvency and profitability of business entities
CLO 5: Preparation of financial statement and interpret.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	1	2		2			3	3		3	1	
CLO2	3	1		3		1			3	3		3	1	
CLO3	3	1		3		1			3	3		3	1	
CLO4	3	3	2	3		2			3	3		3	3	2
CLO5	3	3	3	3		2			3	3		3	3	3

Detailed Syllabus

UNIT – 1: Basics of Management Accounting: (8 hrs)

Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting, Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.

UNIT – 2: Marginal Costing: (12 hrs)

Introduction-Meaning and Definition of Marginal Cost, Marginal Costing, Features of Marginal Costing- Terms used in Marginal Costing – P/V Ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- Assumption and uses Problems. Decision Making - Make or Buy Decisions, Change in product Mix, Pricing Decisions, Explore a New Market, Shut-down Decisions

UNIT – 3: Budgetary Control: (15 hrs)

Meaning of Budget, Budgetary Control and its use as a management tool, Objectives of Budgetary Control, Advantages and Limitations of Budgetary Control, Essentials of Effective Budgeting, Types of Budgets - Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting.

UNIT – 4: Financial Statement Analysis: (13 hrs)

Meaning – types – meaning and concept of financial analysis – types of financial analysis – methods of financial analysis – problems on comparative statements – common size statements. Fund flow statement, Cash flow statement (AS3), Comparative statement, Common size statement, Differences between Cash Flow Statement and Fund Flow Statement. Procedure for preparation of Cash Flow Statement.

UNIT – 5: Ratio Analysis: (12 hrs)

Introduction- Meaning, Advantages, and limitations of accounting ratios, Classification of ratios- Liquidity Ratios, Profitability Ratios, and Solvency Ratios.

REFERENCES

1. Cost & Management Accounting, S Chand publication
2. Arora M.N.: Cost Accounting Principles and Practices; Vikas Publishing House.
3. Khan M.Y. and Jain P.K.: Management Accounting, TMH.
4. Dr.S.N.Maheswari, Management Accounting, Vikas Publishing House Pvt. Ltd.
5. S.P.Jain&K.L.Narang-Cost accounting principles and practice- Kalyani Publishers
6. Saxena, Management Accounting, Sultan Chand Pvt. Ltd., 2010

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Semester-V

Code	Type	Title	Credits	Hours	L	T	P
UBBTC50303	**DSC**	**Retailing and Sales Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Understand the Indian retail landscape
CLO2: Analyse different types of retail formats
CLO3: Develop retail operation skills
CLO4: Assess the role of sales management in retail
CLO5: Apply retail concepts and sales management concepts to real-world scenarios.

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

Course Outcome (CO) is be mapped with one or more Program Outcomes (POs). High-level'

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1				2		2		2						
CLO2		3					2							
CLO3				3					3		3			
CLO4			1							3		3		
CLO5					3			3				3		

Detailed Syllabus

UNIT 1: Introduction to Retail Management: (5 hrs)

Overview of Retailing-Definition and Importance of Retailing-Evolution of Retail in India-Types of Retail Formats (Supermarkets, Hypermarkets, Specialty Stores, Department Stores, E-tailers)-The Indian Retail Landscape: Organized vs Unorganized Retail

UNIT 2: Ownership Styles, and Retail Formats: (10 hrs)

Retail Ownership Styles (Independent, Chain, Franchise, Leased Departments, Cooperatives) Retail Formats (Department Stores, Specialty Stores, Supermarkets, Convenience Stores, E-commerce) - Multichannel and Omnichannel Retailing-Competitive Advantage in Retail. Retail Layout.

UNIT 3: Understanding the Retail Consumer and Basic Customer Analytics: (10 hrs)

Consumer Behavior in Retail-Factors Influencing Consumer Decisions-Consumer Decision-Making Process-Market Segmentation and Targeting-Customer Analytics Basics-Data Collection Methods-Analyzing Customer Data-Customer Lifetime Value (CLV)-Personalization and Customer Experience

UNIT 4: Store Operations and Management: (10 hrs)

Store layout and design -Visual merchandising -Inventory management - Customer service in retail-Key performance indicators (KPIs) in retail-Data analytics for retail decision

UNIT 5: Sales Management in Retail: (10 hrs)

Role of Sales in Retail-Sales Strategies and Techniques-Sales Force Management. Recruitment and Training of Sales Staff-Sales Targets and Performance Metrics. Sales Incentives and Compensation Plans-Customer Relationship and Service Management-Analyzing Sales Data-Managing Sales Teams and Leadership

Reference Books:

1. Retail Management, by Barry Berman (Author), Joel R Evans (Author), Patrali Chatterjee (Author), Ritu Srivastava (Author)
2. "Sales Management" by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams
3. "Retail Management" by Suja R. Nair
4. "Customer Relationship Management: Concepts and Technologies" by Francis Buttle and Stan Maklan
5. "Retailing Management" by Michael Levy and Barton Weitz

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BBA - Course Content / Syllabus
Semester-IV

