



CENTRAL UNIVERSITY OF KARNATAKA

# CENTRAL UNIVERSITY OF KARNATAKA

Established by the Act of Parliament in 2009

SCHOOL OF BUSINESS STUDIES  
DEPARTMENT OF BUSINESS STUDIES

## BACHELOR OF BUSINESS ADMINISTRATION (NEP) SYLLABUS

— 2025 Onwards —



**Department of Business Studies**  
**School of Business Studies**

**Vision**

To be a globally recognized centre of excellence in Management education, research, innovation, consultancy, and ethical leadership to drive entrepreneurial and transformative management practices that contribute to the business and society.

**Mission**

1. To offer multidisciplinary management education by integrating global perspectives, emerging trends, and cross-cultural practices.
2. To nurture ethically responsible leaders dedicated to sustainable and holistic development.
3. To cultivate an entrepreneurial mindset and foster cutting-edge research, social innovation, and business excellence.
4. To collaborate with academia, industry, government, and other institutions to provide global exposure through exchange programs and corporate immersions.

**Central University of Karnataka, Kalaburgi**  
**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:<br><b>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</b> |
| PO 2  | Innovative problem solutions:<br><b>Demonstrate competency to identify, formulate, and provide innovative solutions to societal and business problems using qualitative and quantitative techniques and tools.</b>                                                                                 |
| PO 3  | Research attitude:<br><b>Show passion for research to investigate business problems and suggest solutions based on data-driven analysis</b>                                                                                                                                                        |
| PO 4  | Effective communication & presentation:<br><b>Express thoughts and ideas effectively and communicate with different groups and business organizations using appropriate media clearly and concisely.</b>                                                                                           |
| PO 5  | Intrinsic motivation and leadership:<br><b>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.</b>                           |
| PO 6  | Professional Ethics:<br><b>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.</b>                                                                                          |
| PO 7  | Multicultural Competence:<br><b>Demonstrate abilities to work with multi-disciplinary &amp; cross culture teams to manage change ambiguity and complexities of the organizations with ease.</b>                                                                                                    |
| PO 8  | Sustainable growth and development:<br><b>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.</b>                                                                    |
| PO 9  | Digital knowledge and skills:<br><b>Apply skill sets to use digital tools, software, platforms, computing, and techniques to improve performance and better outputs.</b>                                                                                                                           |
| PO 10 | Life-long learning:<br><b>Demonstrate the ability to engage in independent and life-long learning to meet the demands of changing trades and workplace</b>                                                                                                                                         |

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**Department of Business Studies**  
**Central University of Karnataka**  
**Course Structure for BBA 2025-28**

**Semester I**

| Sl. No . | Course Type | Course Code | Course Title                        | Mode |   |   | Credits   |
|----------|-------------|-------------|-------------------------------------|------|---|---|-----------|
|          |             |             |                                     | L    | T | P |           |
| 1        | CC          | UBBTC11100  | Principles of Management            | 2    | 1 | - | 3         |
| 2        | CC          | UBBTC11101  | Business Accounting                 | 3    | 1 | - | 4         |
| 3        | CC          | UBBTC11102  | Business Mathematics                | 2    | 1 |   | 3         |
| 4        | SEC         | UBBTS10101  | Environmental and Social Immersion  | 1    | - | 4 | 3         |
| 5        | VAC         | UBBTV10103  | Yoga                                | 1    | - | 2 | 2         |
| 6        | AEC         |             | #Language I                         | 1    | 1 | - | 2         |
| 7        | *MDC        | UBBTD10100  | Transportation & shipping Logistics | 2    | 1 |   | 3         |
|          |             |             |                                     |      |   |   | <b>20</b> |

**Semester II**

| Sl. No . | Course Type | Course Code | Course Title                       | Mode |   |   | Credits   |
|----------|-------------|-------------|------------------------------------|------|---|---|-----------|
|          |             |             |                                    | L    | T | P |           |
| 1        | CC          | UBBTC21104  | Organisational Behaviour           | 2    | 1 |   | 3         |
| 2        | CC          | UBBTC21105  | Business Economics                 | 2    | 1 |   | 3         |
| 3        | CC          | UBBTC21106  | Business Statistics                | 3    | 1 |   | 4         |
|          |             |             |                                    |      |   |   |           |
| 4        | SEC         | UBBTS20202  | Working with Spreadsheet           | 1    | 1 | 2 | 3         |
| 5        | VAC         | UBBTV20104  | Indian Constitution                | 1    | 1 |   | 2         |
| 6        | VAC         | UBBTV20105  | Indian Knowledge System            | 1    | 1 |   | 2         |
| 7        | AEC         |             | #Language II                       | 1    | 1 |   | 2         |
| 8        | **MDC       | UBBTD20101  | Retail Supply Chain Management     | 2    | 1 |   | 3         |
| 9        | **MDC       | UBBTD20102  | Agri-food Supply Chain Management” | 2    | 1 |   | 3         |
|          |             |             |                                    |      |   |   | <b>22</b> |

## Semester III

| SL.NO               | Course Code | CourseName                                         | Mode |   |   | Credits   |
|---------------------|-------------|----------------------------------------------------|------|---|---|-----------|
|                     |             |                                                    | L    | T | P |           |
| 1                   | Tobe given  | MarketingManagement                                | 3    | 1 |   | 4         |
| 2                   |             | FinancialManagement                                | 3    | 1 |   | 4         |
| 3                   |             | Corporate Communication and PersonalityDevelopment | 2    | 1 |   | 3         |
| 4                   |             | DigitalSkills                                      | 1    | 1 | 2 | 3         |
| 5                   |             | LeadershipEthos                                    | 1    | 2 | 2 | 2         |
| 6                   |             | LanguageIII                                        | 1    | 1 |   | 2         |
| 7                   |             | ***                                                | 2    | 1 |   | 3         |
| <b>TotalCredits</b> |             |                                                    |      |   |   | <b>21</b> |

## Semester IV

| SL.NO               | Course Code | CourseName                          | Mode |   |   | Credits   |
|---------------------|-------------|-------------------------------------|------|---|---|-----------|
|                     |             |                                     | L    | T | P |           |
| 1                   | Tobe given  | CostandManagement Accounting        | 2    | 1 |   | 3         |
| 2                   |             | HumanResource Management            | 3    | 1 |   | 4         |
| 3                   |             | Production and OperationsManagement | 2    | 1 |   | 3         |
| 4                   |             | IndianEconomy                       | 1    | 1 |   | 3         |
| 5                   |             | Geoinformaticsfor Business          | 1    | 1 |   | 2         |
| 6                   |             | DesignThinking& Innovation          | 1    | 1 |   | 2         |
| 7                   |             | IndianSocietyand Culture            | 1    | 1 |   | 2         |
| 8                   |             | LanguageIV                          | 1    | 1 |   | 2         |
| <b>TotalCredits</b> |             |                                     |      |   |   | <b>21</b> |

## Semester V

| Sl. No. | Course Type | Course Code | Course Title                          | Mode |   |   | Credits   |
|---------|-------------|-------------|---------------------------------------|------|---|---|-----------|
|         |             |             |                                       | L    | T | P |           |
| 1       | CC          |             | Entrepreneurship and Venture Creation | 2    | 1 |   | 3         |
| 2       | CC          |             | Operations Research                   | 2    | 1 |   | 3         |
| 3       | CC          |             | Business Research Methods             | 2    | 1 |   | 3         |
| 4       | CC          |             | Business Ethics                       | 1    | 1 |   | 2         |
| 5       | DSE         |             | Elective I                            | 2    | 1 |   | 3         |
| 6       | DSE         |             | Elective II                           | 2    | 1 |   | 3         |
| 7       | SEC         |             | Data Analysis Using SPSS              | 1    |   | 2 | 2         |
| 8       | SEC         |             | Internship - I                        |      |   |   | 4         |
|         |             |             |                                       |      |   |   | <b>23</b> |

## Semester VI

| Sl. No. | Course Type | Course Code | Course Title              | Mode |   |   | Credits   |
|---------|-------------|-------------|---------------------------|------|---|---|-----------|
|         |             |             |                           | L    | T | P |           |
| 1       | CC          |             | Strategic Management      | 2    | 1 |   | 3         |
| 2       | CC          |             | Legal Aspects of Business | 2    | 1 |   | 3         |
| 3       | CC          |             | International Business    | 2    | 1 |   | 3         |
| 4       | CC          |             | Business Analytics        | 1    | 1 | 2 | 3         |
| 5       | DSE         |             | Elective III              | 2    | 1 |   | 3         |
| 6       | DSE         |             | Elective IV               | 2    | 1 |   | 3         |
| 7       | SEC         |             | Dissertation Project- I   |      |   |   | 4         |
|         |             |             |                           |      |   |   | <b>22</b> |

## List of Discipline Specific Elective Courses

|                             | <b>Finance</b>                             | <b>HR</b>                                      | <b>Marketing</b>                          | <b>Operations &amp; SCM</b>                      |
|-----------------------------|--------------------------------------------|------------------------------------------------|-------------------------------------------|--------------------------------------------------|
| <b><i>Elective I</i></b>    | Financial Institutions and Markets         | Talent Acquisition and Management              | Consumer Behaviour                        | Basics of Project Management                     |
| <b><i>Elective II</i></b>   | Security Analysis and Portfolio Management | Employee Training and Development              | Sales and Distribution                    | Supply Chain Management                          |
| <b><i>Elective III</i></b>  | Banking and Fintech                        | Performance Management                         | Product and Brand Management              | Transportation Shipping and Logistics Management |
| <b><i>Elective IV</i></b>   | Strategic Financial Management             | Industrial Psychology                          | Integrated Marketing Communication        | Total Quality Management                         |
| <b><i>Elective V</i></b>    | Derivatives and Risk Management            | Labour Laws                                    | Services Marketing                        | Service Operations Management                    |
| <b><i>Elective VI</i></b>   | Corporate Valuation                        | Compensation and Benefit Administration        | Digital Marketing and E-commerce          | Sustainability in Operations Management          |
| <b><i>Elective VII</i></b>  | Behavioural Finance                        | Change Management and Organisation Development | Customer Relationship Management          | Advanced Operations Research                     |
| <b><i>Elective VIII</i></b> | International Finance                      | Organisational Leadership Strategy             | Retail Marketing                          | Multi Criteria Decision Making                   |
| <b><i>Elective IX</i></b>   | Financial Analytics                        | HR Analytics                                   | Advanced Marketing Research and Analytics | Production Planning and Control                  |
| <b><i>Elective X</i></b>    | Seminar in Finance                         | Seminar in HRM                                 | Seminar in Marketing                      | Seminar in Operations Management                 |

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

| Code       | Type | Title                    | Credits | Hours /Sem | L | T | P |
|------------|------|--------------------------|---------|------------|---|---|---|
| UBBTC11100 | CC   | Principles of Management | 04      | 60         | 3 | 1 | 0 |

Prerequisites: None

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

- CLO1 Analyze and understand the evolution of management.
- CLO2 Remember the functions and principles of management.
- CLO3 Learn the application of the principles in an organization
- CLO4 Study the system and process of effective controlling in the organization.

