



ST JOSEPH ENGINEERING COLLEGE

An Autonomous Institution
Vamanjoor, Mangaluru- 575028

Affiliated to VTU-Belgaum & Recognized by AICTE NBA-
Accredited: B.E. (CSE, ECE, EEE, ME, CIV) & MBA
NAAC – Accredited with grade A+

BBA SCHEME & SYLLABUS (2026 Onwards)

AUTONOMY AND ACCREDITATION

St Joseph Engineering College (SJEC) is an Autonomous Institute under Visvesvaraya Technological University (VTU), Belagavi, Karnataka State, and is recognized by the All-India Council for Technical Education (AICTE), New Delhi. SJEC is registered under the trust “Diocese of Mangalore, Social Action Department”.

The SJEC has been conferred Fresh Autonomous Status from the Academic Year 2021-22. The college was granted autonomy by the University Grants Commission (UGC) under the UGC Scheme for Autonomous Colleges 2018 and conferred by VTU. The UGC Expert Team had visited the college on 28-29 November 2021 and rigorously assessed the college on multiple parameters. The fact that only a handful of engineering colleges in the state have attained Autonomous Status adds to the college’s credibility that has been on a constant upswing. Autonomy will make it convenient for the college to design curricula by recognizing the needs of the industry, offering elective courses of choice and conducting the continuous assessment of its students.

At SJEC, the Outcome-Based Education (OBE) system has been implemented since 2011. Owing to OBE practiced at the college, SJEC has already been accredited by the National Board of Accreditation (NBA). Five of the UG programs, namely Computer Science & Engineering, Mechanical Engineering, Electronics and Communication Engineering, Electrical & Electronics Engineering and Civil Engineering and MBA programs, have accreditation from the NBA.

Also, SJEC has been awarded the prestigious A+ grade by the National Assessment and Accreditation Council (NAAC) for five years. With a Cumulative Grade Point Average (CGPA) of 3.39 on a 4-point scale, SJEC has joined the elite list of colleges accredited with an A+ grade by NAAC in its first cycle. The fact that only 5 per cent of the Higher Education Institutions in India have bagged A+ or higher grades by NAAC adds to the college’s credibility that has been on a constant upswing.

The college is committed to offering quality education to all its students, and the accreditation by NAAC and NBA reassures this fact. True to its motto of “Service and Excellence”, the college’s hard work has resulted in getting this recognition, which has endorsed the academic framework and policies that the college has been practicing since its inception. The college has been leveraging a flexible choice-based academic model that gives students the freedom to undergo learning in respective disciplines and a transparent and continuous evaluation process that helps in their holistic development.

CONTENTS

| Sl No. | SUBJECTS | Page No. |
|--------|---|----------|
| 1. | Department Vision, Mission, PEOs, POs & PSOs | 5-6 |
| 2. | Scheme-I Semester BBA | 7 |
| 3. | Scheme-II Semester BBA | 8 |
| 4. | Scheme-III Semester BBA | 9 |
| 5. | Scheme-IV Semester BBA | 10 |
| 6. | Scheme-V Semester BBA | 11 |
| 7. | Scheme-VI Semester BBA | 13 |
| 8. | 1BBA101-Principles of Management | 15 |
| 9. | 1BBA102-Fundamentals of Accounting | 17 |
| 10. | 1BBA103-Statistics for Business Decisions | 19 |
| 11. | 1BBA104-Indian Business Environment | 21 |
| 12. | 1BBA105-Business Ethics | 23 |
| 13. | 1BBA106-Business Communication - I | 25 |
| 14. | 1BBA107-Samskrutika Kannada | 27 |
| 15. | 1BBA107-Balake Kannada | 29 |
| 16. | 1BBA201-Organizational Behaviour | 31 |
| 17. | 1BBA202-Financial Management | 33 |
| 18. | 1BBA203-Managerial Economics | 35 |
| 19. | 1BBA204-Global Business Environment | 37 |
| 20. | 1BBA205-Corporate Governance | 39 |
| 21. | 1BBA206-IT in Business | 41 |
| 22. | 1BBA207-Soft Skills and Personality Development | 43 |

DRAFT

SJEC MBA

The Department of Business Administration was started in the year 2007 with an objective of producing competent industry professionals with sound ethical values and service attitude. It was approved as a research centre in the year 2011 to offer Ph D programmes by VTU, Belagavi. The Department has been accredited by National Board of Accreditation (NBA) in 2020. The Department regularly organises Management Development Programmes, Faculty Development Programmes, Capacity Building Programmes and Student Development Programmes. With its total focus on Outcome Based Education, the Department has adopted active learning strategies in delivering the curriculum.

Department Vision

To impart quality management education to bring out competent, socially responsible and conscientious professionals.

Department Mission

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Encouraging entrepreneurship and venture development
- Sensitizing the students towards the needs of society
- Inculcating diligence through extra-curricular activities

Programme Educational Objectives (PEOs)

PEO 1: Graduates will be able to apply basic management concepts in practical situations.

PEO 2: Graduates will be able to communicate clearly and work effectively with others.

PEO 3: Graduates will be able to develop skills to start and manage business ventures.

PEO 4: Graduates will be able to act responsibly to meet societal and ethical needs.

PEO 5: Graduates will be able to adjust to changes in the business and work environment.

Programme Outcomes (POs)

At graduation, SJEC BBA Graduates will have the following outcomes:

- PO 1: Understand and apply fundamental concepts of business and management.
- PO 2: Apply basic analytical and logical skills to solve business problems.
- PO 3: Communicate effectively in professional and team settings.
- PO 4: Demonstrate ethical behaviour and social responsibility in business.
- PO 5: Develop initiative, leadership qualities, and readiness for continuous learning

Program Specific Outcomes (PSOs)

- PSO 1: Apply basic knowledge of core business functions.
- PSO 2: Use digital and entrepreneurial skills in business.

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)**

I Semester

| Sl. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|--------------|------------------------|---------|------------------------------------|---------------------|---------------------|-----------|-----------|-------------------|------------|------------|-------------|-----------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA101 | Principles of Management | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 2 | DSC | 1BBA102 | Fundamentals of Accounting | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 3 | DSC | 1BBA103 | Statistics for Business Decisions | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | MDEC/OEC | 1BBA104 | Indian Business Environment | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 5 | VAC | 1BBA105 | Business Ethics | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 6 | AEC | 1BBA106 | Business Communication - I | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 7 | AEC | 1BBA107 | Sanskritika Kannada/Balake Kannada | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| Total | | | | | 13 | 14 | 0 | - | 350 | 350 | 700 | 20 |

DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, VAC--Value Added Course, AEC-Ability Enhancement Course

Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)

II Semester

| SI. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|--------------|------------------------|---------|---|---------------------|---------------------|-----------|-----------|-------------------|-----------|------------|-------------|------------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA201 | Organizational Behaviour | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 2 | DSC | 1BBA202 | Financial Management | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 3 | DSC | 1BBA203 | Managerial Economics | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | MDEC/OEC | 1BBA204 | Global Business Environment | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 5 | VAC | 1BBA205 | Corporate Governance | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 6 | SEC | 1BBA206 | IT in Business | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 7 | AEC | 1BBA207 | Soft Skills and Personality Development | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| Total | | | | | | 13 | 14 | 0 | - | 350 | 350 | 700 |