Code	Type	Title	Credits	Hours	L	T	P
UBBTC50304	**DSC**	**E-Commerce**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO 1: *To be familiar with the basic concept of E-Commerce*
CLO 2: understand the E-Commerce eco-system
CLO 3: Apply E-Commerce and digital technology for business development
CLO 4: Analyze the E-Commerce and digital technology landscape for better business decision-making
CLO 5: Evaluate the suitability of E-Commerce and digital technology for business development
CLO 6: Create appropriate E-Commerce and digital marketing strategies for business development

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	3	2	3	2	2	2	3	3	3	3	3	3
CLO2	3	3	2	2	2	2	3	3	2	3	3	3	3	3
CLO3	3	2	2	3	3	3	3	3	3	3	3	3	3	3
CLO4	2	3	2	2	2	2	3	3	2	3	3	3	3	3
CLO5	3	3	2	3	3	3	2	2	3	3	3	3	3	3
CLO6	3	3	2	2	3	2	3	3	2	3	3	3	3	3

Detailed Syllabus

UNIT 1: E-Commerce – An Introduction: (8 hrs)

Introduction, E-Commerce – definition, History of E-commerce, Comparison of traditional commerce and e-commerce. E-Commerce business models –B2B, B2C, C2C, C2B, Peer to-Peer (P2P) model – emerging trends. E-commerce and Supply Chain Management, Advantages/ Disadvantages of e-commerce, web auctions, virtual commUNITies, portals, e-business revenue models.

UNIT 2: E- E-Commerce Technologies: (10 hrs)

Building E-Commerce Presence, Choosing Software and Hardware, Internet, Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM system. Developing and Building Mobile Apps,

UNIT 3: E-Payments: (7 hrs)

E-payment systems – An overview. B to C payments, B to B payments. Types of E-payment systems – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards, and digital cheques. Secure Electronic Transaction (SET) protocol. RFID Concepts.

UNIT 4: E-Commerce and Retail Marketing: (10 hrs)

Online Retail Sector, Online Financial Services, Online Travel Services, Online Content and Media Commerce, Online Entertaining Industry, Online Consumers: Internet audience and consumer behavior, Digital commerce and advertising.

UNIT 5: Security for E-Business: (10 hrs)

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures.

REFERENCES:

1. Laudon and Traver; E-Commerce-Business, Technology and Society, Pearson 10th Edition
2. R. G. Saha, E-Business, HPH
3. M. Suman – E – Commerce & Accounting
4. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison
5. Watson R T: “Electronic Commerce – the strategic perspective.” The Dryden press
6. Agarwala K.N and Deeksha Ararwala: “Business on the Net – What’s and How’s of E-Commerce”
7. Agarwala and Ararwala: “Business on the Net – Bridge to the online storefront,”
8. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt. Ltd.

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD50300	**DSE**	**Training and Development**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Describe different approaches to training and development
CLO2: Understand the method to conduct training needs analyses, identify gaps, and design training processes to address those gaps and fit in with the company's strategic goals.
CLO3: Identify suitable training programs as per the competency level of employees and the effect of training and development on employee performance.
CLO4: Enhance the effectiveness of individuals, teams, and organizations.
CLO5: Evaluate whether training has achieved the intended outcomes to make decisions about the appropriate training strategy for today's organization
CLO6: To design different methods of training and development to achieve the intended goals.

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2		2	1	2	3	3	1	3	3		2	
CLO2	3	3	3	3	3	3	3	3	3	3	3		1	
CLO3	3	3	3	2	3	2	3	3	2	3	3		2	
CLO4	3	3	3	2	2	2	3	2	1	3	3		2	
CLO5	3		3	3	3	2	3	3	2	3	3	1	2	
CLO6	3	3	3	3	2	3	3	3	2	2	3	1	2	

Detailed Syllabus

UNIT 1: Training Meaning and Definition: (7 hrs)

Need for Training – Importance of training – Objectives of Training – Steps in training programs – Training Policy - Training for different employees – Principles of Learning and Training.

UNIT 2: Training Methods: (12 hrs)

On the job – Vestibule training, Training by experienced workman, Training by supervisor, Demonstrations and examples, Simulation, Apprenticeship – Off the job – Lectures, Conference method, Seminar or Team discussion, Case studies, Role Playing, Programmed instruction, T group training, Audiovisual aids.

UNIT 3: Technology in training: (8 hrs)

Instructor-led online courses – Self-paced courses – Blended learning - Corporate training - Online training platforms – Social and micro-learning - Gamification in learning - Training evaluation – Retraining

UNIT 4: Development: (6 hrs)

Importance of development – Management development – Purpose and objectives – Stages – Components – Factors inhibiting development

UNIT 5: Coaching and Counselling: (10 hrs)

– Methods – Management Syndicate – Incident process – In Basket – Sensitivity – Counselling – Special projects – Committee assignments – Conferences – Management games.

Text Book/s:

1. Dipak Kumar Bhattacharyya- Training and Development- Theories and Applications Sage Publication
2. G. Pandu Naik - Training and Development –Excel Books.
3. Richard Regis – Strategic Human Resource Management – Excel books.