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

|      | PO1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO9 | PO10 | PSO 1 | PSO 2 | PSO 3 | PSO4 |
|------|-----|------|------|------|------|------|------|------|-----|------|-------|-------|-------|------|
| 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    |

**Detailed Syllabus**

**Unit 1: Introduction to Management (14Hrs)**

Meaning, definition, concept, scope and principles of management; Evolution of management thought- Classical School, Administrative, Behavioural, System, Contingency and Contemporary perspectives on management, Management as art, science and profession, Process and levels of Management. Introduction to Indian Management Thoughts, Management Lessons from Indian Knowledge System.

**Unit 2: Planning (12Hrs)**

Planning – Meaning, importance, objectives, process, policies and procedures, types of planning, Management by Objectives (MBO), Decision making - Process of decision making, Types of decision, Problems involved in decision making, Use of AI and Data Analytics in Decision Making.

**Unit 3: Organizing (12 Hrs)**

Meaning, importance, principles of organizing, span of management, Patterns of organization: formal and informal organizations, Common organizational structures; departmentalization, Authority & Responsibility: features of Authority – Distinction between Power and Authority – sources of Authority - Limits of Authority - Responsibility: Features of Responsibility –

Accountability - Delegation of Authority, Principles of Delegation – steps involved in Delegation process – Advantages and obstacles of Delegation. Line and Staff Agency and Relationship; Centralization and Decentralization, Downsizing and right sizing.

#### **Unit 4: Staffing (12 Hrs)**

Sources of recruitment, Selection process, Training and Development, Compensation, Appraisal and Employee welfare, Budgeting, Directing, Controlling – Meaning and importance, Function, Process and types of Control, Co-ordination – Need and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

#### **Unit 5: Emerging Issues in Management(10 Hrs)**

Total Quality Management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

#### ***Text Book & References***

1. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons
2. James A F Stoner, Management, Pearson Education
3. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications
4. P.C. Tripathi & P.N. Reddy Principles of Management, Tata McGraw-Hill Education, New Delhi.
5. Singh, “Principles and Practices of Management and Organizational Behaviour, Sage Publication.
6. Ganguly, Principles of Management, Cengage Publications.
7. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
8. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill Education, New Delhi.
9. T.Ramasamy Principles of Management, Himalaya Publishing House, Mumbai.
10. Devadatt Patnaik, Business Stutra,
11. Vachana and Management
12. Shubash Sharma and others

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

| Code       | Type | Title               | Credits | Hours /Sem | L | T | P |
|------------|------|---------------------|---------|------------|---|---|---|
| UBBTC11101 | CC   | Business Accounting | 04      | 60         | 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 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)**

|      | 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    |      | 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 1: Introduction to Accounting

(8 Hrs)

Introduction – Meaning, Definition, Scope, Objectives, Functions of Accounting, Users of Accounting Information, Advantages and Limitations of Accounting; Accounting Principles- Accounting Concepts and Conventions; Accounting Equation.

Meaning of Double entry system, Process of Accounting, Types of Accounts, Golden Rules of Debit and Credit.

#### Unit 2: Types of Books of Accounts & Their Preparation

(12 Hrs)

Journal-Meaning, Objectives, advantages and Limitations of Journal, Recording Transactions in Journal; Ledger-Meaning, objectives, advantages, difference between journal & ledger, Preparation of Ledger Accounts, ledger posting, balancing of ledger accounts; Trial balance: Meaning, features, preparation of trial balance from ledger accounts

**Unit 3: Subsidiary books and Depreciation****(10 Hrs)**

Subsidiary Books: Meaning, need, advantages, differences between ledger and subsidiary books, types of subsidiary books-Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book.

Depreciation Accounting, Methods of charging Depreciation – Straight-line Method, and Written-down-value Method

**Unit 4: Preparation of Financial Statements****(18 Hrs)**

Preparation of Trading account, profit & loss account and balance sheet, Adjustments in final accounts; types of assets, types of liabilities, adjustments in final accounts, preparation of final accounts with and without adjustments. Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies.

**Unit 5: Analysing Financial Statements****(12 Hrs)**

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 and limitations of Financial Ratios.

***Text Book & References***

1. Tulsian, P.C., Financial Accounting, Pearson
2. SN Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
3. Jain, S.P. & Narang, K.L., Advanced Accountancy, Kalyani Publishers
4. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
5. Charles T. Horngren, Gort L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
6. JR Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
7. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

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

| Code       | Type | Title                | Credits | Hours /Sem | L | T | P |
|------------|------|----------------------|---------|------------|---|---|---|
| UBBTC11102 | CC   | Business Mathematics | 03      | 45         | 2 | 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 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     |       |

**Detailed Syllabus**

**Unit 1: Mathematical Functions and Theory of Equations (15Hrs)**

Characteristics of linear equation, graphical characteristics, slope intercept form of linear equation, determining the equation of a straight line, System of linear equation- Two-variable system of linear equation- Elimination procedure and graphical solution, application of linear equation in business.

Functions, types of functions, graphical representation of a function, linear function, quadratic functions and their characteristics, exponential functions and their characteristics, logarithmic functions and their characteristics, application of functions in business- equilibrium, break-even analysis.

**Unit 2: Metrics and Progression (15 Hrs)**

Introduction to matrices, types of matrices, matrix operations- addition, subtraction, scalar and matrix multiplication, representation of system of equations, Determinants of matrix, cofactors, properties of determinants, Cramer's Rule, Application of matrices and determinants in business.

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

### **Unit 3: Mathematics of Finance (15 Hrs)**

Profit, loss and discounts, Interest and its computation, Simple and Compound interest, compound amount, present value, effective interest rate, annuities and their future value, amount of annuity, annuities and their present value, 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, Fourth Edition, Tata McGraw Hill
2. Zameeruddin, Q., Khanna, V. K., and Bhambri, S. K., Business Mathematics, Second Edition, Vikas Publication.
3. Khan, M. S., A Text book of Business Mathematics, Second Edition, Viva Books
4. Bradley, T., Essential Mathematics for Economics and Business, Third Edition, John Wiley and Sons.
5. Renshaw, Geoff, Maths for Economics, Oxford University Press
6. Sharma, J.K., Business Mathematics-Theory & Applications, Ane Book Pvt. Ltd.,

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

| Code       | Type | Title                              | Credits | Hours /Sem | L | T | P |
|------------|------|------------------------------------|---------|------------|---|---|---|
| UBBTS10101 | SEC  | Environmental and Social Immersion | 03      | 45         | 1 |   | 4 |

Prerequisites: None

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

- CLO1 Understand the historical and cultural linkages between humans and the environment.
- CLO2 Identify biodiversity threats and evaluate conservation strategies.
- CLO3 Engage in experiential learning through plant care and environmental observation
- CLO4 Develop awareness of local governance structures and community institutions.
- CLO5 Reflect critically on their social and ecological immersion experiences through field diaries and presentations

**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 |
|-------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| <b>CLO1</b> | 3    |      | 2    |      | 3    | 1    | 2    |      | 3    | 2     | 3     |       | 3     |       |
| <b>CLO2</b> | 2    | 3    |      |      |      | 3    | 2    | 3    |      | 2     | 1     | 2     |       | 3     |
| <b>CLO3</b> | 3    |      | 2    | 3    | 3    | 1    | 3    | 2    | 3    | 2     | 3     |       | 3     | 3     |
| <b>CLO4</b> | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 3    | 1    | 2     | 1     |       | 3     | 3     |
| <b>CLO5</b> | 2    | 3    | 3    | 2    | 1    | 3    | 2    | 3    | 2    | 3     | 1     | 2     | 2     | 3     |

**Detailed Syllabus**

**Unit 1: Humans and the Environment – A Historical Perspective (10Hrs)**

Early human-environment interactions: from hunter-gatherers to agrarian societies; Mastery of fire and domestication of plants and animals; Rise of agriculture and formation of city-states; Great ancient civilizations and their environmental contexts;  
 Indian knowledge systems and the cultural foundations of sustainability.

**Unit 2: Biodiversity and Conservation Challenges (10 Hrs)**

Biodiversity as a vital natural resource; Key threats: land use change, habitat loss, overexploitation, invasive species, fire, and climate change; Conservation strategies: in-situ and ex-situ approaches; Overview of major protected areas and wildlife reserves; Legal and policy frameworks: national and international instruments; Role of traditional ecological knowledge, community-based efforts, and gender in conservation

**Unit 3: Adopt-a-Plant – Experiential Environmental Engagement (10 Hrs)**

Plantation and care of native trees/plants within campus or locality; Activity: Adopt-a-Plant – daily/weekly care, tracking growth, observing changes; Journaling: recording observations, sketches/photos, noting personal reflections; Value education: understanding responsibility, empathy, and patience through plant care; Creative expression: reflections in the form of short stories, photo essays, or personal narratives.

#### **Unit 4: Social Immersion – Understanding Grassroots Institutions (15 Hrs)**

Introduction to rural local governance: structure and functions of Gram Panchayats

Field visit: Gram Panchayat / Village Office; Exploring community initiatives: SHGs (Self Help Groups), Anganwadis, Primary Health Centres (PHCs); Interaction with community stakeholders: elected representatives, NGO workers, ASHA and Anganwadi workers; Observational notes and documentation of community-based development practices.

##### **Reflection, Integration and Presentation**

Field diary writing: structured entries with prompts for self-reflection; Peer group discussions and debriefing sessions; Integration of learning from environment and social immersion modules;

#### **Text Book & References**

1. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK
2. Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press
3. Biodiversity of the Western Ghats of Maharashtra Ajit P. Jagtap and N.P. Singh. Dehra Dun, Bishen Singh Mahendra Pal Singh ISBN 81-211-0218-9

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

| Code       | Type | Title | Credits | Hours /Sem | L | T | P |
|------------|------|-------|---------|------------|---|---|---|
| UBBTV10103 | VAC  | Yoga  | 02      | 30         |   |   |   |

Prerequisites: None

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

- CLO1 Analyze and understand practical yogic tools for enhancing focus, time management, emotional stability, and decision-making
- CLO2 Explain Yogic models that contribute to ethical leadership and stress-free Leadership.
- CLO3 Learn the application of self-regulation techniques for resilience in Personal and professional life.
- CLO4 Evaluate the impact of regular yoga practice on physical, mental, and emotional well-being through reflective journaling or self-assessment.