DSC- Discipline- Specific Core Course, MDEC/OEC – Multidisciplinary Elective Course/ Open Elective Course, VAC-Value Added Course, SEC-Skill Enhancement Course, AEC-Ability Enhancement Course

Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)

III Semester

| Sl. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|--------------|------------------------|---------|--------------------------------------|---------------------|---------------------|-----------|-----------|-------------------|-----------|-----------|-------------|------------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA301 | Human Resource Management | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 2 | DSC | 1BBA302 | Marketing Management | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 3 | DSC | 1BBA303 | Production and Operations Management | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | MDEC /OEC | 1BBA304 | Design Thinking and Innovation | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 5 | VAC | 1BBA305 | Indian Constitution | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 6 | SEC | 1BBA306 | Advance Excel Skills for Business | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 7 | SEC | 1BBA307 | Sustainable Development Goals | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 8 | MNC | 1BBA308 | Yoga/NSS/Sport/NCC/ Culture/Music | MBA | 1 | 0 | 2 | 3 | 100 | --- | 100 | PP |
| Total | | | | | | 13 | 14 | 0 | 0 | 0 | 4 | 700 |

DSC- Discipline- Specific Core Course, MDEC/OEC – Multidisciplinary Elective Course/ Open Elective Course, VAC-Value Added Course, SEC-Skill Enhancement Course, MNC-Mandatory Non-Credit Course

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)**

IV Semester

| SI. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|--------------|------------------------|---------|--|---------------------|---------------------|-----------|-----------|-------------------|-----------|------------|-------------|------------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA401 | Management Accounting | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 2 | DSC | 1BBA402 | Business Strategy | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 3 | DSC | 1BBA403 | Entrepreneurship Development | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | DSC | 1BBA404 | Business Research Methods | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 5 | VAC | 1BBA405 | Environmental Science and Sustainability | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 6 | SEC | 1BBA406 | Enterprise Resource Planning | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 7 | SEC | 1BBA407 | Digital Marketing | MBA | 1 | 2 | 0 | 1.5 | 50 | 50 | 100 | 02 |
| 8 | MNC | 1BBA408 | Yoga/NSS/Sport/NCC/Culture/Music | MBA | 1 | 0 | 2 | 3 | 100 | --- | 100 | PP |
| | | | | | 0 | 0 | 4 | | | | | |
| Total | | | | | | 14 | 14 | 6 | - | 450 | 350 | 800 |

DSC- Discipline- Specific Core Course, VAC-Value Added Course, SEC-Skill Enhancement Course, MNC-Mandatory Non-Credit Course

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)**

V Semester

| Sl. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|--------------|------------------------|----------|--|---------------------|---------------------|----------|-----------|-------------------|------------|------------|-------------|-----------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA501 | Cost Accounting | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 2 | DSC | 1BBA502 | Logistics and SCM | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 3 | DSEC | 1BBA503 | Elective-1(PAPER1) | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | DSEC | 1BBA504 | Elective-2(PAPER1) | MBA | 1 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 5 | SE | 1BBAI505 | Societal / Industry Internship (To be carried between IV semester and V semester for 02 weeks duration) | MBA | | | | | 50 | 50 | 100 | 04 |
| Total | | | | | 10 | 8 | 0 | - | 250 | 250 | 500 | 20 |

DSC- Discipline- Specific Core Course, MDEC/OEC – Multidisciplinary Elective Course/ Open Elective Course, VAC-Value Added Course, SEC-Skill Enhancement Course, AEC-Ability Enhancement Course

| (DSEC) Discipline-Specific Elective Course–V Semester (Paper-1) | | | | | | |
|--|-------------------------------|-------------------|----------------------------------|-----------------------|------------------------------|--|
| Sl. No | Finance | Marketing | Human Resource Management | Data Analytics | Retailing | Logistics and Supply Chain Management |
| Paper-I | Advanced Financial Management | Consumer Behavior | Recruitment and Selection | Financial Analytics | Retail Operations Management | Freight Transport Management |

NOTE: Students shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA)**

VI Semester

| SI. No. | Course and Course Code | | Course Title | Paper Setting Board | Teaching Hours/Week | | | Examination | | | | Credits |
|------------------|------------------------|----------|--|---------------------|---------------------|----------|-----------|-------------------|-----------|------------|-------------|------------|
| | | | | | Theory Lecture | Tutorial | Practical | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| | | | | | L | T | P | | | | | |
| 1 | DSC | 1BBA601 | Business Law | MBA | 2 | 2 | 0 | 3 | 50 | 50 | 100 | 03 |
| 2 | DSC | 1BBA602 | Total Quality Management | MBA | 2 | 2 | 0 | 3 | 50 | 50 | 100 | 03 |
| 3 | DSEC | 1BBA603 | Elective-1(PAPER 2) | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 4 | DSEC | 1BBA604 | Elective-2(PAPER 2) | MBA | 3 | 2 | 0 | 3 | 50 | 50 | 100 | 04 |
| 5 | SEC | 1BBAP605 | Project Work + Seminar (To be carried between V semester and VI semester for 04 weeks duration) | MBA | | | | | 50 | 50 | 100 | 06 |
| Sub-Total | | | | | | | | | | 250 | 250 | 500 |

DSC- Discipline- Specific Core Course, DSEC- Discipline- Specific Elective Course, SEC-Skill Enhancement Course

| (DSEC) Discipline-Specific Elective Course–V Semester (Paper-1) | | | | | | |
|--|--|------------------------------------|---|-----------------------|----------------------------|--|
| Sl. No | Finance | Marketing | Human Resource Management | Data Analytics | Retailing | Logistics and Supply Chain Management |
| Paper-2 | Security Analysis and Portfolio Management | Integrated Marketing Communication | Compensation and Performance Management | Marketing Analytics | Strategic Brand Management | Sourcing for Logistics and SCM |

NOTE: Students shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.

| I SEMESTER | | | |
|--|----------------|-------------|---------|
| PRINCIPLES OF MANAGEMENT | | | |
| Course Code | 1BBA101 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |

Course Learning Objectives:

1. To introduce the core principles and objectives of management along with the management process.
2. To understand the concepts related to Business and demonstrate the roles, skills and functions of management.
3. To familiarize with the contemporary issues in management.

Module-1 Introduction to Management 10 Hours

Introduction to Management: Functions of Management - Principles of Management - Definitions of Management Nature of Management - Evolution of Management Thought: Classical Approach and Modern Approaches-Organisation Chart.

Module-2 Planning and Decision-making 10 Hours

Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in Planning Process - Objectives and Process of Planning – Strategies - Policies and Planning - Decision Making: Introduction to decision making and Significance of decision making.

Module-3 Organising as a Function of Management 10 Hours

Organisation: Benefits of Organising - Span of Management - Process of Organising - Authority Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction - Principles of Coordination - Types of Coordination.

Module-4 Staffing and Direction 10 Hours

Human Resource Management and Staffing: Human Resource Management and Selection – Recruitment, Training – Performance appraisal and career strategy – Leadership: Definitions and Meaning of Leadership – Leadership Theories – Leadership Styles – Leadership Qualities.