References

1. K. Ashwathapa, Human Resource Management Publisher: Himalaya Publishing House
2. V. S. P Rao, Human Resource Management Publisher: Excel Publishing House
3. L. M Prasad, Human Resource Management Publisher: Sultan Chand Publishing House.
4. IP Subba Rao, VSP Rao – Human Resource Management, Konark Publishers
5. Subhash and SC Jain – Managing Human Resources, Arihanth Publications
6. Beardwell and Hold men – Human Resource Management – Macmillan Publishers

Online articles at https://elearningindustry.com/

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD50301	**DSE**	**Consumer Behaviour**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Understand Fundamental Concepts and Theories
CLO2: Analyze Psychological Processes in Consumer Decision-Making
CLO3: Evaluate Social and Cultural Influences
CLO4: Examine Emerging Trends in Consumer Behaviour
CLO5: Apply Consumer Behaviour Knowledge to Marketing Strategies

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1				2		2		2						
CLO2		3					2							
CLO3				3					3		3			
CLO4			1							3		3		
CLO5					3			3				3		

Detailed Syllabus

UNIT 1: Introduction to Consumer Behaviour: (7 hrs)

Definition and scope of consumer behaviour-Importance of studying consumer behaviour-Historical development of consumer behaviour-Interdisciplinary nature of consumer behaviour (psychology, sociology, anthropology, economics)-Consumer behaviour research methods.

UNIT 2: Consumer Perception and Learning: (10 hrs)

Sensation and perception: The process and its importance in marketing Consumer attention and comprehension-Perceptual mapping and positioning-Consumer learning theories (classical conditioning, instrumental conditioning, cognitive learning)-The role of memory in consumer behaviour.

UNIT 3: Consumer Motivation and Personality: (10 hrs)

Motivation theories and consumer needs (Maslow's hierarchy of needs, McClelland's theory of needs)-Consumer motivation and involvement-The concept of self and self-image in consumer behaviour-Personality theories and their application in consumer behaviour (Freudian theory, trait theory)-Consumer lifestyles and psychographics

UNIT 4: Attitudes and Persuasion: (10 hrs)

Definition and components of attitudes-The formation of consumer attitudes-Theories of attitude change (Elaboration Likelihood Model, Cognitive Dissonance Theory)-Persuasion and its techniques in marketing.

UNIT 5: Social and Cultural Influences on Consumer Behaviour: (8 hours)

The influence of culture on consumer behaviour-Subcultures and their impact on consumption-Social class and consumer behaviour- Reference groups and their influence-Family and household decision-making processes-The gig economy and changing work patterns.

Reference Books:

1. Consumer Behaviour, 11 Ed, Schiffman, Wisenbilt and Kumar, Publisher: Pearson India Publication Date: 2015
2. Consumer Behavior by Frank Kardes, Maria Cronley, Thomas Cline Publisher: Cengage Learning
3. Consumer Behaviour : Buying, Having and Being by Michael R Solomon and Charles T. Horngren, Published: 2002

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BBA - Course Content / Syllabus
Semester-V

Code	Type	Title	Credits	Hours	L	T	P
UBBTD50302	**DSE**	**Indian Financial System**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Understand the structure of the Indian Financial System.
CLO 2: Discuss the services and the process of working at various financial institutions.
CLO 3: Describe the role of NBFIs in the market.
CLO4: Analysis of the process of trading activity in the stock market.
CLO 5: Discuss the characteristics of Insurance and Mutual Funds.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	1	2	1	2	1		2	1	3		3	2	1
CLO2	3	2	2	2	2	3	1	2	3	3		3	2	1
CLO3	3	3	2	2	2	2	1	2	3	3		3	2	1
CLO4	3	2	3	3	2	3	1	2	3	3		3	2	1
CLO5	3	2	2	1	2	2		2	2	3		3	2	1

Detailed Syllabus

UNIT - 1: Overview of Financial System: (8 hrs)

Indian Financial System – Features, Constituents of Financial System – Financial Institutions, Financial Services, Financial Markets and Financial Instruments. Overview of Indian and Global Financial System.

UNIT - 2: Financial Institutions: (10 hrs)

Meaning of Financial Institutions, Characteristics, Classification – Money Market, Capital Market, Industrial Development Bank of India, Industrial Finance Corporation of India, State Financial Corporations, EXIM Bank of India, Industrial Credit and Investment Corporation of India, National Small Industrial Development Corporation, National Industrial Development Corporation, Life Insurance Corporation of India.

UNIT –3: Non-Banking Financial Institutions: (5 hrs)

Meaning, Registration, Principal Business of NBFIs, Types, Difference between Banks and NBFIs, and RBI Measures for NBFIs.

UNIT - 4: Financial Markets: (12 hrs)

Meaning and definition, Role and Functions of financial markets, constituents of Financial Markets, Money Market and instruments, Capital Markets and Instruments. Stock Exchange – Meaning, Role and Functions, Regulatory Framework of Stock Exchange, outline of Indian Stock Exchanges, Listing and Trading.

UNIT - 5: Financial Services: (10 hrs)

Services – Concept, Classification, objectives, Characteristics, Regulatory framework. Merchant Banking, Mutual Funds, Leasing, Credit Rating, Insurance.