**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   | 3   | 3   | 3   | 2   | 3   | 3    | 3    | 3    | 3    | 3    |
| CLO2 | 2   | 3   | 3   | 2   | 2   | 3   |     | 3   | 3   | 3    | 3    | 2    | 3    | 3    |
| CLO3 | 3   | 2   | 2   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 3    | 3    | 3    | 3    |
| CLO4 | 2   | 3   | 3   | 2   | 2   | 3   |     | 3   | 3   | 2    | 3    | 2    | 3    | 3    |

**Detailed Syllabus**

**Unit 1: Yogic Framework for Self-management & Values from Ancient Yogic text. (10 Hrs)**

Introduction to yoga-Definitions, Origin, History and misconceptions of Yoga, Rules and Regulations to be followed by the yoga Practitioner. What is Self-Management? – Yogic perspective through Bhagavad Gita & Patanjali Yoga Sutras. The Gunas (Sattva, Rajas, Tamas) – Understanding personality types in a corporate setup. Swadharma vs. Paradharma – Discovering individual strengths and vocational inclinations  
 Ethical Foundation in Yoga: Yamas & Niyamas for business students (Ahimsa, Satya, Asteya, Aparigraha, Svadhyaya, Tapas, etc.)

**Unit 2: Yoga for Emotional Quotient (EQ) and Professional Presence (10 Hrs)**

Neurobiology of stress and how Yoga modulates it; Concept of Prana and Energy Management in daily life; Importance of Time Management and role of yoga in it by Aligning circadian rhythm; Brahma Muhurta, and productivity cycles; Introduction to Pranayama for Cognitive Uplift (Bhramari, Nadi Shuddhi, Ujjayi); Yoga for Corporates- Yoga for Eyes & Chair Yoga for screen users.

### Unit 3: Practical Tools for Self-Management and Productivity

(10 Hrs)

Sukshma Vyayam & Shakti Vikasaka : Grivashakti, Vrikasaka, Skanda ,kati, Janga shakti  
ikasaka Pindali– Meditative Asana: Sukhasana, Swastikasana, Vajrasana, Padmasana.  
Cultural Asana: (Culture and condition of body and mind)– Standing–  
Tadasana, Parsvakonasana, Natrajasana; Sitting– Janusirasana, Vakrasana; Prone–  
Bhujangasana, Shalabasana, Dhanurasana Spine– Setu Bandhasana, Pawanmuktasana; Yogic Surya  
Namaskar: 10 & 12 counts; Shuddhikriya: Kapalbhathi, Jala Neti; Pranayam: Sectional breathing–  
Diaphragmatic, Thoracic & Clavicular breathing; Anulom Vilom, Bhramari;  
Mudra: Brahmamudra, Dronamudra, Dhyana mudra, Maha Mudra; Relaxation: Shavasana,  
Makrasana, Meditation– Om Meditation.

#### *Text Book & References*

1. Ministry of AYUSH (2022). *Common Yoga Protocol*
2. Swami Satyananda Saraswati (2009). *Asana Pranayama Mudra Bandha*
3. Swami Niranjanananda Saraswati. *Yoga Darshan*
4. Daniel Goleman. *Emotional Quotient* (For cross-referencing modern EQ)
5. Iyengar BKS: *The Path to Holistic Health*, A Dorling Kindersley Book, Great Britain, 2001. Gheranda Samhita: Shri Sadguru Publication, New Delhi.
6. Dr. R. Nagarathna and Dr. H. R. Nagendra: *Yoga and Health*, Swami Vivekananda Yoga Prakashana, 2002
7. Dr. R. Nagarathna and Dr. H. R. Nagendra: *Yoga for Promotion of Positive Health* Published by SVYP, Bangalore
8. Dr. Nagendra H. R.: *The Secret of Action- Karma Yoga*, Published by SVYP, Bangalore, 2003, Sahay G S: *Hathayoga Pradipika* MDNIY, New Delhi, 2013.

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

| Code | Type | Title                    | Credits | Hours/Sem | L | T | P |
|------|------|--------------------------|---------|-----------|---|---|---|
|      | CC   | Organizational Behaviour | 03      | 45        | 2 | 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 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| <b>CLO1</b> | 3   | 1   | 1   | 1   | 2   | 3   | 3   | 2   |     | 3    | 3    |      | 3    |      |
| <b>CLO2</b> | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 2   |     | 3    | 3    |      | 3    |      |
| <b>CLO3</b> | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 2   |     | 3    | 3    |      | 3    |      |
| <b>CLO4</b> | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 2   |     | 3    | 3    |      | 3    |      |
| <b>CLO5</b> | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 3   |     | 3    | 3    |      | 3    |      |

**Detailed Syllabus**

**Unit1: Introduction to Organizational Behaviour (8hrs)**

Organizational behaviour -concept and significance; Relationship between OB and Management, and other disciplines; Challenges and Opportunities in the contemporary context;

**Unit2: Attitudes, Personality and Group Dynamic (12hrs)**

Attitudes and Job Satisfaction; Personality and Values: Assessment tools, models, values of workplace; Perception and Individual Decision Making; Group dynamics -definition and importance; types of groups, group performance factors; Difference Between Teams and Groups, Types of Teams

**Unit3: Motivation (10hrs)**

Process of Motivation; Theories of Motivation: Early Theories of Motivation, Hierarchy of Needs Theory, Theory X and Theory Y, Two-Factor Theory, McClelland's 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.

#### **Unit4:Leadership (15hrs)**

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

#### *TextBook&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 Micheel 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-Hill, 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.

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

| Code | Type | Title                 | Credits | Hours/<br>Sem | L | T | P |
|------|------|-----------------------|---------|---------------|---|---|---|
|      | CC   | Business<br>Economics | 03      | 45            | 2 | 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:Analyse the interaction of supply and demand and the characteristics of perfect and imperfect markets driven by consumer behaviour impacting production decisions

CLO 3: Determination and measurement of aggregate microeconomic variables with application of microeconomics concepts and tools for effective business decision-making

CLO4:Apply the microeconomic concepts to analyse real-life situations.

|      | 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   | 3    | 2    | 2    | 3    | 3    |
| CLO4 | 3   | 3   | 3   | 3   | 3   | 3   |     | 3   | 3   | 3    | 2    | 2    | 3    | 3    |

**Unit1:Introduction to Economics**

**(10 Hrs)**

**Nature and Scope:**Defining economics, its branches (micro and macro), and the role of economics in business. **Central Problems:**Understanding basic economic problems like scarcity, allocation, and production. **Economic Systems:**Comparing and contrasting capitalism, socialism, and mixed economies

**Unit2:Microeconomics**

**(13 Hrs)**

**Demand and Supply: Theory of Demand:**Law of demand, determinants of demand, elasticity (price, income, and cross).**Theory of Supply:**Law of supply, determinants of supply, elasticity. **Equilibrium:**Understanding the equilibrium point of demand and supply. **Consumer Behaviour: Utility Analysis:**Marginal utility, diminishing marginal utility, and consumer equilibrium. **Indifference Curve Analysis:**Understanding consumer preferences and equilibrium. **Production and Costs: Production Function:**Factors of production, production function, returns to scale. **Cost Concepts:**Fixed costs, variable costs, average costs, and marginal costs. **Market Structures: Types of Markets:**Perfect competition, imperfect competition, monopoly, oligopoly, monopolistic competition. **Price and Output Determination:** Understanding how prices are determined in different market structures.

### Unit3: Macro-Economics

(12 Hrs)

National Income and Related Aggregates: Basic Concepts:GDP, GNP, andrelated measures of economic activity. Measurement:Understanding how national income is measured.DeterminationofIncomeandEmployment:AggregateDemandand Supply:Understanding the factors that influence aggregate demand and supply. Economic Growth:Factors influencing economic growth and its impact. Money andBanking: Money Supply and Demand: Understanding the role of money in the economy. Financial Institutions:Role of banks and other financial institutions. Government Budget: Fiscal Policy: Understandinggovernmentsspendingandtaxationpolicies.Public Finance:Concepts related to public spending and revenue. Balance of Payments: Current Account and Capital Account: Understanding international transactions.

### Unit4: BusinessEconomics Applications

(10 Hrs)

DemandForecasting:Techniques and methodsforpredictingdemand. Cost-Volume-Profit Analysis:Understanding break-evenpoint anditsimplications. PricingStrategies:Different pricing strategies and their effectiveness.Profit Management:Analysing profit, its role, and factors affecting profitability. Risk and Uncertainty:Understanding risk and uncertainty in business decisions. International Economics:Understanding international trade, exchange rates, and globalization

#### **Reference books:**

1. Mankiw,N. Gregory.*Principles of Economics*.
2. Samuelson,PaulA., andNordhaus, WilliamD.*Economics*.
3. Mankiw,N. Gregory.*Principles of Microeconomics*.
4. Pindyck,Robert S., andRubinfeld, Daniel L.*Microeconomics*.
5. Varian,HalR.*Intermediate Microeconomics: AModern Approach*.
6. Case,Karl E.,Fair, RayC., andOster, SharonM. *Principlesof Microeconomics*.
7. H.L.Ahuja: *Modern Microeconomics*
8. D.M.Mithani:ManagerialEconomics:TheoryandApplications
9. S.K.MishraandV.K. Puri:*IndianEconomy*

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

| Code | Type | Title               | Credits | Hours /Sem | L | T | P |
|------|------|---------------------|---------|------------|---|---|---|
|      | CC   | Business Statistics | 04      | 60         | 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.

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)**

|      | 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    | 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 (12 Hrs)**

Origin and development of Statistics, Definition of Statistics, Importance and scope of Statistics, Limitations of Statistics, Role of Statistics in business decision making.

Definition of data. Types of data- Primary and Secondary data, Qualitative and Quantitative data. Definition of Population and Sample. Methods of data collection- Census and sample survey method. Classification of data, organizing data- Frequency distribution- Discrete and Continuous frequency distributions. Relative and Cumulative frequency distribution, tabulation- meaning and importance. Graphical presentation of data, construction of graphs, and diagrams.

**Unit 2: Measures of Central Tendency and Dispersion (12 Hrs)**

Meaning of Central Tendency and measures of central tendency. 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, Quartiles. Comparison between measures of central tendency, advantages and disadvantages of measures of central tendency.

Meaning of dispersion, Measures of dispersion- range and coefficient of range, quartile deviation and coefficient of quartile deviation, mean absolute deviation and coefficient of mean deviation, standard deviation, variance, coefficient of variation.

### **Unit 3: Correlation and Regression (12 Hrs)**

Meaning of bivariate data and examples. Definition of covariance. Correlation- types of correlation, methods of correlation analysis- scatter diagram, Karl Pearson's correlation coefficient, Spearman's rank correlation, Coefficient of determination, Interpretation of coefficient of correlation and coefficient of determination.