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

Module-5 Controlling and Coordination 10 Hours

Motivation and Controlling: Control Techniques - Steps in Control Process - Types of Control - Importance of controlling and levels of controlling - Motivation: Definitions and Meaning of Motivation - Motivation Theories - Motivational Techniques - Organisational Communication. Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA101.1 | Explain basic management concepts, principles, and functions. |
| 1BBA101.2 | Apply planning and decision-making techniques to business situations. |

| | |
|------------------|--|
| 1BBA101.3 | Analyse organisational structure, authority, coordination, and communication. |
| 1BBA101.4 | Describe staffing, leadership, motivation, and supervision practices. |
| 1BBA101.5 | Evaluate leadership styles and motivational approaches for organisational effectiveness. |
| 1BBA101.6 | Integrate managerial functions to develop leadership and continuous learning abilities. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|---------------------------------------|-------------------------------|--------------------------------|--------------------|
| Textbooks | | | | |
| 1 | Essentials of Management | Harold Koontz, Heinz Weihrich | McGraw Hill International | 11th Edition, 2021 |
| 2 | Essentials of Business Administration | K. Aswathappa | Himalaya Publishing House | 17th Edition, 2025 |
| Reference Books | | | | |
| 1 | Principles and Practice of Management | Dr. L. M. Prasad | Sultan Chand & Sons, New Delhi | 11th Edition, 2024 |
| 2 | Management: Concepts and Strategies | J. S. Chandan | Vikas Publishing House | 1st Edition, 1997 |
| 3 | Principles of Management | P. C. Tripathi, P. N. Reddy | Tata McGraw Hill | 7th Edition, 2021 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/110/107/110107150/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA101.1 | 2 | 2 | | | | 2 | |
| 1BBA101.2 | | 2 | 2 | | | | |
| 1BBA101.3 | 2 | | 2 | | | | |
| 1BBA101.4 | | 2 | | 2 | | | |
| 1BBA101.5 | 2 | | | | 2 | | 2 |
| 1BBA101.6 | | 2 | | | 2 | | |

1: Low 2: Medium 3: High

FUNDAMENTALS OF ACCOUNTING

| | | | |
|--|----------------|-------------|---------|
| Course Code | 1BBA102 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |

Course Learning Objectives:

- 1 To introduce the fundamental accounting knowledge on accounting principles.
- 2 To understand the application of accounting principles to record the transactions in appropriate books of accounts.
- 3 To familiarize the rectification of errors and bank reconciliation statement.

Module-1 Introduction to Accounting **10 Hours**

Introduction - Meaning, Definition, Need for and Objectives of accounting, Nature of Accounting, Accounting as measurement discipline and Accounting an information system, Accounting process. Users of accounting information, Limitations of accounting, Book keeping, Accounting and Accountancy, Accounting framework, Accounting Concepts and Conventions, Generally Accepted Accounting Principles, Accounting Standards–IFRS, INDAS, Basic Terminologies in accounting.

Module-2 Recording of Transactions **10 Hours**

Introduction to business transactions, Capital and Revenue expenditures, Capital and Revenue receipts, Contingent assets and contingent liabilities, Systems of Accounting, Double entry system, accounting equation, Types of Accounts, Rules of double entry book keeping, Journal – Meaning and features, preparation of journal. Subsidiary books – Meaning and Need for Subsidiary books, Types of Subsidiary books, Preparation of various subsidiary books except cash book. Ledger – Meaning and features, Preparation of Ledger accounts.

Module-3 Cash book and Bank Reconciliation statement **10 Hours**

Trial Balance – Meaning and features, Need for Trial balance, Preparation of trial balance. Meaning and need for Cash book, Types of cash book, Preparation of single column, double column, and three column cash books. Bank reconciliation statement - Need for reconciliation, Preparation of bank reconciliation statement.

Module-4 Rectification of Errors **10 Hours**

Introduction - Meaning of errors and rectification of Errors in accounting, Need for rectification of errors, Types of errors, Process of rectification and accounting entries for rectification, Preparation of suspense account.

Module-5 Final Accounts **10 Hours**

Meaning of Final Accounts and Financial Statements, Need and importance of Financial Statements, Types of Financial statements. Trading and Profit and Loss account. Balance Sheet, Closing and Adjustment Entries, Adjusted Trial balance, Preparation of Trading and Profit and Loss account and Balance Sheet of Sole proprietorship.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA102.1 | Explain basic accounting concepts, principles, and standards. |
| 1BBA102.2 | Record business transactions using double entry system. |

| | |
|------------------|---|
| 1BBA102.3 | Prepare journals, subsidiary books, and ledger accounts. |
| 1BBA102.4 | Prepare trial balance, cash book, and bank reconciliation statement. |
| 1BBA102.5 | Identify and rectify accounting errors using suspense account. |
| 1BBA102.6 | Prepare final accounts and financial statements of sole proprietorship. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|--------------------------------|------------------------------------|--------------------------------------|--------------------|
| Textbooks | | | | |
| 1 | Basic Financial Accounting – I | S. P. Jain, K. L. Narang | Kalyani Publishers, New Delhi | 12th Edition, 2022 |
| 2 | Advanced Accountancy – I | S. N. Maheshwari, S. K. Maheshwari | Jain Book Agency, New Delhi | 11th Edition, 2021 |
| Reference Books | | | | |
| 1 | Advanced Accountancy – II | M. Radhaswamy, R. L. Gupta | Sultan Chand & Sons, New Delhi | 13th Edition, 2020 |
| 2 | Fundamentals of Accounting | A. Reddy | Himalaya Publishing House, New Delhi | 5th Edition, 2021 |
| 3 | Financial Accounting | T. S. Grewal | Sultan Chand & Sons, New Delhi | 8th Edition, 2022 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/110/101/110101131/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA102.1 | 2 | - | - | 2 | - | 2 | - |
| 1BBA102.2 | 2 | 2 | - | - | - | - | - |
| 1BBA102.3 | - | 2 | - | - | - | - | - |
| 1BBA102.4 | - | - | 2 | - | - | - | 2 |
| 1BBA102.5 | - | 2 | - | - | 2 | - | - |
| 1BBA102.6 | 2 | - | 2 | - | 2 | - | - |

1: Low 2: Medium 3: High

STATISTICS FOR BUSINESS DECISIONS

| | | | |
|--|----------------|-------------|---------|
| Course Code | 1BBA103 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |

Course Learning Objectives:

1. To introduce data handling skills and summarize data with clarity.
2. To understand the application of relevant concepts of Statistics to a given context/business scenario.
3. To familiarize the knowledge on the process of organizing a problem/data and conduct statistical tests/treatment.

Module-1 Introduction to Statistics 10 Hours

Meaning, Definition, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data including tally marks, methods of classifying data - quantitative, qualitative, geographical, chronological, Discrete and continuous frequency distribution.

Module-2 Measures of Central Tendency 10 Hours

Meaning, measures of Central Tendency- Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (only theory) and partition values- quartiles, deciles, percentiles.

Module-3 Measures of Dispersion and Skewness 10 Hours

Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness.

Module-4 Time Series 10 Hours

Meaning, Components of time series, Calculation of Secular Trend-Moving Average method – odd and even period moving average and method of Least Squares.