REFERENCES

1. M. Y. Khan - Indian Financial System, Tata McGraw Hill
2. Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002.
3. P.N. Varshney & D.K., Mittal - India Financial Systems, Sultan Chand & Sons.
4. Gordan & K. Natarajan - Financial Markets & Services, Himalaya Publishing House.
5. Shashi K. Gupta, Nisha Aggarwal, Neeti Gupta - Indian Financial System, Kalyani Publishers.

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Semester-VI

Code	Type	Title	Credits	Hours	L	T	P
UBBTC60305	**DSC**	**Strategic Management**	**04**	**04**	**3**	**1**	**0**

Prerequisites: None

CLO 1: Explain the basic concepts, principles, and practices associated with strategy formulation and implementation
CLO 2: Assess the impact of opportUNITies and threats in a company's environment, it's industry, and it's set of competitors
CLO 3: To understand the nature and dynamics of strategy formulation and implementation process
CLO 4: To analyze the internal and external environment of the business for effective strategic planning
CL05: To evaluate various strategies of different business organizations

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	2	2	2	1			2	1	1	3	1	1	3	3
CLO2	3	3	3	2	2	1	3	3	3	3	3	1	3	2
CLO3	3	3	3	2	3	2	3	2	3	2	2	2	3	2
CLO4	1	2	3	2	1	2	3	3	2	1	2	1	3	1
CLO5	1	3	3	2	3	1	3	3	3	2	2	2	3	1

Detailed Syllabus

UNIT 1: Introduction to Strategic Management: (10 hrs)

Introduction to the strategic management process and related concepts**:** Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement.

UNIT 2: Environmental and Internal Analysis & Diagnosis: (15 hrs)

Analysis of company's external environment; organization's dependence on the environment, Michael E. Porter's 5 Forces model; Internal analysis: Importance of organization's capabilities, competitive advantage, and core competence, Michael E. Porter's Value Chain Analysis.

UNIT 3: Formulation of competitive strategies: (13 hrs)

Michael E. Porter's generic competitive strategies, implementing competitive strategies-offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability, and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi-domestic approach, franchising, licensing, and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

UNIT 4: Strategic Framework: (12 hrs)

Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership

UNIT 5: Strategic Implementation and Control: (10 hrs)

Implementing and operationalizing strategic choice, Impact of structure, culture and leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance.

Text Book

1. Gerry Johnson, Kevan Scholes, and Richard Whittington-Exploring Corporate Strategy-Text & Cases, Pearson.

References:

1. J.A. Pearce & R.B. Robinson: Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III: Crafting and executing strategy, TMH
3. Gerry Johnson &Kevan Scholes, Exploring corporate strategies, PHI
4. Upendra Kachru: Strategic Management, Excel books

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC60306	**DSC**	**International Business**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CL01 Explain the basic concepts, principles, and practices associated with strategy formulation and implementation
CL02 Assess the impact of opportUNITies and threats in a company's environment, its industry, and its set of competitors
CL03 To understand the nature and dynamics of strategy formulation and implementation process
CL04 To analyze the internal and external environment of the business for effective strategic planning
CL05 To evaluate various strategies of different business organizations

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	2	2	2				2	1		3	1	1	3	3
CLO2	3	3	3	2	2	1	3	3	3	3	3	1	3	2
CLO3	3	3	3	2	3	2	3	2	3	2	2	2	3	2
CLO4	1	2	3	2	1	2	3	3	2	1	2	1	3	1
CLO5	1	3	3	2	3	1	3	3	3	2	2	2	3	1

Detailed Syllabus

UNIT 1: Introduction to International Business: (8 hrs)

Meaning and Definition of International Business – Theories of International Trade – Economic Theories – Forms of International Business – Nature of International Business.

UNIT 2: Modes of Entry into International Business: (10 hrs)

Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing- Turnkey Projects – Foreign Direct Investment- Mergers, Acquisitions and Joint ventures – Comparison of different modes of entry. Issues in foreign investments, Technology transfer, Pricing, and regulations; and strategic alliances.

UNIT 3: Globalization: (10 hrs)

Globalization: Meaning – Features – Stages – Production – Investment and Technology. Globalization: Advantages and Disadvantages- Methods and Essential Conditions for Globalization. MNC's: Definitions – Types – Merits and Demerits.

UNIT 4: International Marketing: (10 hrs)

An overview of international marketing and its need, Nature, scope, and tasks of international marketing, the difference between domestic and international marketing, EPRG scheme, self-reference criteria, and economic environment.

UNIT 5: EXIM Trade: (7 hrs)

Export Trade, Procedure, Steps and Documentation, Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing- Import Trade – Procedure, Steps, Documentation and Problems – EXIM Policy – BoP – Disequilibrium and Measures for Rectification – Institutions connected with EXIM Trade.