Meaning of Regression. Method of regression analysis- regression model, method of determining regression coefficient, standard error of estimate. Application of regression in forecasting.

### **Unit 4: Time Series Analysis and Index Number (12 Hrs)**

Definition of Time-series. Components of time series, Methods for measuring secular trend- free hand method, semi-average, moving average and method of least square. Measurement of seasonal effect- seasonal index, simple average method,

Index Number: Meaning, definition and uses. Types of index numbers – Price, Quantity and value. Methods of construction of index numbers for price, quantity and value - Simple aggregate method, Average of price or quantity relatives' methods. Weighted aggregate method, Weighted average of price relative methods.

### **Unit 5: Probability and Probability Distribution (12 Hrs)**

Concept of probability, Definition, approaches, addition and multiplication rules, conditional probability, Bayes Theorem.

Probability distribution, discrete probability distribution- binomial distribution, Poisson distribution, continuous probability distribution- normal distribution.

### **Text Book**

J.K. Sharma, Business Statistics- Vikas Publishing House

### **Reference Books:**

1. S.P. Gupta, Statistical Methods- S Chand.
2. S.C. Gupta and Indira Gupta, Business Statistics- Himalaya Publishing house.
3. Richard Levin & David Rubin, Statistics for Management, Pearson Publication.
4. K. Alagar, Business Statistics, McGraw Hill

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

| Code | Type | Title                    | Credits | Hours/Sem | L | T | P |
|------|------|--------------------------|---------|-----------|---|---|---|
|      | SEC  | Working with Spreadsheet | 03      | 45        | 1 | 1 | 2 |

Prerequisites: None

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

CLO1 Describe the concepts of Spreadsheet.

CLO2 Understand the importance of spreadsheet for analyzing the Business application.

CLO3 Provide hands-on experience in using spreadsheet software for business applications.

CLO4 Learn the skills to create, edit, analyze, and present data effectively.

CLO5 Use formulas, functions, charts, and basic data tools in Excel for decision making

**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    | 3    | 3    | 3    | 3    | 3    |      | 3    | 3    | 2     | 3     | 2     | 2     | 2     |
| CLO2 | 3    | 3    | 3    | 3    | 3    | 2    |      | 2    | 3    | 3     | 2     | 3     | 2     | 2     |
| CLO3 | 3    | 3    | 3    | 3    | 3    | 3    |      | 3    | 3    | 2     | 3     | 2     | 2     | 2     |
| CLO4 | 3    | 3    | 3    | 3    | 3    | 2    |      | 2    | 3    | 3     | 2     | 3     | 2     | 2     |
| CLO5 | 3    | 3    | 3    | 3    | 3    | 2    |      | 2    | 3    | 3     | 2     | 3     | 2     | 2     |

**Detailed Syllabus**

**Unit1: Introduction to Spreadsheets and Basic Operations**

**(12Hrs)**

Introduction to Spreadsheet Software (Excel, Google Sheets), Understanding the Excel Interface: Ribbon, Tabs, Worksheets, Cells, Rows, Columns, Creating, Saving, and Formatting Spreadsheets, Entering and Editing Data: Text, Numbers, Dates, Cell Referencing: Relative, Absolute, Mixed; Basic Formatting: Font, Alignment, Number Formats, Cell Styles; Working with Sheets: Insert, Delete, Rename, Move, Copy, Printing and Page Setup Options

**Practical:** Creating a student attendance sheet; Formatting and printing a monthly budget report

**Unit2: Formulas, Functions, and Data Tools (13Hrs)**

Introduction to Formulas and Operators and Accounting; Commonly Used Functions: Mathematical: SUM, AVERAGE, MIN, MAX, ROUND; Logical: IF, AND, OR, NOT; Text: CONCATENATE, LEFT, RIGHT, LEN, TRIM; Date & Time: TODAY, NOW, DATEDIF; Using PMT, FV, PV, NPER, RATE for financial calculations; Using Fill Handle and AutoFill; Sorting and Filtering Data; Data Validation and Conditional Formatting; Named Ranges

**Practical:** Payroll calculation using formulas; Creating a student marks sheet with grade conditions; Applying

conditional formatting to sales performance

### **Unit3: Charts,Pivot Tables,andData Analysis (20Hrs)**

Creating and Formatting Charts: Column, Line, Pie, Bar, etc; Introduction to Pivot Tablesand Pivot Charts; Basic Data Analysis using Subtotals and What-If Analysis; Introduction to Dashboard Elements; Importing Data from External Sources (CSV, Text); Protecting Worksheets and Workbooks

**Practical:**Salesdashboardwithchartsandpivottables;Analysisofproduct-wiseandregion-wise sales using Pivot Table; Creating a project summary report

#### **Recommended Software**

- MicrosoftExcel(Office2016or above)
- GoogleSheets(Optional forcollaborative work)

#### **Reference Books:**

1. MicrosoftExcelBiblebyJohnWalkenbach
2. Excel2021for DummiesbyGreg Harvey
3. MicrosoftOfficeSupportTutorials(online)
4. Google Sheets Documentation

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

| Code | Type | Title               | Credits | Hours /Sem | L | T | P |
|------|------|---------------------|---------|------------|---|---|---|
|      | VAC  | Indian Constitution | 02      | 30         | 2 | 1 | 0 |

Prerequisites: None

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

CLO1 Analyze the basic structure of Indian Constitution.

CLO2 Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution.

CLO3 Know about our Union Government, political structure & codes, procedures.

CLO4 Understand our State Executive & Elections system of India.

CLO5 Remember the Amendments and Emergency Provisions, other important provisions given by the constitution.

**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 |
|-------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| <b>CLO1</b> | 3    | 1    | 1    |      |      | 2    | 3    | 1    | 3    | 3     | 3     |       | 1     | 1     |
| <b>CLO2</b> | 3    | 1    | 1    | 2    |      | 3    | 3    |      | 3    | 2     | 3     |       | 3     |       |
| <b>CLO3</b> | 3    | 3    | 1    | 3    |      | 2    | 2    | 2    | 3    | 3     | 2     |       | 3     |       |
| <b>CLO4</b> | 3    | 3    |      | 2    | 2    | 1    | 3    | 1    | 3    | 3     | 1     | 1     | 3     | 1     |
| <b>CLO5</b> | 1    | 3    | 3    | 1    | 2    | 3    | 2    | 3    | 2    | 3     | 1     | 3     | 2     | 1     |

**Detailed Syllabus**

**Unit 1: Historical Background and Philosophical Foundations (10 Hrs)**

Constituent Assembly: Composition, objectives, and significant contributions. Philosophical Foundations: Core principles like democracy, social justice, and secularism.

Preamble: Understanding the objectives and significance of the Preamble, Salient

Features: Key characteristics, including federalism, parliamentary form of government, and

constitutional amendments. Fundamental Rights: Exploration of the six fundamental rights

(equality, freedom, freedom of religion, culture and education, and constitutional

remedies). Fundamental Duties: Understanding the citizen's responsibilities.

Directive

Principles of State Policy: Exploring the guiding principles for governance.

Citizenship:

Acquisition, termination, and constitutional remedies for citizens.

## **Unit2: Union Government(7Hrs)**

Executive:President,Vice-President,PrimeMinister,CouncilofMinisters,theirpowersand functions. Legislature: Parliament (Lok Sabha and Rajya Sabha) - composition, powers, and functions.Judiciary:SupremeCourtofIndia-composition,jurisdiction,andjudicialreview. Structure and Functions: Overall structure and working of the Union Government.

## **Unit3: StateGovernment(7Hrs)**

Executive:Governor,ChiefMinister,CouncilofMinisters,theirpowersandfunctions.Legislature: State Legislature (Vidhana Sabha and Vidhana Parishad) - composition, powers, and functions.Judiciary:High Courts and other subordinate courts in states. Structure and Functions: Overall structure and working of State Governments.

## **Unit4:ElectiveProcess,ConstitutionalAmendmentsandotherImportanttopics (6 Hrs)**

Election Commission:Composition, powers, and functions of the Election Commission. Emergency Provisions: Understanding National, President's Rule, and FinancialEmergencies. Constitutional Amendments: Procedures and significance of constitutional amendments. Local Self-Government:Understanding the Constitutional Scheme of Panchayats and Municipalities. Judicial Review: Understanding the power of JudicialReview.

### ***TextBook&References***

1. Constitution of India (for Competitive Exams) - Published by NaidhruvaEdutech Learning Solutions, Bengaluru. – 2022.
2. Introduction to the Constitution of India, (Students Edition.) by Durga Das Basu (DD Basu): Prentice –Hall, 2008.
3. ConstitutionofIndia,ProfessionalEthicsandHumanRightsbyShubhamSingles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition – 2019.
4. The Constitution of India by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.
5. SamvidhanaOdul - for Students & Youths by Justice HN NagamohanDhas, Sahayana, kerekon.

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

| Code | Type | Title                   | Credits | Hours/Sem | L | T | P |
|------|------|-------------------------|---------|-----------|---|---|---|
|      | VAC  | Indian Knowledge System | 02      | 30        | 1 | 1 | 0 |

Prerequisites: None

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

- CLO1 Understand holistic world view and foundational philosophies of Bharat.
- CLO2 Explore India's historical contribution to science, technology, and knowledge systems.
- CLO3 Understand the structure of ancient Indian society, governance, and civilizational values.
- CLO4 Foster pride, awareness, and application of Indian knowledge in modern contexts.

**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   | 3   | 3   |     | 3   | 2   | 1    | 3    | 3    | 3    | 3    |
| CLO2 | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 1   | 2   | 3    | 3    | 3    | 2    | 3    |
| CLO3 | 3   | 2   | 2   | 3   | 3   | 3   |     | 3   | 2   | 1    | 3    | 3    | 3    | 3    |
| CLO4 | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 1   | 2   | 3    | 3    | 3    | 2    | 3    |
| CLO5 | 3   | 2   | 2   | 3   | 3   | 3   |     | 3   | 2   | 1    | 3    | 3    | 3    | 3    |

**Detailed Syllabus**

**Unit 1: Indian Philosophical Traditions**

**(8hrs)**

Introduction to *Bharatiya Darshanas*: Astika (Nyaya, Vaisheshika, Samkhya, Yoga, Purva Mimamsa, Vedanta) and Nastika schools (Charvaka, Jain, Bauddha, Vachana, Janapada); Core concepts: Dharma, Artha, Kama, Moksha; Concept of consciousness: Atman, Brahman, Prakriti, Purusha; Epistemology: Pramana (means of knowledge); Ethical and metaphysical dimensions in Indian thought; Dialogical tradition in Indian philosophy (e.g., Upanishadic debates, Buddha's dialogues).