Module-5 Correlation and Regression 10 Hours

Meaning, Definition and Use of Correlation, Scatter diagram, Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines – X on Y, Y on X, Regression Equations and Regression Coefficients.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA103.1 | Explain basic concepts, scope, and data classification methods in statistics. |
| 1BBA103.2 | Compute and interpret measures of central tendency and partition values. |
| 1BBA103.3 | Analyse data using measures of dispersion and skewness. |
| 1BBA103.4 | Apply time series methods to analyse business data trends. |
| 1BBA103.5 | Examine relationships between variables using correlation techniques. |

| | |
|------------------|--|
| 1BBA103.6 | Apply regression analysis for prediction and business decision-making. |
|------------------|--|

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|----------------------------------|--------------------------|--------------------------------------|--------------------|
| Textbooks | | | | |
| 1 | Business Statistics | J. K. Sharma | Vikas Publishing House, New Delhi | 4th Edition, 2022 |
| 2 | Statistics for Management | R. I. Levin, D. S. Rubin | Pearson Education, New Delhi | 8th Edition, 2021 |
| Reference Books | | | | |
| 1 | Statistics – Theory and Practice | Pillai, Bagavathi | S. Chand Publishing, New Delhi | 30th Edition, 2023 |
| 2 | Statistical Methods | S. P. Gupta | Sultan Chand & Sons, New Delhi | 46th Edition, 2022 |
| 3 | Fundamentals of Statistics | S. C. Gupta | Himalaya Publishing House, New Delhi | 9th Edition, 2021 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/110/107/110107114/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA103.1 | 2 | - | - | - | - | 2 | - |
| 1BBA103.2 | 2 | 2 | - | - | - | - | - |
| 1BBA103.3 | - | 2 | - | - | - | - | - |
| 1BBA103.4 | - | 2 | 2 | - | - | - | 2 |
| 1BBA103.5 | - | 2 | 2 | - | - | - | - |
| 1BBA103.6 | - | 2 | - | - | - | - | 2 |

1: Low 2: Medium 3: High

INDIAN BUSINESS ENVIRONMENT

| | | | |
|--|----------------|-------------|----------|
| Course Code | IBBA104 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

1. To introduce the background of various environment factors that impact business in Indian context.
2. To understand economic environment of business in India
3. To familiarize with the role of government policies in the development and arising issues.

Module-1 Introduction to Business Environment 10 Hours

Meaning, Nature of Business Environment, Internal and External Factors influencing business environment. Industrial policy of 1991, Liberalization, Privatization and Globalization- Policy on Foreign Direct Investment in India.

Module-2 Economic Environment of Business 10 Hours

Significance and Elements of Economic Environment; Economic Systems, India as an Emerging Economy, India as a Mixed Economy, Economic Planning in India.

Module-3 Monetary Policy and Fiscal Policy 10 Hours

Fiscal Policy: Public Revenues, Public Expenditure, Public Debt, Development activities financed by Public Expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission.

Module-4 Trade Policy 10 Hours

India's Trade Policy, Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.

Module-5 WTO 10 Hours

Nature and scope - structure – trading blocks – role and functions of WTO in promoting world trade – Principles - TRIPS, TRIMS and GATS, Disputes settlement mechanism- Dumping and Anti-dumping measures.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| IBBA104.1 | Explain the nature and components of business environment. |
| IBBA104.2 | Describe economic environment and planning in India. |
| IBBA104.3 | Analyse fiscal and monetary policies affecting business. |
| IBBA104.4 | Examine India's trade policy and balance of payments. |
| IBBA104.5 | Explain the role of WTO and global trade agreements. |
| IBBA104.6 | Assess the impact of economic and trade policies on business decisions. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|--------------------------------------|-------------------------|--------------------------------------|-------------------|
| Textbooks | | | | |
| 1 | Business Environment: Text and Cases | Justin Paul | Tata McGraw Hill (TMH) | 4th Edition, 2021 |
| 2 | Business Environment | K. Aswathappa | Pearson Education, New Delhi | 3rd Edition, 2011 |
| Reference Books | | | | |
| 1 | Economic Environment of Business | S. K. Misra, V. K. Puri | Himalaya Publishing House, New Delhi | 7th Edition, 2022 |
| 2 | Business Environment | Francis Cherunilam | Himalaya Publishing House, New Delhi | 9th Edition, 2023 |
| 3 | Business Environment | S. A. Shaikh, S. Saleem | Pearson Education, New Delhi | 2nd Edition, 2019 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/109/103/109103171/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA104.1 | 2 | - | - | - | - | 2 | - |
| 1BBA104.2 | 2 | - | - | - | - | | - |
| 1BBA104.3 | - | 2 | - | - | - | 2 | - |
| 1BBA104.4 | - | 2 | 2 | - | - | 2 | 2 |
| 1BBA104.5 | 2 | - | 2 | 2 | - | - | 2 |
| 1BBA104.6 | - | 2 | - | - | 2 | 2 | 2 |

1: Low 2: Medium 3: High

BUSINESS ETHICS

| | | | |
|--|----------------|-------------|----------|
| Course Code | 1BBA105 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

1. To introduce an ethical business group.
2. To understand Ethical and Moral issues concerning business.
3. To familiarize with the right ethical practices in the conduct of business.

| | |
|---|-----------------|
| Module-1 Introduction to Business Ethics | 10 Hours |
| Introduction, Ethics and Business Ethics, The 3 C's of Business Ethics, Importance of Business Ethics, Ethical Concepts, Ethical Models, Ethical Principles, Forms of Ethical Theories. | |
| Module-2 Values, Norms, Beliefs and Standards | 10 Hours |
| Introduction to VALUES, NORMS, BELIEFS AND STANDARDS, Nature of Values, Value System Formation, 'Secord and Backman' – Mythologies. | |
| Module-3 Ethical Dilemma and Ethical Decision Making | 10 Hours |
| Introduction to Ethical Dilemma, Features of Ethical Dilemma., Methods of Resolving Ethical Dilemmas, Approaches of Resolving Ethical Dilemmas Ethical Decision Making. | |
| Module-4 Ethical Leadership | 10 Hours |
| Introduction, Elements of Ethical Leadership, Impacts of Ethical Leadership, The 4-V Model of Ethical Leadership, Traits of an Ethical Leader, Ethical Corporate Behaviour. | |
| Module-5 Business Ethics & Functional Decision Marking | 10 Hours |
| Ethical Aspect in Marketing, Ethics in HRM, Ethical in Production and Operations Management, Ethics in Finance, Ethics in IT | |