Text Book

2. Dr.Aswathappa International Business, Tata McGraw Hill.
3. P.Subba Rao – International Business – HPH

References:

1. Shyam Shukla, International Business – Excel Books
2. Francis Cherunilam, International Business, Prentice Hall of India
3. Mahua Dutta, International Business, I.K Intl
4. J.Maskeri – International Business
5. Rosy Joshi, International Business, Kalyani Publishers

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC60307	**DSC**	**Event Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Understand the fundamental principles and processes of event management
CLO2: Develop skills to plan, organize, and execute various types of events
CLO3: Learn effective marketing and promotional strategies for events
CLO4: Gain knowledge in managing event logistics, operations, and technology
CLO5: Apply best practices for risk management and sustainability in event planning

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1				2		2		2						
CLO2		3					2							
CLO3				3					3		3			
CLO4			1							3		3		
CLO5					3			3				3		

Detailed Syllabus

UNIT 1: Introduction to Event Management: (5 hrs)

Definition and Scope of Event Management- The Role and Importance of Events in Society-The Event Management Process-Key Principles and Practices-Types of Events (Corporate Events, Social Events, Cultural Events, Sports Events, Others)

UNIT 2: Event Planning Process: (10 hrs)

Needs Assessment- Defining Goals and Objectives- Budgeting and Financial Planning-Event Conceptualization and Design- Creative Process and Innovation---Venue Selection and Management- Identifying and Assessing Risks-Risk Mitigation Strategies.

UNIT 3: Event Marketing and Promotion: (10 hrs)

Event Marketing Principles - Understanding the Event Audience-Developing a Marketing Plan-Promotion and Publicity-Advertising Strategies-Public Relations and Media Coverage-Digital Marketing for Events-Sponsorship and Partnerships-Developing Sponsorship Proposals

UNIT 4: Event Operations and Logistics: (10 hrs)

Event Operations Management - Staffing and Team Management - Coordination of Event Activities-Logistics and Supply Chain Management - Transportation and Accommodation-Catering and Hospitality-Technology in Event Management -Event-Management Software-Audio-Visual and Production Technology-Health, Safety, and Legal Aspects-Compliance with Legal Requirements - Health and Safety Regulations

UNIT 5: Event Evaluation: (10 hrs)

Event Evaluation-Measuring Event Success-Feedback Collection and Analysis-Reporting and Documentation-Creating Post-Event Reports-Documenting Best Practices-Sustainable Event Management-Principles of Sustainability-Implementing Green Practices in Events-Case Studies-Analysis of Successful and Unsuccessful Events

Reference Books:

1. "Event Management: For Tourism, Cultural, Business and Sporting Events" by Lynn Van Der Wagen and Brenda R. Carlos
2. "The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event" by D.G. Conway
3. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen
4. "Events Management: Principles and Practice" by Razaq Raj, Paul Walters, and Tahir Rashid
5. Bhatia A.K. (2001), EVENT MANAGEMENT, Sterling Publishers, New Delhi

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BBA - Course Content / Syllabus
Semester-VI

Code	Type	Title	Credits	Hours	L	T	P
UBBTC60308	**DSC**	**Business Laws**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political, and social context.
CLO2: Identify the fundamental legal principles behind contractual agreements.
CLO3: Examine how businesses can be held liable in tort for the actions of their employees
CLO4: Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
CLO5: Acquire problem-solving techniques and be able to present coherent, concise legal arguments.
CLO6: Evaluate the contemporary laws and their relevance in an IT-based environment

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	2	1	2	1	2	3	3	2	3	3	2	1	
CLO2	3	3	2	2	2	3	3	3	3	3	3	2	2	
CLO3	3	3	3	3	3	3	3	3	2	3	3	2	2	
CLO4	3	3	3	3	3	3	3	3	3	3	3	3	2	
CLO5	3	3	3	3	3	2	3	2	2	3	3	1	2	
CLO6	3	2	2	2	2	2	2	1		2	3	1	2	

Detailed Syllabus

UNIT – 1: Contract Law: (9 hrs)

The Indian Contract Act of 1872; Establishing the contract, Offer and Acceptance, Consideration, Competency of Parties, Free consent, Legality of Object, Void agreements, Contingent Contracts, Performance and Discharge of Contract, Remedies for Breach of Contract, Indemnity, and Guarantee, Bailment and Pledge, Agency

UNIT -2: Sale of Goods Act: (9 hrs)

The Sales of Goods Act 1930; Nature of Contract of Sale; Conditions and Warranties; Transfer of Ownership and Delivery; Rights of Unpaid Seller and Rights of Buyer. Partnership Act: The Indian Partnership Act 1932; Nature of Partnership; Formation of Partnership; Rights, Duties and Liabilities of Partners; Dissolution of a Partnership Firm. Intellectual Property Laws: Subject /matter of Intellectual Property; Aim & objectives; Classification of Intellectual Property Rights; Emerging issue in Intellectual Property

UNIT–3: Negotiable Instruments Act: (9 hrs)

The Negotiable Instruments Act 1881; Meaning and Definition of Negotiable Instruments; Competence and Liability of Parties to Negotiable Instruments, Negotiation and Assignment; Presentment of Negotiable Instruments; Dishonour and Discharge of Negotiable Instruments; Banker and Customer. Competition Act: The Competition Act 2002; Aim and objectives of Competition Commission; concept and provisions

UNIT – 4: Company Law: (9 hrs)