**Practical/Discussion:**

- Reflection paper on "Who am I?" from the lens of different darshanas

- Group presentation: Comparison of Indian and Western philosophical models
- Video documentary screening and discussion on the Bhagavad Gita's philosophical vision.

## **Unit 2: India's Contribution to Science and Technology**

**(12hrs)**

Mathematics: Concepts of zero, decimal system, Sulba Sutras, Aryabhata, Bhaskara; Astronomy and Astrology: Vedanga Jyotisha, Surya Siddhanta; Medicine: Ayurveda (Charaka, Sushruta), Siddha, Yoga as therapeutic science; Metallurgy and Engineering: Iron Pillars, Zinc Distillation, Temple architecture; Agricultural and Environmental Practices: Vrikshayurveda, ancient irrigation; Contribution to Linguistics: Panini's Ashtadhyayi – the earliest generative grammar; Knowledge Transmission Systems: Gurukula, Tols, Pathshalas, Nalanda, Takshashila.

### **Practical/Activity:**

- Excel-based timeline of key Indian scientific milestones
- Workshop demo: Ayurvedic health practices or traditional measurement tools
- Visit/report on heritage sites (optional: virtual tours or documentaries)

## **Unit 3: Ancient Indian Governance and Society**

**(10hrs)**

Raja Dharma: Duties of a ruler in texts like Manusmriti, Arthashastra, Mahabharata; Models of Governance: Sabha, Samiti, Janapadas, Mauryan and Gupta administration; Concept of Swaraj and Self-Governance in village systems (Gram Sabha); Role of Dharma, Varna-Ashrama system (as a functional social order, not birth-based); Women in Indian society: Rishikas, queens, scholars; Guilds and Trade: Shrenis and their role in economy; Law and justice systems: Dharmashastra, Nyaya, and mediation traditions.

### **Practical/Project:**

- Roleplay of a traditional Sabhasystem or court of justice
- Group debate: Was ancient Indian society egalitarian or hierarchical?
- Presentation on Arthashastra and its relevance to modern policy or business

### **Text Book & References**

1. Indian Knowledge Systems Vol I–III– IGNCA/AICTE
2. The Essentials of Indian Philosophy – M. Hiriyanna
3. The Wonder That Was India – A.L. Basham
4. Science and Technology in Ancient India – D.P. Agrawal
5. Kautilya's Arthashastra (R. Shamasastri's Translation)
6. Online portals: IKS Division (AICTE), Bharatiya Vidya Bhavan, Chinmaya International Foundation

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

| Code | Type | Title                | Credits | Hours | L  | T  | P |
|------|------|----------------------|---------|-------|----|----|---|
|      | CC   | Marketing Management | 04      | 60    | 45 | 15 | 0 |

Prerequisites: None

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

CLO1: Understand the core Marketing concepts, theories, principles and its environment

CLO2: Remembers the Marketing concepts, theories, principles and its environment factors to use at appropriate time and context

CLO3: Analyse the marketing problems and opportunities to use it for the organizational growth and development

CLO4: Apply marketing concepts to solve the marketing challenges and explore the opportunities

CLO5: Create their own solutions to marketing challenges based on the knowledge gained in the course

**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 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| <b>CLO1</b> | 3   |     |     | 2   | 1   | 1   |     |     | 1   | 2    | 2    | 1    | 1    | 2    |
| <b>CLO2</b> | 2   |     |     | 3   |     |     | 2   |     | 3   | 2    | 3    | 1    | 2    | 3    |
| <b>CLO3</b> | 1   |     |     | 3   | 2   | 3   | 2   | 2   | 1   | 1    | 3    |      | 3    | 2    |
| <b>CLO4</b> | 2   | 2   |     | 3   | 3   | 1   | 3   |     | 1   | 2    | 3    |      | 2    | 3    |
| <b>CLO5</b> | 1   | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 1   | 3    | 3    | 1    | 3    | 2    |

**UNIT I: Introduction to the Marketing**

**(20Hours)**

Nature, Scope and Importance of Marketing, Evolution of Marketing & Core Marketing Concepts, Marketing Environment; Demographic, Economic, Political, Legal, Socio-Cultural Technological Environments (Indian Context)

**UNIT II: Segmentation, Targeting and Positioning**

**(20Hours)**

Market Segmentation, Bases of Segmentation, Advantages of Segmentation, Target Marketing, Major Steps in Target Marketing, Differentiation and Positioning, Segmentation of Indian Market-Old and New Frameworks

### **UNIT III: Product and Pricing Decisions**

**(20Hours)**

Product and Pricing Decisions; Concept of Product and Services, Product and Services Classification, Product Decisions, Product Line, Product Mix, Product life Cycle, PLC Marketing Strategies, Branding Decisions, Packaging and Labelling, New Product Development, Pricing Objectives, Pricing Tactics, Differential Pricing, Pricing Strategies for New Product.

### **UNIT IV: Promotion and Distribution Decisions**

**(20Hours)**

Promotion Mix; Factors Determining Promotion Mix, Promotional Tools – Basics of Advertisement, Sales Promotion, Public Relations, Personal Selling; Marketing Channels, Channel Functions, Channel Levels, Types of Intermediaries, Types of Retailers, Types of Wholesalers. Distribution of Services- Unique Characteristics of Services, E-Commerce and Omni channels

### **UNIT V: Digital Marketing and Emerging Trends**

**(10 Hours)**

Digital Marketing, Social Media Marketing, AI in Marketing, Green Marketing and Sustainable marketing, Political Marketing, Cause Marketing (NGOs) etc.,

#### **Text Book:**

1. Ramaswamy, V.S & Namakumari. S: Marketing Management; Global Perspective – Indian Context, McMillan Publishers India Ltd
2. Marketing Management: Philip Kotler, Agnihotri.

#### **Suggested Readings (Latest Edition)**

1. Marketing Principles & Practice :S.A.Chunawalla, Himalaya Publishing House
2. Marketing Management: Philip Kotler Kevin Lane Keller, Pearson
3. Ramaswamy, V.S & Namakumari. S: Marketing Management; Global Perspective – Indian Context, McMillan Publishers India Ltd
4. Seema Gupta, Digital Marketing

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

| Code | Type | Title                | Credits | Hours | L  | T  | P |
|------|------|----------------------|---------|-------|----|----|---|
|      | CC   | Financial Management | 4       | 60    | 45 | 15 | 0 |

CLO 1: Explain the concepts, scope, objectives, and functions of financial management along with the time value of money concepts.

CLO 2: Apply cost of capital, capital structure theories, leverage, and EBIT–EPS analysis in financing decisions.

CLO 3: Analyse working capital requirements, operating cycle, cash cycle, and inventory and receivables management techniques.

CLO 4: Evaluate investment proposals using capital budgeting techniques such as NPV, IRR, PI, ARR, and Payback Period.

CLO 5: Assess dividend policy decisions and compare dividend theories, including Walter's, Gordon's, and MM Models.

**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 | PSO<br>1 | PSO2 | PSO3 | PSO<br>4 |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|----------|------|------|----------|
| 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    |          |

**Unit 1: Financial Management**

**(10 Hours)**

Nature and Scope of Financial Management; Traditional and modern approaches to financial management; financial functions: financing, investment, and dividend decisions; time value of money: present and future value, annuities; problems on the time value of money.

**Unit 2: Financing decisions**

**(15 Hours)**

Cost of capital: Cost of equity, cost of preference, cost of debenture, and weighted average cost of capital. Concept of capital structure, Determinants of capital structure, Theories of capital structure: Net Income Approach, Net operating Income Approach, Traditional Approach and MM Approach, Determination of EPS, Leverage Analysis, EBIT-EPS Analysis.

**Unit 3: Working Capital Management****(10 Hours)**

Meaning, Significance, and Types of Working Capital, Determinants of working capital requirements, Determination of Operating Cycle and Cash Cycle, Estimation of working capital requirement of a firm, Receivables and Inventory Management.

**Unit 4: Investment Decisions****(15 Hours)**

Capital Budgeting, Nature and significance of capital Budgeting, Discounting Techniques: Net Present Value, Profitability Index, Internal Rate of Return, Non-Discounting Techniques: Accounting rate of return and payback period.

**Unit 5: Dividend Decisions****(10 Hours)**

Dividend Policy Decisions, Determinants of dividend policy, Relevance and Irrelevance Dividend Theories: Walter's Model, Gordon's Model, and MM Model.

**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 Publishing 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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**BBA - Course Content / Syllabus**  
**Semester-III**

| Code | Type | Title                                               | Credits | Hours | L  | T  | P |
|------|------|-----------------------------------------------------|---------|-------|----|----|---|
|      | CC   | Corporate Communication and Personality Development | 03      | 45    | 30 | 15 | 0 |

Prerequisites: None

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

CLO1: Understand the fundamentals of corporate communication and personality development.

CLO2: Demonstrate effective verbal, non-verbal, written, and digital communication skills.

CLO3: Apply professional etiquette, presentation skills, and workplace ethics in corporate settings.

CLO4: Participate effectively in group discussions, interviews, and team interactions

CLO5: Develop self-confidence, leadership abilities, emotional intelligence, and employability Skills

**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 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| <b>CLO1</b> | 3   |     |     | 2   | 1   | 1   |     |     | 1   | 2    | 2    | 1    | 1    | 2    |
| <b>CLO2</b> | 2   |     |     | 3   |     |     | 2   |     | 3   | 2    | 3    | 1    | 2    | 3    |
| <b>CLO3</b> | 1   |     |     | 3   | 2   | 3   | 2   | 2   | 1   | 1    | 3    |      | 3    | 2    |
| <b>CLO4</b> | 2   | 2   |     | 3   | 3   | 1   | 3   |     | 1   | 2    | 3    |      | 2    | 3    |
| <b>CLO5</b> | 1   | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 1   | 3    | 3    | 1    | 3    | 2    |

**Detailed Syllabus**

**Unit 1: Fundamentals of Corporate Communication**

**(9Hours)**

Concept and importance of communication in organizations – Objectives and functions of corporate communication– Internal and external communication - 7 Cs of communication- Role of communication in management and business success - Contemporary trends in corporate communication (Digital Communication, Social Media Communication, Virtual and Remote Workplace Communication, Artificial Intelligence in Communication) – Listening Skills and Feedback Mechanism - Business Communication Ethics.

**Unit 2: Communication Types and Barriers****(12 Hours)**

Process and Types of Communication (Written / Oral, Verbal / Non-Verbal, Audio/Visual, Formal/Informal, Intra /Inter Personal). Barriers & gateway in communication (Physical, Psychological, Semantic, Organizational, Cultural and technological barriers), Methods to overcome communication barriers.