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA105.1 | Demonstrate effective listening skills in academic and professional contexts. |
| 1BBA105.2 | Communicate ideas clearly using appropriate speaking and pronunciation skills. |
| 1BBA105.3 | Apply reading strategies to understand and interpret written texts. |
| 1BBA105.4 | Prepare clear and effective written documents for professional use. |
| 1BBA105.5 | Organise information logically in resumes, letters, and notices. |
| 1BBA105.6 | Integrate listening, speaking, reading, and writing skills for workplace communication. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|--|--|--------------------------------------|-------------------|
| Textbooks | | | | |
| 1 | Business Ethics and Corporate Governance | R. K. Sharma, Puneet Goel, Pooja Bhagwan | Kalyani Publishers | 2nd Edition, 2022 |
| 2 | Business Ethics: An Indian Perspective | A. C. Fernando | Pearson India Limited | 3rd Edition, 2018 |
| Reference Books | | | | |
| 1 | Ethical Management: Text and Cases in Business Ethics and Corporate Governance | Satish Modh | Macmillan Publishers India Limited | 2nd Edition, 2016 |
| 2 | Business Ethics and Corporate Governance | C. S. V. Murthy | Himalaya Publishing House, New Delhi | 2nd Edition, 2017 |
| 3 | Corporate Governance and Business Ethics | M. R. Pai | Excel Books, New Delhi | 1st Edition, 2014 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/109/103/109103171/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA105.1 | 2 | - | - | 2 | - | 2 | - |
| 1BBA105.2 | 2 | - | - | 2 | - | | - |
| 1BBA105.3 | - | 2 | - | - | - | 2 | - |
| 1BBA105.4 | - | - | 2 | - | 2 | - | - |
| 1BBA105.5 | - | 2 | 2 | - | - | - | 2 |
| 1BBA105.6 | - | - | - | - | 2 | - | 2 |

1: Low 2: Medium 3: High

BUSINESS COMMUNICATION - I

| | | | |
|--|----------------|-------------|----------|
| Course Code | IBBA106 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

- 1 To introduce various communication skills relevant to business.
- 2 To understand the significance of communication skills in contemporary business scenario.
- 3 To familiarize with the language proficiency and enable the student to enhance vocabulary.

| | |
|----------------------------------|-----------------|
| Module-1 Listening Skills | 10 Hours |
|----------------------------------|-----------------|

Listening as a Basic Skills Communication Introduction - The emergence of listening as a skill and its meaning - Kinds of Listening - Listening skills in question - Need for listening skills - Acquisition of listening skills – Activities.

| | |
|---------------------------------|-----------------|
| Module-2 Speaking Skills | 10 Hours |
|---------------------------------|-----------------|

Speaking/listening-oral communication - Dos and Don'ts while speaking and listening - Importance of oral communication in real-life situations - Revise the phonetics and pronunciation – Activities.

| | |
|--------------------------------|-----------------|
| Module-3 Reading Skills | 10 Hours |
|--------------------------------|-----------------|

Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension - Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions – Activities.

| | |
|--------------------------------|-----------------|
| Module-4 Writing Skills | 10 Hours |
|--------------------------------|-----------------|

Guidelines for effective writing - writing styles for application, resume, personal letter, official/business letter, memo, notices etc. - outline and revision.

| | |
|----------------------------|-----------------|
| Module-5 Activities | 10 Hours |
|----------------------------|-----------------|

Formatting personal and business letters, Organizing the details in a sequential order, converting a biographical note into a sequenced resume or vice-versa, Ordering and subdividing the contents while making notes, Writing notices for circulation/boards.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| IBBA106.1 | Explain the nature and components of business environment. |
| IBBA106.2 | Describe economic environment and planning in India. |
| IBBA106.3 | Analyse fiscal and monetary policies affecting business. |
| IBBA106.4 | Examine India's trade policy and balance of payments. |
| IBBA106.5 | Explain the role of WTO and global trade agreements. |
| IBBA106.6 | Assess the impact of economic and trade policies on business decisions. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|--|-----------------------------------|----------------------------------|--------------------|
| Textbooks | | | | |
| 1 | English Grammar in Use | Raymond Murphy | Cambridge University Press (CUP) | 4th Edition, 2015 |
| 2 | The Lost Art of Listening | Michael P. Nichols | Guilford Press | 3rd Edition, 2009 |
| Reference Books | | | | |
| 1 | Oxford Guide to Effective Writing and Speaking | John Seely | Oxford University Press | 2nd Edition, 2013 |
| 2 | Business Communication Today | Courtland L. Bovee, John V. Thill | Pearson Education | 14th Edition, 2020 |
| 3 | Developing Communication Skills | Mohan, McGregor | Oxford University Press | 2nd Edition, 2009 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/109/106/109106129/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA106.1 | - | - | 2 | - | - | 2 | - |
| 1BBA106.2 | - | - | 2 | - | 2 | | - |
| 1BBA106.3 | 2 | 2 | - | - | - | - | - |
| 1BBA106.4 | - | - | 2 | - | - | - | - |
| 1BBA106.5 | - | 2 | 2 | - | - | - | - |
| 1BBA106.6 | - | 2 | 2 | - | 2 | - | 2 |

1: Low 2: Medium 3: High

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ

| | | | |
|--|----------------|-------------|----------|
| Course Code | 1BBA107 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

- 1 ಪದವಿ ವಿದ್ಯಾರ್ಥಿಗಳಾಗಿರುವುದರಿಂದ ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು.
- 2 ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಧಾನ ಭಾಗವಾದ ಆಧುನಿಕಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಪರಿಚಯಿಸುವುದು.
- 3 ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಆಸಕ್ತಿಯನ್ನು ಮೂಡಿಸುವುದು.
- 4 ತಾಂತ್ರಿಕ ವೃತ್ತಿಗಳ ಪರಿಚಯವನ್ನು ಹಾಗೂ ಅವರುಗಳ ಸಾಧಿಸಿದ ವಿಷಯಗಳನ್ನು ಪರಿಚಯಿಸುವುದು.
- 5 ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು.

ಘಟಕ - 1 : ಕನ್ನಡ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಕನ್ನಡ ಚಿಂತಕರ ಲೇಖನಗಳು 05 Hours

- 1 ಕನ್ನಡದ ಸಂಸ್ಕೃತಿ - ಹರದ ನಾರಾಯಣ
- 2 ಕನ್ನಡದ ಬೆಳವಣಿಗೆ : ಒಂದು ಅವಲೋಕನ ಚರಿತ್ರೆ - ಬಿ. ಹಂಪಸಮುದ್ರಯ್ಯ
- 3 ಆಧುನಿಕ ಭಾರತದಲ್ಲಿ ಕನ್ನಡ - ಡಾ. ಎಂ. ವಿ. ತಿಮ್ಮಯ್ಯ ಮತ್ತು ಪ್ರೊ. ವಿ. ಸೀತಾರಾಮಶಾಸ್ತ್ರಿ

ಘಟಕ - 2 : ಆಧುನಿಕ ಪ್ರಬಂಧ ಹಾಗೂ ಕಾವ್ಯ ಭಾಗ 05 Hours

- 1 ವಚನಗಳು : ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಅಲ್ಲಮಪ್ರಭು, ಅಯ್ಯ. ಮುರಾರಿ ಶರಣಧರ್ಮಿಯ, ಅಯ್ಯ. ಲಕ್ಷ್ಮೀ
- 2 ಕಿರುಪ್ರಬಂಧಗಳು : ಅಹಿಂಸೆಯ ಫಲ ಇಹಲೋಕದ ಫಲ - ಪುರಂದರದಾಸರು
ತತ್ತ್ವ ಚಿಂತನೆ ಮತ್ತು ತತ್ತ್ವದ ಮಹತ್ವ - ಕನಕದಾಸರು
- 3 ತತ್ತ್ವ ಪದ್ಯಗಳು : ನಾದಬ್ರಹ್ಮದ ಮಹಿಮೆ - ಶಿಶುನಾಳ ಶರೀಫ