The Companies Act 1956; Nature and Kinds of Companies; Formation of Companies; Company Management; Company Meetings; Winding Up of a company. Consumer Protection Act: The Consumer Protection Act 1986; Features, aim and objectives; Rights of consumer

UNIT – 5: Information Technology Act: (9 hrs)

The Information Technology Act 2000; Aim, objectives, scopes, concept, provisions; Attribution, Acknowledgement and dispatch electronic record; Digital Signature Certificate; Penalties and Adjudication Environment Protection Act: Environment vs Environmental Law; General Legislation; Forest & Wildlife Protection Legislating; Water Pollution Protection Legislation; Air Pollution Protection Legislation

TEXT BOOK: 1. Legal Aspects of Business 3rd Edition, Ravinder Kumar, Cengage Learning

REFERENCE BOOKS:

1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand & Sons
2. Business Law by N.D. Kapoor, Sultan Chand & Sons
3. Legal Aspects of Business by Akhileshwar Pathak, Tata McGraw Hill
4. Business Law by Tejpal Sheth, PEARSON
5. Business Law by D. Chandra Bose, PHI Learning Private Limited
6. Business Law (6th Edition) by MC Kuchhal & Vivek Kuchhal, Vikas.
7. Mercantile Law (8th Edition) by MC Kuchhal & Vivek Kuchhal, Vikas
8. Mercantile Law (3rd Edition) by S.S. Gulshan, Excel Books
9. Business and Corporate Laws by G. Prasad, Jai Bharat Publications
10. Company Law (12th Edition) by Ashok K Bagrial, Vikas Publishing House Pvt. Ltd.

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Code	Type	Title	Credits	Hours	L	T	P
UBBTC60309	**DSC**	**Business Analytics**	**02**	**02**	**1**	**1**	**0**

Prerequisites: None

CLO1: Understand the basic concept of business analytics
CLO2: Summarize, visualize, and understand useful information from historical data
CLO3: Apply appropriate analytical methods for making data-driven business decisions
CLO4: Interpret and communicate the results of business analytic projects into practical courses of action

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	3	3	1	2	1		2	3	3	2	2	2	2
CLO2	3	3	3	1	2	1		2	3	3	2	2	2	2
CLO3	3	3	3		2	2		2	3	3	2	2	2	2
CLO4	3	3	3	3	2	2	1	2	3	3	2	2	2	2

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UNIT 1: Introduction to Business Analytics: (6 hrs)

Concepts, evolution and scope of business analytics, categorization of analytical methods: descriptive, predictive, and perspective analytics. Functional analytics: marketing analytics, human resource analytic, financial analytics, supply chain analytics etc. Introduction to Python and R.

UNIT 2: Descriptive Analytics: (8 hrs)

Modifying data in Excel, creating distribution from data, measuring of location- mean, median, and mode; measures of variability- range, variance, standard deviation, and coefficient of variation; analyzing distribution- percentile, quartile, z-score, identifying outliers and box plots. (Using Excel)

UNIT 3: Data Visualization: (8 hrs)

Overview of data visualization, importance of data visualization- types of charts -bar/pie charts -histogram -box and whisker chart -scatter diagram (excel) tables, charts, data dashboards (excel).

UNIT 4: Predictive Analytics: (8 hrs)

Linear regression: simple linear regression model, least square method, assessing the fit of the simple linear regression model.

Text Book:

Caam, Cochran, Fry, Ohlmann, Anderson, Sweeney, & Williams. (2015). Essentials of Business Analytics. Cengage.

Reference Book:

Evans, J. (2019). Business Analytics. India: Pearson.

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD60303	**DSE**	**Compensation Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

CLO1: Describe compensation practices and their role in promoting a company's competitive advantage.
CLO2: Understand the compensation strategy that fits the company's strategic goals.
CLO3: Know the essential application and establish the link between reward systems and human behavior
CLO4: Analyze the different ways to strengthen the pay-for-performance link
CLO5: Identify current trends of compensation and the choices businesses have to make in their operations.
CLO6: Evaluate compensation value to analyze the link between actual pay and employee's performance.

Mapping of Course Outcomes (COs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	1	2	1	2	3	3	2	3	3	2	1	
CLO2	3	3	2	2	2	3	3	3	3	3	3	2	2	
CLO3	3	3	3	3	3	3	3	3	2	3	3	2	2	
CLO4	3	3	3	3	3	3	3	3	3	3	3	3	2	
CLO5	3	3	3	3	3	2	3	2	2	3	3	1	2	
CLO6	3	2	2	2	2	2	2	1		2	3	1	2	

Detailed Syllabus

UNIT 1: Introduction to Compensation Management: (6 hrs)

Introduction –Definition of Compensation Management - objectives of Compensation – Principles of Compensation Management – Importance of Compensation Management – Types of wages. Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India. - The 3-P compensation concept

UNIT 2: Compensation Planning & Bases of Compensation: (9 hrs)

Compensation and its components - Compensation Planning: Level, Structure, and Systems Decision – Compensation level planning- factors influencing compensation level planning: internal factors and external factors. Traditional Bases for Pay-Seniority and Longevity Pay-Merit Pay- Performance Appraisal- Methods- Biases -Strengthening the Pay for Performance Link- Possible Limitations of Merit Pay Programme.