**Unit3:Business Writing and Digital Communication****(12Hours)**

Business Letters and Corporate Correspondence (Structure and format of business letters, Inquiry letters, Complaint and adjustment letters, Sales and promotional letters, Circulars and notices) - Email Writing and Email Etiquette (Structure of professional emails, Subject line and tone, Formal vs informal emails, Email etiquette and professionalism, Common email mistakes) - Resume/CV Preparation - Report Writing - Professional Presentation Skills - Digital Communication and Virtual Meetings.

**Unit 4: Personality Development and Corporate Readiness****(12 Hours)**

Meaning and Determinants of Personality - Self-Awareness and SWOT Analysis - Attitude and Motivation - Emotional Intelligence - Self-Confidence and Positive Thinking - Stress and Time Management - Personal Grooming and Professional Appearance - Group Discussion Techniques - Interview Skills and Mock Interviews- Public Speaking and Presentation Skills - Team Building and Interpersonal Skills - Leadership and Decision-Making Skills.

**Text Book:**

1. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford

**Suggested Readings (Latest Edition)**

1. Scot Ober, Contemporary Business Communication, Biztantra
2. Bovee, Thill&Schatzman, Business Communication Today, Pearson
3. Nageshwar Rao and Rajendra Das, Business skills, HPH
4. Mary Ellen Guffy, Business Communication, Thomson
5. M Ashraf Rizvi, Effective Technical Communication, TMH
6. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford
7. Micheal Osborn and Suzanne Osborn, Public Speaking, Biztantra
8. John Seely, Oxford Writing and Speaking, Oxford
9. Covey Sean, Seven Habit of Highly Effective Teens, New York, Fireside Publishers, 1998

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**BBA - Course Content / Syllabus**  
**Semester-III**

| Code | Type | Title          | Credits | Hours | L  | T | P |
|------|------|----------------|---------|-------|----|---|---|
|      | SEC  | Digital Skills | 03      | 45    | 30 | 0 | 2 |

Prerequisites: None

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

- CLO1:** Demonstrate professional digital communication skills by drafting effective business emails and participating appropriately in online meetings.
- CLO2:** Create well-structured and professionally formatted business documents and reports using Microsoft Word.
- CLO3:** Design and deliver impactful business presentations using Microsoft PowerPoint, applying principles of visual communication and storytelling.
- CLO4:** Apply Artificial Intelligence tools such as ChatGPT through effective prompt design and integrate them responsibly into business tasks.

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

| CLOs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CLO1 | 3   | 0   | 3   | 0   | 3   | 2   | 2   | 0   | 2   | 0    | 3    | 0    | 2    | 0    |
| CLO2 | 3   | 3   | 3   | 0   | 0   | 2   | 2   | 2   | 0   | 3    | 2    | 2    | 0    | 2    |
| CLO3 | 3   | 0   | 0   | 3   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 0    | 2    | 2    |
| CLO4 | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 0   | 2    | 2    | 0    | 2    | 2    |
| CLO5 | 3   | 3   | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 2    | 2    | 0    | 2    | 2    |

**Detailed Syllabus**

**Unit 1: Digital Literacy & Professional Communication (08Hours)**

Meaning and importance of digital skills in business - Digital professionalism and etiquette - Effective use of digital platforms in workplace - Business email writing: Structure (To, CC, BCC, Subject, Signature); Tone, clarity, and conciseness; Types: enquiry, request, complaint, follow-up-Online meetings: Basics of platforms; Meeting etiquette (joining, speaking, screen sharing); File sharing and collaboration basics  
Activity:Drafting business emails - Simulated online meeting participation  
 Creating professional digital communication

**Unit 2: Business Document Preparation using Microsoft Word (12Hours)**

Document creation and advanced Formatting-Styles, themes, and Templates-Page setup: margins, orientation, headers/Footers-Tables, images, charts, and formatting Consistency-Mail merge (letters, certificates)-Business report writing: Structure: Title page, Abstract,

Body, Conclusion-Formatting standards and Alignment-Resume and cover letter writing  
Activity: -Creating professional reports -CV and cover letter preparation Mail merge applications.

### **Unit 3: Business Presentations using Microsoft PowerPoint (10Hours)**

Principles of effective Presentations-Slide design: Layout, fonts, colour schemes Visual communication: Charts, SmartArt, Images-Animation and transitions (best practices)-Storytelling in Presentations-Presentation Delivery Skills: Voice, body language, clarity  
Activity: Creating business Presentations-Delivering presentations with feedback

### **Unit 4: AI Tools, LLMs & Prompt Engineering (07Hours)**

Introduction to AI and Large Language Models (LLMs)-Using tools like ChatGPT  
Prompt engineering:Writing effective Prompts-Role-based and task-based Prompts-Iterative Prompting-Applications in business: Email drafting; Report structuring; Data summarization; Presentation content Support-Limitations of AI and need for verification  
Activity: Prompt creation exercises-AI-assisted business Tasks-Comparing AI vs human outputs

### **Unit 5: Digital Ethics, Security & Integrated Application (08 Hours)**

Digital ethics and responsible Use-Plagiarism and academic integrity - Cybersecurity basics: Password Safety-Phishing Awareness-Responsible use of AI Tools-Integration of digital tools in business workflow

#### ***References Books:***

1. Open Textbook Library. (n.d.). Workplace software and skills. University of Minnesota. <https://open.umn.edu/opentextbooks/textbooks/workplace-software-and-skills>
2. Microsoft. (n.d.). Microsoft Office 365 guides (Word, PowerPoint, Excel). Microsoft Corporation. <https://support.microsoft.com>
3. Helen Cunningham, & Brenda Greene. (2012). The business style handbook: An A-to-Z guide for effective writing on the job. McGraw-Hill.
4. Meenakshi Raman, & Prakash Singh. (2012). Business communication. Oxford University Press.
5. Nancy Duarte. (2010). Resonate: Present visual stories that transform audiences. Wiley.

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**BBA - Course Content / Syllabus**  
**Semester-III**

| Code | Type | Title            | Credits | Hours | L  | T  | P |
|------|------|------------------|---------|-------|----|----|---|
|      | VAC  | Leadership Ethos | 02      | 30    | 15 | 15 | 0 |

Prerequisites: None

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

- CLO1: Understand the concepts, principles, and theories of leadership and leadership ethos.  
CLO2: Apply ethical values, emotional intelligence, and professional ethics in organizational situations.  
CLO3: Demonstrate leadership communication, teamwork, and decision-making skills in professional settings.  
CLO4: Analyse the relevance of Indian ethos, sustainability, and social responsibility in leadership practices.  
CLO5: Develop value-based leadership behaviour, employability competencies, and lifelong learning orientation.

**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 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| <b>CLO1</b> | 3   |     |     | 2   | 1   | 2   |     | 1   | 1   | 2    | 2    | 1    | 1    | 1    |
| <b>CLO2</b> | 2   | 2   |     | 2   | 3   | 3   | 2   | 2   | 1   | 2    | 3    | 1    | 2    | 2    |
| <b>CLO3</b> | 2   | 2   |     | 3   | 3   | 2   | 3   | 1   | 1   | 2    | 3    |      | 2    | 2    |
| <b>CLO4</b> | 2   | 2   | 1   | 2   | 2   | 3   | 3   | 3   | 1   | 2    | 2    | 1    | 3    | 2    |
| <b>CLO5</b> | 1   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 2   | 3    | 3    | 1    | 3    | 2    |

**Detailed Syllabus**

**Unit 1: Foundations of Leadership and Ethical Behaviour(10 Hours)**

Introduction to Leadership (Meaning and importance, Leadership vs management, Functions and qualities of leaders, Leadership in contemporary organizations) - Leadership Theories and Styles (Trait and behavioural theories, Situational leadership, Transformational and transactional leadership, Servant leadership) - Leadership Ethos and Ethical Leadership (Meaning of leadership ethos, Ethical leadership and organizational values, Integrity, accountability, and transparency, Professional ethics and workplace behaviour) - Emotional Intelligence and Leadership (Concept of emotional intelligence, Self-awareness and empathy, Emotional intelligence in leadership effectiveness).

## **Unit 2: Indian Ethos, Work Ethics and Team Leadership (10 Hours)**

Indian Ethos and Management (Meaning and significance of Indian ethos, Leadership lessons from Bhagavad Gita, Karma Yoga and Nish Kama Karma, Gandhian philosophy and trusteeship) - Work Ethics and Corporate Values (Work ethics and professionalism, Organizational culture and values, Ethical dilemmas in organizations) - Team Building and Conflict Management (Team dynamics and collaboration, Leadership in teams, Conflict resolution strategies, Negotiation and consensus building, Corporate governance and ethics) - Cross-Cultural and Inclusive Leadership (Diversity and inclusion, Gender sensitivity at workplace, Multicultural leadership competencies).

## **Unit 3: Leadership for Employability, Sustainability and Professional Growth(10Hours)**

Leadership Communication (Public speaking and presentation skills, Persuasive communication, Digital communication etiquette, Leadership presence) - Entrepreneurial and Sustainable Leadership - Career Leadership and Employability - Leadership in Digital Era.

### **Text Book:**

1. S.K. Chakraborty — Ethics in Management and Indian Ethos. Publisher: Oxford University Press, New Delhi

### **Suggested Readings (Latest Edition)**

2. Peter G. Northouse — Leadership: Theory and Practice. Publisher: Sage Publications
3. Debashis Chatterjee — Timeless Leadership: 18 Leadership Sutras from the Bhagavad Gita. Publisher: Wiley India Pvt. Ltd.
4. Stephen R. Covey — Principle-Centered Leadership. Publisher: Simon & Schuster, New York
5. A.C. Fernando — Business Ethics and Corporate Governance. Publisher: Pearson Education India
6. C.S.V. Murthy — Business Ethics and Corporate Governance. Publisher: Himalaya Publishing House Pvt. Ltd., Mumbai

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**BBA - Course Content / Syllabus**  
**Semester IV**

| Code | Type | Title                          | Credits | Hours | L  | T  | P  |
|------|------|--------------------------------|---------|-------|----|----|----|
|      | CC   | Cost and Management Accounting | 3       | 45    | 30 | 15 | 0- |

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

**Course Outcomes (COs)**

- CO1: Understand the fundamentals of management accounting and cost behavior (Understand)
- CO2: Apply costing techniques for cost determination and analysis
- CO3: Analyze business decisions using relevant costing and budgeting tools
- CO4: Evaluate performance using financial and non-financial measures
- CO5: Develop strategic insights using modern management accounting tools

**UNIT I: Introduction to Cost and Management Accounting: (15 Hours)**

Elements of Cost: Cost classification (fixed vs. variable), cost sheet preparation. Introduction to Management Accounting: Definition, scope, functions, and differences between management, cost, and financial accounting.  
 Marginal Costing: Break-even analysis, profit/volume (P/V) ratio, margin of safety.