ಘಟಕ - 3 : ಆಧುನಿಕ ಕಾವ್ಯಭಾಗ 05 Hours

1. ದಿವಿಜಿ ಚರಿತ್ರೆ ಮತ್ತು ಕವಿತೆದ ಲಕ್ಷಣಗಳು ಹಾಗೂ ಕವನ ಭಾಗಗಳು
2. ಪುರವಾದು ಕಾವ್ಯಭಾಗ : ಡಾ. ಬೇಂದ್ರೆ
3. ಹೊಸಗನ್ನಡ ಗೀತೆ : ಶುವಂಪು
4. ಮೃಣ್ಮಯ ಮೃಗಿ : ಎಸ್. ಶಿಶುನಾಳ ಶರೀಫ
5. ಬೊಮ್ಮಾಯಿ ಮಣ್ಣು ಹಾಡು : ಸಿದ್ದಲಿಂಗಯ್ಯ

ಘಟಕ - 4 : ನಾಟಕ ತೃತಿಗಳ ಪರಿಚಯ 05 Hours

- 1 ಡಾ. ಸರ್. ಎಂ. ವಿಶ್ವೇಶ್ವರಯ್ಯ : ವೃತ್ತಿ ಮತ್ತು ವಿಚಾರ - ಎ. ಎಸ್. ಮೂರ್ತಿರಾವ್
- 2 ಕರ್ನಾಟಕ ಕಥೆಗಳು ಮತ್ತು ಪರಂಪರೆಯ ವಿಮರ್ಶೆ : ಕೀರ್ತಿನಾಥ ಬೀಚನಳ್ಳಿ

ಘಟಕ - 5 : ನಾಟಕ, ಜನಪದ ಕಥೆ ಮತ್ತು ಪ್ರವಾಸ ಕಥನ 05 Hours

- 1 ಯುಗಾಂತ : ಎಂ. ಕೆ. ಸೂರ್ಯನಾರಾಯಣ
- 2 ಮೊಗಲಿ ಎಂಬ ಗಿರಿಜನ ಕಥೆ : ಕೆ. ಎಸ್. ಶೀಲಶೇಖರಯ್ಯ

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|--|
| 1BBA107.1 | ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಕನ್ನಡದ ಸಂಸ್ಕೃತಿಯ ಕುರಿತ ಅರಿವು ಮೂಡಿರುತ್ತದೆ. |
| 1BBA107.2 | ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಆಧುನಿಕ ಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಸಾಂಕೇತಿಕವಾಗಿ ಕಲಿತು ಹೆಚ್ಚಿನ ಓದಿಗೆ ಮತ್ತು ಜ್ಞಾನಕ್ಕೆ ಸೃಷ್ಟಿ ಮೂಡುತ್ತದೆ |

| | |
|-----------|--|
| 1BBA107.3 | ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಆಸಕ್ತಿಯನ್ನು ಹೆಚ್ಚಿಸುತ್ತದೆ. |
| 1BBA107.4 | ತಾಂತ್ರಿಕ ಕವಿಗಳ ಪರಿಚಯ ಹಾಗೂ ಅವರುಗಳ ಸಾಧಿಸಿದ ವಿಷಯಗಳನ್ನು ತಿಳಿದುಕೊಂಡು ನಾಡಿನ ಇತರ ಕವಿಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳಲು ಕುತೂಹಲವನ್ನು ಹೆಚ್ಚಿಸುತ್ತದೆ. |
| 1BBA107.5 | ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು. |
| 1BBA107.6 | ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ವಿಮರ್ಶಾತ್ಮಕ ಚಿಂತನೆ, ಭಾಷಾ ಪ್ರಾವೀಣ್ಯ ಮತ್ತು ಸಾಹಿತ್ಯವನ್ನು ಜೀವನದೊಂದಿಗೆ ಸಂಪರ್ಕಿಸಿ ಅರ್ಥೈಸುವ ಸಾಮರ್ಥ್ಯವನ್ನು ಬೆಳೆಸುತ್ತದೆ. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher Edition and Year |
|------------------|-------------------|--|--|
| Textbooks | | | |
| 1 | ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ | ಡಾ. ಹಿ. ಜಿ. ಬೋರಲಿಂಗಯ್ಯ ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ | ಪ್ರಸಾರಾಂಗ, ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ. |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA107.1 | 2 | - | - | 2 | - | 2 | - |
| 1BBA107.2 | 2 | - | 2 | 2 | - | | - |
| 1BBA107.3 | - | 2 | 2 | - | - | 2 | - |
| 1BBA107.4 | 2 | - | 2 | - | - | 2 | - |
| 1BBA107.5 | - | - | 2 | 2 | - | 2 | - |
| 1BBA107.6 | - | - | 2 | 2 | 2 | 2 | - |

1: Low 2: Medium 3: High

ಬಳಕೆ ಕನ್ನಡ

| | | | |
|--|----------------|-------------|----------|
| Course Code | 1BBA107 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

- 1 To Create the awareness regarding the necessity of learning local language for comfortable and healthy life.
- 2 To enable learners to Listen and understand the Kannada language properly.
- 3 To speak, read and write Kannada language as per requirement.
- 4 To train the learners for correct and polite conversation.
- 5 To know about Karnataka state and its language, literature and General information about this state.

ಘಟಕ - 1

05 Hours

- 1 Introduction, Necessity of learning a local language. Methods to learn the Kannada language.
- 2 Easy learning of a Kannada Language: A few tips. Hints for correct and polite conversation, Listening and Speaking Activities, Key to Transcription
- 3 ವೈಯಕ್ತಿಕ, ಸ್ವಾಮ್ಯಸೂಚಕ/ಸಂಬಂಧಿತ ಸರ್ವನಾಮಗಳು ಮತ್ತು ಪ್ರಶ್ನಾರ್ಥಕ ಪದಗಳು - Personal Pronouns, Possessive Forms, Interrogative words

ಘಟಕ - 2

05 Hours

- 1 ನಾಮಪದಗಳ ಸಂಬಂಧಾರ್ಥಕ ರೂಪಗಳು, ಸಂಶಯಾತ್ಮಕ ಪ್ರಶ್ನೆಗಳು ಮತ್ತು ಸಂಬಂಧಾರ್ಥಕ ನಾಮಪದಗಳು - Possessive forms of nouns, dubitative question and Relative nouns
- 2 ಗುಣ, ಪ್ರಮಾಣ ಮತ್ತು ವರ್ಣ ಸೂಚಕ ವಿಶೇಷಣಗಳು, ಸಂಖ್ಯಾಪದಗಳು - Qualitative, Quantitative and Colour Adjectives, Numerals
- 3 ಕಾಲ ಸೂಚಕ ರೂಪಗಳು ಮತ್ತು ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು - (ಅ. ಭೂ. ವ. ಭ) - Predictive Forms, Locative Case