UNIT 3: Incentive Pay & Other Pay Systems: (12 hrs)

Exploring Incentive Pay- Contrasting Incentive Pay with Traditional Pay. Individual Incentives- Types of Individual Incentives- Advantages and Disadvantages. Group Incentives-Types of Group Incentives- Advantages and Disadvantages. Companywide Incentives- Types-Designing Incentive Pay Programmes. Person-Focused Pay- Competency-Based Pay, Pay for Knowledge and Skill-Based Pay, Team-Based Pay- Concepts.

UNIT 4: Designing Compensation System - (10 hrs)

Building an internally consistent Compensation System - Creating Internal Equity through Job Analysis and Job Valuation - Building Market Competitive Compensation System – Compensation Surveys - Integrating Internal Job Structures with External Market - Building Pay Structures that Recognise Individual Contribution: Constructing pay structure. Pay structure variations – Broad banding- two-tier pay structure.

UNIT 5: Contemporary Strategic Compensation - (8 hrs)

International compensation – components of international compensation – Executive compensation – components of executive compensation - Compensating the Flexible Workforce Contingent Employees – core and fringe compensation

Text Books:

1. Tapomoy Deb, Compensation Management text & cases, Excel Publication, 2014
2. Joseph J. Martocchio, Strategic Compensation- A Human Resource Management
3. Approach- Pearson Education, 2012, 3rd Ed
4. Mousomi S.Bhattacharya & Nilanjan Sengupta 'Compensation Management'; Excel Books; Latest Edition.

Reference Books:

1. Dipak Kumar Bhattacharya, Compensation Management, Oxford University Press, 2014
2. Richard I. Henderson: Compensation Management In A Knowledge-Based World -
3. Prentice-Hall, 2012, 9th Ed
4. Milkovich & Newman, Compensation, Tata McGraw–Hill, New Delhi, 2015
5. G.T. Milkovich: 'Compensation Management'; Tata McGraw Hill; Latest Edition.
6. BD. Singh, Compensation and Reward Management, Excel Book
7. N D Kapur, Mercantile Law, Sultan Chand Publications
8. Rohini Aggarwal, Students guide to Mercantile Law-Taxmann

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD60304	**DSE**	**Advertising Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: Understanding of basic marketing

CLO1: Remember and understand the basic concept of Advertising and Marketing Communication
CLO2: understand the Indian Advertising Industry and its Practices
CLO3: Apply the creative and advertising strategies to solve marketing communication problems
CLO4: Analyze the marketing communication process and the Indian Advertising Industry
CLO 5: Evaluate the suitability of advertising strategies and media planning
CLO 6: Create appropriate marketing communication and media strategy for a successful brand-building

Detailed Syllabus

UNIT 1: Introduction: (6 hrs)

Definition & growth of modern advertising, History of Indian advertising: 1950-60 Overview, 1960-70 Transition, 1970-80 Growth, 1980-90 Learning, 1990-2000 New Age, 2001-till date Ahead; Advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social, Economic and Ethical aspects of advertising

UNIT 2: Marketing Communication Process and Models: (10 hrs)

Basic Model of Marketing Communication: Source, Message, Channel, Receiver, Noise, and Response; **Traditional Response Hierarchy Models:** AIDA, Hierarchy of effect, Innovation adoption model, Action first model, Quick decision model; **Modern Response Hierarchy Models:** FCB Model, Alternative Response Hierarchy Model, Cognitive Response Model, Elaboration Likelihood Model

UNIT 3: Advertising Creative Strategy: (10 hrs)

Planning and Development: Advertising Creativity, Planning Creative Strategy, Creative Process, Creative Strategy Development; **Implementation and Evaluation**: Appeal and Execution Styles, Creative Tactics, Client Evaluation and Approval of Creative Work, Guidelines for Evaluating Creative Work.

UNIT 4: Advertising Budget and Media Planning: (10 hrs)

Introduction To Broadcast & Non -Broadcast Media; Budgeting Decision Rule: Percentage Of Sales Method, Objective To Task Method, Competitive Parity, & All You Can Afford; Basic Concepts of Media Planning; Key Factors Influencing Media Planning; Media Decisions: Media Class, Media Vehicle & Media Option; Scheduling: Flighting, Pulsing & Continuous

UNIT 5: Management of Sales Promotion: (9 hrs)

Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.
Note: Applied cases would be taken up in class.