**UNIT II: Budget and Budgetary Control (12 Hours)**

Budget concept, Objectives- Advantages and limitations, Fixed and Flexible Budgets, preparation types of budgets, -cash budget, zero-based budgeting.

**UNIT III: Standard Costing and Variance Analysis (10 Hours)**

Standard Costing: purpose and principles of standard costing; Variance analysis - material, labor, and overheads (numerical)

**UNIT IV: Performance Evaluation (8 Hours)**

Responsibility accounting, transfer pricing, balanced scorecard, target costing, life cycle costing, Monitoring performance and reporting.  
 Responsibility Accounting: Cost, profit, and investment centres, performance measurement. Activity-Based Costing (ABC)

**Reference Books:**

Management Accounting – M.Y. Khan & P.K. Jain

Management Accounting – S.N. Maheshwari

Management Accounting Principles and Practice – M.A. Sahaf

Financial and Managerial Accounting – Carl Warren et al.

Advanced Management Accounting– Robert S. Kaplan & Anthony A. Atkinson

Cost Accounting: A Managerial Emphasis– Charles T. Horngren et al

Management and Cost Accounting – Colin Drury

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

| Code | Type | Title                     | Credits | Hours | L  | T  | P |
|------|------|---------------------------|---------|-------|----|----|---|
|      | CC   | Human Resource Management | 04      | 60    | 45 | 15 | 0 |

**Course Learning Outcomes (CLOs)**

After successful completion of this course, learners will be able to:

**CLO 1:** To Explain the evolution and scope of Human Resource Management, and differentiate it from traditional personnel management.

**CLO 2:** To Analyse the strategic role of HR and evaluate how legal, technological, and global environments influence HR practices.

**CLO 3:** To Apply principles of HR planning, recruitment, and selection to effectively manage staffing, onboarding, and succession processes.

**CLO 4:** To Evaluate various training and career development methods to assess their impact on employee performance and growth.

**CLO 5:** To Analyze and compare performance appraisal systems, including MBO, graphic rating scales, and 360-degree feedback.

**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 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CLO 1 | 3   | 1   | -   | 1   | -   | -   | -   | -   | -   | 1    | 3    | -    | 1    | -    |
| CLO 2 | 3   | 2   | 1   | 1   | 1   | 2   | 3   | 1   | 2   | 2    | 3    | -    | 1    | -    |
| CLO 3 | 3   | 2   | 1   | 2   | 2   | 2   | 2   | 1   | 1   | 1    | 3    | -    | 2    | -    |
| CLO 4 | 3   | 2   | 1   | 2   | 3   | 1   | 1   | 2   | 1   | 3    | 3    | -    | 1    | -    |
| CLO 5 | 3   | 2   | 2   | 2   | 2   | 2   | 1   | 1   | 1   | 1    | 3    | -    | 1    | -    |

**Module 1: Foundations of HRM**

**(10 hours)**

Concept, scope and objectives of HRM; evolution of HRM vs personnel management, Role of HR function in organizations; HR environment (legal, technological, global). Strategic HRM: HR as a strategic partner and HR policies and procedures.

**Module 2: Human Resource Planning & Staffing**

**(15 hours)**

Human resource planning: forecasting demand and supply, job analysis, job description and job specification. Recruitment and selection: sources, methods, selection process, interviews and tests. Induction, placement and on boarding; internal mobility and succession planning.

### **Module 3: Training, Development & Performance Management (12 hours)**

Training and development: need assessment, methods of training, evaluation of training. Career development and career planning; mentoring and coaching. Performance appraisal: concepts, methods. uses and problems.

### **Module 4: Compensation, Motivation & Employee Relations (11 Hours)**

Wage and salary administration: job evaluation, pay structures, incentives and benefits. Motivation theories (Maslow, Herzberg, McClelland) and their application in HR practice. Employee engagement, workplace morale; introduction to employee relations and grievance handling.

### **Module 5: Contemporary & Legal Aspects of HRM (12 Hours)**

Industrial relations and labour laws: brief overview of major Indian labour legislation. Emerging HR issues: HR analytics, digital HR, remote work, competencies and soft skills. Ethics, diversity, inclusion and corporate social responsibility in HRM.

#### **Text book**

1. Gary Dessler – Human Resource Management, Edition: 17th or latest: Pearson / Prentice Hall.
2. V.S.P. Rao – Human Resource Management: Text & Cases, Publisher: Excel Book.
3. K. Ashwathappa – Human Resource Management, Publisher: McGraw Hill.

#### **Reference books**

1. Michael Armstrong with Stephen Taylor – Armstrong's Handbook of Human Resource Management Practice
2. Robert N. Lussier & John R. Hendon – Human Resource Management: Functions, Applications, and Skill Development
3. Lloyd L. Byers & Leslie W. Rue – Human Resource Management
4. P. Subba Rao – Human Resource Management

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**BBA - Course Content / Syllabus**  
**Semester-IV**

| Code | Type | Title                                       | Credits   | Hours     | L         | T         | P        |
|------|------|---------------------------------------------|-----------|-----------|-----------|-----------|----------|
|      | CC   | <b>Production and Operations Management</b> | <b>03</b> | <b>45</b> | <b>30</b> | <b>15</b> | <b>0</b> |

Prerequisites: None

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

CLO1: Describe the basic concepts of production and operations management.

CLO2: Understand the roles and responsibilities of operations managers in the present Organizations

CLO3: Take decisions relating to facility location and layout

CLO4: Analyze different aspects relating to designing and development process

CLO5: Apply various modern practices in production and 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 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| <b>CLO1</b> | 3   |     |     |     |     | 1   |     | 2   |     | 1    |      |      |      |      |
| <b>CLO2</b> | 2   |     |     |     |     | 1   |     | 2   |     | 1    |      |      |      |      |
| <b>CLO3</b> | 2   | 3   | 2   |     |     | 1   |     | 2   |     | 1    |      |      |      |      |
| <b>CLO4</b> | 3   | 3   | 2   |     |     | 1   |     | 2   |     | 1    |      |      |      |      |
| <b>CLO5</b> | 2   | 3   | 2   |     |     | 2   |     | 2   |     | 1    |      |      |      |      |

Detailed Syllabus

**Unit 1: Introduction to Production and Operations Management: (12 Hours)**

Nature and Scope of Production and Operations Management, Role of Production and Operations Manager, Comparison between Manufacturing and Services, Types of Manufacturing Systems, Operations/ Manufacturing Strategy, Key Success Factors in Operations Strategy, Operations Strategic Actions and its Relationship with Other Functional Areas, Role of Operations Management in Strategic Management, Services and Service Systems, , Challenges in Operation Management.

**Unit 2: Product/Service Design and Facility Layout: (12 Hours)**

Product Design, Factors Influencing Product Design, Design for Manufacture (DFM), Product Design in Service Industry, Process Design, Process Planning and Design, Process Selection, Major Process Decisions, Process Strategy, Process Redesign, Capacity Planning

Work Study. Method Study and Time Study, Foundation of Work Study, Main Components of Method Study, Time Study Standards, Location Decision, Factors Affecting Location Decision, Location Planning Methods, Plant/Facility Layout, Types of Layouts- their Merits and Demerits.

**Unit 3: Production/Operation Planning and Control:**

**(12 Hours)**

Concept of Production Planning and Control, Production Planning Functions and Activities, Centralisation and Decentralisation, Aggregate Planning, Master Production Scheduling, Material Requirement Planning, Inventory Planning, Types of Inventory, Inventory Cost, Inventory Models, Economic Order Quantity (EOQ), VED Analysis and ABC Analysis, Scheduling for Services, Distribution Requirement Planning.

**Unit 4: Contemporary Issues in Production & Operation Management:**

**(9 Hours)**

Total Quality Management (TQM), Benchmarking Systems, Lean Management, Six Sigma, JIT Manufacturing, Supply Chain Management, Flexible Manufacturing System, Robotics, Green Manufacturing.

Note: Relevant case studies based on the contents to be discussed.

**Textbooks**

1. S N Chary, *Production and Operations Management*. Chennai: McGraw Hill Education (India) Private Limited, Sixth Edition

**Reference Books**

1. Buffa, S. Elwood and Sarin, K. Rakesh, *Modern Production/Operations Management*, John Wiley & Sons, Eighth Edition
2. Kanishka Bedi, *Production and Operations Management*. Oxford University Press. Third Edition.
4. Krajewski, Lee J, and Malhotra, Manoj K., *Operations Management: Processes and Supply Chain*, Pearson, Thirteenth Edition
5. Pannerselvam R. (2018). *Production and Operations Management*, Prentice Hall of India, Third Edition

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**BBA Course Content / Syllabus**  
**Semester-IV**

| Course Code | Type | Title          | Credits | Hours | L  | T | P |
|-------------|------|----------------|---------|-------|----|---|---|
|             | CC   | Indian Economy | 03      | 45    | 40 | 3 | 2 |

**Course Learning Outcomes (CLOs)**

After successful completion of this course, Student will be able to:

**CLO 1:** To Explain the structure and national income trends of the Indian economy, and distinguish between economic growth and development.

**CLO 2:** To Analyze the causes and impacts of poverty, inequality, and unemployment, and examine key government welfare programs.

**CLO 3:** To Evaluate India's economic planning (including NITI Aayog) and the impact of major agricultural and industrial reforms.

**CLO 4:** To Examine the contributions of MSMEs, public/private sectors, and core infrastructure to India's economic growth.

**CLO 5:** To Assess the impact of globalization, trade dynamics, LPG reforms, and the RBI's monetary and fiscal policies.

**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 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CLO 1 | 3   | 1   | 2   | 1   | -   | 1   | -   | 2   | -   | 1    | 1    | 1    | 1    | 1    |
| CLO 2 | 3   | 2   | 1   | 1   | -   | 3   | -   | 2   | -   | 1    | 2    | 1    | 1    | -    |
| CLO 3 | 3   | 2   | 1   | 1   | -   | 1   | -   | 2   | -   | 1    | 1    | 1    | 2    | 1    |
| CLO 4 | 3   | 3   | 2   | 1   | -   | 1   | -   | 2   | 1   | 1    | 1    | 2    | 3    | 1    |
| CLO 5 | 3   | 3   | 2   | 1   | -   | 2   | 2   | 3   | 3   | 2    | -    | 3    | 2    | 3    |

**Module 1: Structure and Development of Indian Economy**

**(12 Hours)**

Meaning and features of an economy, Economic growth vs economic development, Basic characteristics of the Indian economy, Structure of Indian economy: primary, secondary and tertiary sectors, Occupational structure and workforce participation, National income concepts: GDP, GNP, NDP, NNP and per capita income, Trends in national income in India

**Module 2: Economic Planning, Poverty and Unemployment**

**(09 Hours)**

Economic planning in India: need, objectives and Five-Year Plans (brief overview), Role of NITI Aayog, Poverty and inequality: concepts, measures and causes, Government anti-

poverty programmes and welfare schemes, Unemployment: meaning and types – open, disguised, structural and frictional unemployment, Causes of unemployment in India, Policy measures and government initiatives for employment generation

### **Module 3: Agriculture, Industry, Infrastructure and Service sector (12 hours)**

Agriculture in India: importance and characteristics, Land reforms and Green Revolution, Major crops and agricultural development, Role of public and private sectors in agriculture, Small-scale, cottage and MSME industries, Industrial policy with special reference to 1991 reforms, Public vs private sector industries, Infrastructure development: power, transport and communication, Role of infrastructure in economic development, Meaning, classification, overview of IT & ITES - financial services, telecommunication, retail, transport & logistics, tourism & hospitality, Health care and education and real estate, recent policies.