ಘಟಕ - 3

05 Hours

- 1 ಚತುರ್ಥಿ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯದ ಬಳಕೆ ಮತ್ತು ಸಂಖ್ಯಾಪದಗಳು -**Dative Cases, and Numerals**
- 2 ಸಂಖ್ಯಾಸೂಚಕಗಳು ಮತ್ತು ಬಹುವಚನ ನಾಮಪದಗಳು -**Ordinal numerals and Plural markers**
- 3 ದೋಷ/ನಿಷೇಧಾರ್ಥಕ ಕ್ರಿಯಾಪದಗಳು & ವರ್ಣ ಸೂಚಕ ವಿಶೇಷಣಗಳು -**Defective/Negative Verbs & Colour Adjectives**

ಘಟಕ - 4

05 Hours

1. ಅನುಮತಿ/ಆಜ್ಞೆ, ನಿರ್ದೇಶನ, ಪ್ರೇರಣೆ ಮತ್ತು ಬಲಾಯ ಅರ್ಥಕೊಡುವ ಪದಗಳು ಮತ್ತು ವಾಕ್ಯಗಳು -**Permission, Commands, encouraging and Urging words (Imperative words and sentences)**
2. ಸಾಮಾನ್ಯ ಸಂವಹನಗಳಲ್ಲಿ ದ್ವಿತೀಯ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು ಮತ್ತು ಸಾಧ್ಯತೆಯ ರೂಪಗಳು - **Accusative Cases and Potential Forms used in General Communication**

| |
|--|
| 3. "ಇದು ಮತ್ತು ಅದು", "ನಾನು ಮತ್ತು ನೀನು", ಸಹಾಯಕ ಕ್ರಿಯಾಪದಗಳು, ಸಂಯೋಜಕಗಳು ಮತ್ತು ನಿಷೇಧಾರ್ಥಕ ಕ್ರಿಯಾಪದಗಳು - Helping Verbs "iru and iralla", Corresponding Future and Negation Verbs |
| 4. ಹೋಲಿಕೆ (ತೂಲನೆ), ಸಂಬಂಧ ಸೂಚಕ, ಗುರುತು ಸೂಚಕ ಪದಗಳು ಮತ್ತು ನಿಷೇಧಾರ್ಥಕ ಪದಗಳು ಬಳಕೆ - Comparative, Relationship, Identification and Negation Words |
| ಘಟಕ - 5 05 Hours |
| 1 ಕಾಲ ಮತ್ತು ಸಮಯದ ಹಾಗೂ ಕ್ರಿಯಾಪದಗಳ ವಿಭಿನ್ನ ಪ್ರಕಾರಗಳು - <i>Different types of Tense, Time and Verbs</i> |
| 2 ದ್, -ತ್, -ತ್ತ, -ಇತ್ತ, -ಅಗಿ, -ಅಲಿ, -ಗ್, -ಕ್, ಇದ್ ಕ್ರಿಯಾಪದ ಪ್ರತ್ಯಯಗಳೊಂದಿಗೆ ಭೂತ, ಭವಿಷ್ಯ ಮತ್ತು ವರ್ತಮಾನ ಕಾಲ ವಾಕ್ಯ ರಚನೆ - <i>Formation of Past, Future and Present Tense Sentences with Verb Forms</i> |
| 3 Kannada Vocabulary List : ಸಂಭಾಷಣೆಯಲ್ಲಿ ದಿನೋಪಯೋಗಿ ಕನ್ನಡ ಪದಗಳು - <i>Kannada Words in Conversation</i> |

| | |
|--|--|
| Course Outcomes: At the end of the course the student will be able: | |
| 1BBA107.1 | To understand the necessity of learning of local language for comfortable life. |
| 1BBA107.2 | To speak, read and write Kannada language as per requirement. |
| 1BBA107.3 | To communicate (converse) in Kannada language in their daily life with Kannada speakers. |
| 1BBA107.4 | To listen and understand the Kannada language properly. |
| 1BBA107.5 | To speak in polite conversation. |
| 1BBA107.6 | To use Kannada language confidently in basic social, academic, and workplace interactions. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher Edition and Year |
|------------------|-------------------|----------------------|---|
| Textbooks | | | |
| 1 | ಬಳಕೆ ಕನ್ನಡ | ಡಾ. ಎಲ್. ತಿಮ್ಮಶ | ಪ್ರಸಾರಾಂಗ, ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ. |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA107.1 | 2 | - | - | - | 2 | 2 | - |
| 1BBA107.2 | - | - | 2 | - | 2 | | - |
| 1BBA107.3 | 2 | - | 2 | - | - | 2 | - |
| 1BBA107.4 | - | - | 2 | 2 | 2 | 2 | - |
| 1BBA107.5 | 2 | - | 2 | - | - | 2 | - |
| 1BBA107.6 | - | - | 2 | - | 2 | 2 | - |

1: Low 2: Medium 3: High

| II SEMESTER | | | |
|--|----------------|-------------|-----------------|
| ORGANIZATIONAL BEHAVIOUR | | | |
| Course Code | 1BBA201 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |
| Course Learning Objectives: | | | |
| <ol style="list-style-type: none"> To introduce behaviour of individuals and groups as part of the social and technical system in the workplace. To understand the individuals and groups behavior inside organizations. To familiarize with the interpersonal and group process for increased effectiveness both within and outside of organizations | | | |
| Module-1 Introduction | | | 10 Hours |
| Definition, need and importance of organizational behaviour – Nature and scope – Framework – Organizational behavior models, Organization and the environmental factors. Organizational Theory, Organizational behaviour modification. Misbehavior –Types | | | |
| Module-2 Individual Behaviour | | | 10 Hours |
| Personality – Types – Factors influencing personality – Theories. Learning – Types of learners – The learning process – Learning theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal Perception-Impression Management. Emotions and Moods in workplace. | | | |
| Module-3 Group Behaviour | | | 10 Hours |
| Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Interpersonal Communication. Team building - Interpersonal relations – Group decision making techniques. Meaning of conflict and its types, Conflict Redressal process | | | |
| Module-4 Leadership and Power | | | 10 Hours |
| Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers of power – Power centers – Power and Politics. – importance, need, types and its effects on work behavior. Motivation Theories: Maslow's, Herzberg, etc. | | | |
| Module-5 Dynamics of Organizational Behavior | | | 10 Hours |
| Organizational culture and climate – Factors affecting organizational climate – Importance. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. | | | |