References:

1. Aaker, Myers &Batra: Advertising Management, Prentice Hall.
2. Wells, Moriarity &Burnett: Advertising Principles &practices, Prentice Hall.
3. Kleppner's Advertising Procedure: Ronald Lane, Kane Whitehall king and J. Thomas Russell, Pearson Education.
4. George E. Belch& Michael A. Balch: Advertising and Promotion, TMH
5. S.H.H Kazmi and Satish K. Batra: Advertising and sales promotion, Excel books
6. Wright, Winter, Ziegler: Advertising, Atlantic Publishers & Dist.
7. Arun Chaudhuri: Indian Advertising Laughter and Tears, Niyogi Books 2014s

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Code	Type	Title	Credits	Hours	L	T	P
UBBTD60305	**DSE**	**Investment Analysis and Portfolio Management**	**03**	**03**	**2**	**1**	**0**

Prerequisites: None

Course Learning Outcomes: After the completion of the course the students can:

CLO 1: Understand the approaches of Investment Analysis.
CLO 2: Calculate the risk and return of individual stocks and portfolios using Excel.
CLO 3: Analyze and evaluate the stocks through the approaches of Investment analysis.
CLO4: Apply technical indicators to make better investment decisions.
CLO 5: Analyze stocks and form a portfolio to minimize the risk.

Mapping of Course Learning Outcomes (CLOs) with Program Outcomes (POs) and Program Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CLO1	3	3	2	1	1	3		2	2	3		3	2	
CLO2	3	3	3	2	2	3		2	3	3		3	2	
CLO3	3	3	3	2	3	3		2	3	3		3	2	
CLO4	3	3	3	2	3	3		3	3	3		3	2	
CLO5	3	3	3	2	3	3		3	3	3		3	2	

Detailed Syllabus

UNIT-1: Introduction to Investments: (8 hrs)

Meaning of investment, speculation and Gambling, Investment avenues – non-marketable financial Assets, Money market instruments, Bonds or debentures, Equity shares, Mutual fund schemes, financial derivatives, Life insurance, Real assets. Types of investors – Investment objectives, Factors of sound investment. Time value of money – Risk-Return analysis in investment, concept and measurement of return, concept of risk, types of risk and measurement of risk – problems on risk and return calculations.

UNIT – 2: Indian Capital Market: (8 hrs)

Financial Market - Types - Participants in financial Market – Regulatory Environment, Primary Market: Methods of floating new issues – steps in floating a public issue – Book building – Role of primary market – Regulation of primary market. Secondary market: Functions of stock exchanges – Stock exchanges in India and Regulation of stock exchanges – listing of securities – Trading system in stock exchanges –SEBI.

UNIT – 3: Fundamental Analysis: (10 hrs)

Meaning, EIC Analysis framework, Economy Analysis- Economic forecasting – Forecasting techniques, Industry Analysis-Industry classification, Industry life cycle, Company Analysis-Analysis of financial statements, Stock return and valuation models: Dividend discount models – Earnings multiplier approach, problems on stock valuation, Bond basics– Bond returns and risks.

UNIT – 4: Technical Analysis: (8 hrs)

Meaning, Dow theory, Basic principles of technical analysis – Price charts – Trends and trend reversals, Chart patterns, Elliot Wave theory, Mathematical indicators: Moving averages – Oscillators. Market Indicators: Breadth of the market – Short interest – Odd lot index, Technical analysis Vs. Fundamental Analysis, Random walk theory, Efficient market hypothesis – EMH vs Fundamental and Technical analysis.

UNIT –5: Portfolio Management: (11 hrs)

Meaning – Portfolio management process – Portfolio Analysis: Measuring expected risk and return of a portfolio with two securities and more than two securities – portfolio risk diversification – Portfolio Selection: Markowitz model of portfolio selection – Problems. CAPM: Assumptions – SML and CML – APT – Portfolio revision: portfolio revision strategies – Portfolio evaluation: measuring portfolio risk adjusted returns – Sharpe ratio – Treynor ratio – Jenson ratio – problems on portfolio evaluation.

Exposure to mock trading.

TEXTBOOKS

1. S. Kevin, Securities Analysis and Portfolio Management, Second edition, PHI Learning, Delhi, 2018.
2. Prasanna Chandra, Investment Analysis and Portfolio Management, Third edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES

1. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, Pearson Education, New Delhi, Sixth edition, 2009
2. Reilly & Brown, Investment Analysis and Portfolio Management, eighth edition, Cengage Learning, 2011.
3. PUNIThavathy Pandian, Securities Analysis and Portfolio Management, second edition, Vikas Publishing House, New Delhi, 2013.
4. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.4
5. V. A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.
6. V. K. Bhalla, Investment Management, S. Chand & Company Ltd., 2012
7. Prasanna Chandra, Managing Investments, Tata McGraw Hill.

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Code	Type	Title	Credits	Hours	L	T	P
UBBCR60300	**Core**	**Dissertation**	**2**	**2**		**2**	**0**

Guidelines for Dissertation

The students must work on a dissertation on a topic of their choice in consultation with their supervisor or guide allotted in the fourth semester. The topic of the dissertation can be chosen from any of the functional areas of management. The research can be based on either primary data or secondary data. The broad content of the report should contain the following:

1. Introduction
2. Literature Review / Theoretical Background
3. Research Methodology
4. Discussion/analysis
5. Summary
6. Plagiarism report

The dissertation should pass through the plagiarism check. The acceptable limit of similarity should not be more than 10%.

At the end of the fourth semester, students must present their work in Viva and submit two hard copies of the report duly signed by the student, supervisor, and department head. The department will provide notification of the viva date and the report submission deadline.