### **Module 4: Globalisation, Government Policies and Emerging Challenges (12 hours)**

Foreign trade: balance of trade, balance of payments and foreign exchange reserves, Export-import policy in India, Liberalization, privatization and globalization (LPG reforms), Impact of World Trade Organization on the Indian economy, Monetary and fiscal policy: role of Reserve Bank of India, taxation, budgets and subsidies, Parallel economy and black money, 2016 Indian banknote demonetization and its impact on the economy, Recent economic reforms: Make in India, digital economy and e-governance, Sustainable development, environmental concerns and future challenges of the Indian economy.

#### **Textbooks**

1. T. R. Jain & V. K. Ohri – Indian Economy
2. Ramesh Singh – Indian Economy - McGraw Hill
3. Dutt&Sundaram – Indian Economy
4. Uma Kapila - Indian Economy

#### **Reference Books:**

- Indian Economy by Mishra &Puri
- Indian Economy by Uma Kapila
- Indian Economic Development by NCERT
- Economic Survey (Latest Edition) - Ministry of Finance, Government of India
- Indian Economy by Prakash B. Yarangol
- The Indian Economy - Sanjivverma

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**BBA - Course Content / Syllabus**  
**Semester-IV**

| Course Code | Course Type | Course Title                | Credits | Hours | L  | T  | P |
|-------------|-------------|-----------------------------|---------|-------|----|----|---|
|             | SEC         | Geoinformatics for Business | 02      | 30    | 15 | 15 | 0 |

**Course Objectives**

The course aims to:

1. Introduce students to the fundamentals of Geoinformatics and spatial technologies.
2. Familiarize students with applications of GIS, GPS, and remote sensing in business and management.
3. Develop understanding of spatial data analysis for decision-making and business planning.
4. Explain the role of geospatial technologies in logistics, marketing, urban planning, and sustainable development.

**Course Outcomes (COs)**

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

- **CO1:** Understand the concepts and components of Geoinformatics and spatial information systems.
- **CO2:** Explain the applications of GIS, GPS, and remote sensing in business operations and management.
- **CO3:** Analyse spatial data for business planning, logistics, market analysis, and resource management.
- **CO4:** Appreciate the role of geospatial technologies in sustainable development and digital governance.

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

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | 3   | 2   | —   | 2   | 2   | 1   | 1   | 1   | 1   | 2    | 2    | 1    | 1    | 1    |
| CO2 | 2   | 3   | 1   | 3   | 3   | 2   | 2   | 1   | 1   | 2    | 3    | 2    | 2    | 2    |
| CO3 | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 2   | 1   | 3    | 3    | 2    | 3    | 2    |

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO4 | 1   | 2   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 3    | 2    | 1    | 3    | 2    |

## **UNIT – I**

### **Fundamentals of Geoinformatics (10 Hours)**

#### **Topics:**

- Meaning and Scope of Geoinformatics
- Components of Geoinformatics
- Introduction to GIS, GPS, and Remote Sensing
- Types of Spatial and Non-Spatial Data
- Maps, Coordinates, and Geospatial Information
- Data Collection and Spatial Database Concepts
- Role of Geoinformatics in Business and Society

## **UNIT – II**

### **Geospatial Technologies and Business Applications (10 Hours)**

#### **Topics:**

- Geographic Information Systems (GIS) and Their Applications
- GPS Technology and Navigation Systems
- Remote Sensing and Satellite Imagery
- Spatial Analysis and Decision Support Systems
- GIS Applications in Marketing and Retail
- Applications in Agriculture, Banking, Insurance, and Tourism
- Urban Planning and Smart City Concepts

## **UNIT – III**

### **Geoinformatics for Logistics, Sustainability, and Governance (10 Hours)**

#### **Topics:**

- Geoinformatics in Supply Chain and Logistics Management
- Route Optimization and Location Analysis
- Disaster Management and Environmental Monitoring
- Geospatial Technologies for Sustainable Development

- Digital India and Geospatial Governance
- Drone Technology and Emerging Trends in Geoinformatics
- Business Intelligence and Spatial Decision-Making
- Ethical and Legal Issues in Geospatial Data Usage

### **Suggested Readings**

1. Geographic Information Systems and Science – Paul A. Longley et al.
2. Remote Sensing and Image Interpretation – Lillesand & Kiefer
3. GIS Fundamentals – Paul Bolstad
4. Introduction to Geoinformatics – Kang-tsung Chang
5. Indian Science and Technology in the Eighteenth Century – Dharampal
6. Reports and publications of Indian Space Research Organisation (ISRO)
7. Reports of National Remote Sensing Centre (NRSC)
8. Government of India publications on Digital India and Geospatial Policy

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**BBA - Course Content / Syllabus**  
**Semester-IV**

| Code | Type | Title                          | Credits | Hours | L  | T | P |
|------|------|--------------------------------|---------|-------|----|---|---|
|      | SEC  | Design Thinking and Innovation | 02      | 30    | 30 | 0 | 0 |

Prerequisites: None

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

**CLO1:** Demonstrate understanding of design thinking principles and stages.

**CLO2:** Apply empathy and problem framing techniques.

**CLO3:** Generate and evaluate creative ideas.

**CLO4:** Develop and test prototypes.

**CLO5:** Work collaboratively to solve real-world problems.

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

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

**Detailed Syllabus**

**Unit 1: Introduction to Design Thinking & Innovation (06Hours)**

Meaning and importance of design thinking – Role of innovation in business – Principles of design thinking: human-centered, iterative, experimental – Overview of design thinking stages – Design thinking vs traditional problem-solving

Practical Focus:

Identifying real-life problems – Discussion on existing solutions and gaps

**Unit 2: Empathy & Problem Definition (06 Hours)**

Understanding users and stakeholders – Empathy techniques: observation, interviews – Empathy mapping – Problem definition: problem statements and “How Might We” questions  
 Practical Focus: Conducting simple interviews – Creating empathy maps – Framing problem statements

### **Unit 3: Ideation & Creative Thinking**

**(06 Hours)**

Divergent and convergent thinking – Brainstorming techniques – SCAMPER method – Idea evaluation and selection

Practical Focus: Group ideation exercises – Idea refinement and selection

### **Unit 4: Prototyping & Testing**

**(06 Hours)**

Concept of prototyping – Types of prototypes (low-fidelity) – Rapid prototyping – Testing ideas and collecting feedback – Iteration and improvement

Practical Focus: Building simple prototypes – Peer testing and feedback

### **Unit 5: Design Thinking in Business & Innovation**

**(06 Hours)**

Application in product development, services, and customer experience – Role of design thinking in innovation – Team-based problem-solving – Communicating and pitching ideas

### **References Books:**

1. Tim Brown. (2009). Change by design: How design thinking transforms organizations and inspires innovation. Harper Business.
2. Jeanne Liedtka, & Tim Ogilvie. (2011). Designing for growth: A design thinking toolkit for managers. Columbia University Press.
3. Don Norman. (2013). The design of everyday things (Revised ed.). Basic Books.
4. Tom Kelley, & David Kelley. (2013). Creative confidence. Crown Business.

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**BBA - Course Content / Syllabus**  
**Semester-IV**

| Code | Type | Title                      | Credits | Hours /Sem | L  | T  | P |
|------|------|----------------------------|---------|------------|----|----|---|
|      | VAC  | Indian Society and Culture | 02      | 30         | 15 | 15 | 0 |

**Course Objectives**

The course aims to:

1. Introduce students to the concepts of society and culture from an Indian perspective.
2. Familiarize students with Bharatiya cultural values.
3. Develop understanding of social institutions, ethics, and cultural diversity in India.
4. Explain the relevance of Indian cultural thought in business and social life.

**Course Outcomes (COs)**

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

- **CO1:** Understand the foundations of Indian society and culture.
- **CO2:** Explain Indian social values and institutions.
- **CO3:** Analyse the role of Indian cultural traditions in ethical and sustainable business practices.
- **CO4:** Appreciate India's civilizational knowledge and cultural heritage.

**UNIT – I**

**Foundations of Indian Society and Culture (10 Hours)**

**Topics:**

- Meaning of Society, Culture, and Civilization
- Features of Indian Society
- Diversity in Unity – The Idea of Bharat
- Concept of *Bharat* and Indian Civilization
- Purusharthas: Dharma, Artha, Kama, Moksha
- Family System and Social Values in India
- Role of Festivals, Traditions, and Community Life

**UNIT – II**

**Indian Culture, Ethics, and Social Institutions (10 Hours)**

**Topics:**

- Indian Cultural Values: Dharma, Seva, Ahimsa, Satya
- Social Institutions: Family, Education, Dharmic institutions, Community
- Gurukul Tradition and Indian Education
- Women in Indian Society
- Folk and Tribal Traditions of India
- Media, Modernization, and Cultural Change

- Social Harmony and National Integration

### **UNIT – III**

#### **Society, Culture, and Business in Indian Perspective (10 Hours)**

##### **Topics:**

- Relationship between Society, Culture, and Economy
- Indian Business Philosophy (Idea of Shubha and Labha), Traditions and Indigenous Entrepreneurship
- Ethics in Business: Indian Perspective
- Gandhi's Trusteeship Concept and DeendayalUpadhyaya'sEkatmaDarshan
- Holistic Living in Indian Tradition
- Social Responsibility and Community Development
- Atmanirbhar Bharat and Vocal for Local
- Cultural Values and Leadership in Organizations

##### **Suggested Readings**

1. S. Radhakrishnan – *Indian Philosophy*
2. DVGs writings
3. Indian Culture by Dr. S ShrikanthaShastri
4. DeendayalUpadhyaya – *Integral Humanism*
5. Dharampal – *Indian Science and Technology in the Eighteenth Century*
6. Bhagavad Gita
7. Ramayana
8. Mahabharata
9. Kautilya – Arthashastra