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|--|
| 1BBA201.1 | Explain the nature, scope, and models of organizational behaviour. |
|------------------|--|

| | |
|------------------|--|
| 1BBA201.2 | Analyse individual behaviour in organizations. |
| 1BBA201.3 | Examine group dynamics, teamwork, and conflict management. |
| 1BBA201.4 | Evaluate leadership styles, power, and motivation theories. |
| 1BBA201.5 | Assess organizational culture, climate, and change processes. |
| 1BBA201.6 | Apply OB concepts to improve work behaviour and effectiveness. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|---|--------------------------------------|--------------------------------------|--------------------|
| Textbooks | | | | |
| 1 | Organizational Behavior | Fred Luthans | McGraw-Hill International, New Delhi | 13th Edition, 2011 |
| 2 | Organizational Behaviour: Text, Cases and Games | K. Aswathappa | Himalaya Publishing House, New Delhi | 12th Edition, 2022 |
| Reference Books | | | | |
| 1 | Understanding Organizational Behaviour | Udai Pareek | Oxford University Press, New Delhi | 4th Edition, 2014 |
| 2 | Organizational Behavior | Stephen P. Robbins, Timothy A. Judge | Pearson Education, New Delhi | 18th Edition, 2021 |
| 3 | Organizational Behaviour | L. M. Prasad | Sultan Chand & Sons, New Delhi | 6th Edition, 2020 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/110/105/110105154/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|----------|----------|----------|----------|----------|----------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA201.1 | 2 | - | - | - | - | 2 | - |
| 1BBA201.2 | - | 2 | - | - | - | - | - |
| 1BBA201.3 | - | 2 | 2 | - | - | - | - |
| 1BBA201.4 | 2 | - | 2 | - | 2 | - | - |
| 1BBA201.5 | 2 | - | - | 2 | - | - | - |
| 1BBA201.6 | - | 2 | - | - | 2 | - | 2 |

1: Low 2: Medium 3: High

| FINANCIAL MANAGEMENT | | | |
|--|----------------|-------------|-----------------|
| Course Code | 1BBA202 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |
| Course Learning Objectives: | | | |
| <ol style="list-style-type: none"> To introduce concept of financial management, its finance function and goals of financial managers. To understand the decision-making skills in acquiring, allocating and utilizing the funds of a company. To familiarize students with the techniques of financial management and their applications for business decision making. | | | |
| Module-1 Introduction to Financial Management | | | 10 Hours |
| Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manager, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management, Strategic Financial Management, Techniques of Financial Management | | | |
| Module-2 Sources of Long –Term Finance | | | 10 Hours |
| Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement | | | |
| Module-3 Sources of Short-Term Finance | | | 10 Hours |
| Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange. | | | |
| Module-4 Time Value of Money | | | 10 Hours |
| Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization | | | |
| Module-5 Introduction Cost of Capital | | | 10 Hours |
| Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, | | | |

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|--|
| 1BBA202.1 | Explain the scope, objectives, and role of financial management. |
| 1BBA202.2 | Identify and evaluate sources of long-term finance. |
| 1BBA202.3 | Analyse sources of short-term finance for working capital needs. |

| | |
|------------------|--|
| 1BBA202.4 | Apply time value of money concepts in financial decision-making. |
| 1BBA202.5 | Explain the concept and components of cost of capital. |
| 1BBA102.6 | Integrate financial techniques to support managerial decisions. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---------|-------------------|----------------------|-----------------------|------------------|
|---------|-------------------|----------------------|-----------------------|------------------|

Textbooks

| | | | | |
|---|--------------------------------------|------------------------------|------------------------|-------------------|
| 1 | Financial Management | Jonathan Berk, Peter DeMarzo | Pearson Education | 5th Edition, 2020 |
| 2 | Fundamentals of Financial Management | Prasanna Chandra | Tata McGraw Hill (TMH) | 8th Edition, 2019 |

Reference Books

| | | | | |
|---|---|--|------------------------|--------------------|
| 1 | Financial Management | M. Pandey | Vikas Publishing House | 12th Edition, 2021 |
| 2 | Financial Management | Shashi K. Gupta | Kalyani Publishers | 6th Edition, 2020 |
| 3 | Financial Management: Theory and Practice | Eugene F. Brigham, Michael C. Ehrhardt | Cengage Learning | 15th Edition, 2019 |

Additional Resources: Web links/NPTEL Courses

<https://archive.nptel.ac.in/courses/110/107/110107144/>

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA202.1 | 2 | - | - | - | - | 2 | - |
| 1BBA202.2 | 2 | 2 | - | - | - | - | 2 |
| 1BBA202.3 | - | 2 | - | - | - | - | - |
| 1BBA202.4 | - | 2 | - | - | - | - | 2 |
| 1BBA202.5 | 2 | 2 | - | - | - | 2 | - |
| 1BBA202.6 | - | 2 | 2 | - | 2 | - | 2 |

1: Low 2: Medium 3: High

MANAGERIAL ECONOMICS

| | | | |
|--|----------------|-------------|---------|
| Course Code | IBBA203 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 3 : 2 : 0 | SEE | 3 Hours |
| Total Hours | 50 | Credits | 04 |

Course Learning Objectives:

1. To introduce the basics concepts of economics and provide insights on the impact of economic trade-offs and social values impact business decisions.
2. To understand the causes and consequences of different market conditions.
3. To familiarize with the theory of consumer choice using the utility concepts.

Module-1 Introduction 10 Hours

Meaning, Definition, Scope of Managerial Economics, Roles and responsibilities of managerial economics, Distinction between economics and managerial economics, circular flow of activities.

Module-2 Demand Analysis 10 Hours

Meaning and Nature of Demand, Law of Demand, Exceptions of law of demand, change in demand and quantity demanded, Elasticity of demand, Concept - types of elasticity of demand - factors involved in demand forecasting - purposes of forecasting - demand estimation for censurable durables and non-censurable.

Module-3 Supply Analysis 10 Hours

Supply, Law of Supply - change in Supply and quantity Supply - elasticity of Supply - concept- types of elasticity of Supply - Demand and Supply Equilibrium.

Module-4 Production Function & Market Structure 10 Hours

Production function short run production - long run production - cost curves - revenue curves – break-even point. Market structure - perfect competition - features and price determination – monopoly - features and price determination - types of price discrimination.

Module-5 Monopolistic Competition & Oligopoly 10 Hours

Monopolistic Competition: Meaning and concept – oligopoly: features - kinked demand curve - Types of pricing policies - factors affecting on pricing policy - Role of government in different economic systems and policies.

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|--|
| IBBA203.1 | Explain the scope and role of managerial economics in decision making. |
| IBBA203.2 | Analyse demand behaviour and elasticity for managerial decisions. |
| IBBA203.3 | Examine supply behaviour and market equilibrium. |
| IBBA203.4 | Analyse production, cost, and revenue concepts for business planning. |

| | |
|------------------|--|
| IBBA203.5 | Evaluate pricing and output decisions under different market structures. |
| IBBA203.6 | Apply economic concepts to managerial and policy-related decisions. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---------|-------------------|----------------------|-----------------------|------------------|
|---------|-------------------|----------------------|-----------------------|------------------|

Textbooks

| | | | | |
|---|----------------------|---|--------------------------------|--------------------|
| 1 | Managerial Economics | R. Varshney, K. L. Maheshwari | Sultan Chand & Sons, New Delhi | 15th Edition, 2019 |
| 2 | Managerial Economics | William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky | John Wiley & Sons | 8th Edition, 2018 |

Reference Books

| | | | | |
|---|-------------------------|--|-------------------------|-------------------|
| 1 | Managerial Economics | William F. Samuelson, Stephen G. Marks | John Wiley | 7th Edition, 2015 |
| 2 | Managerial Economics | Dominick Salvatore | Oxford University Press | 7th Edition, 2018 |
| 3 | Principles of Economics | Robert H. Frank, Ben S. Bernanke | Tata McGraw Hill | 5th Edition, 2017 |

Additional Resources: Web links/NPTEL Courses

<https://archive.nptel.ac.in/courses/110/101/110101149/>

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA203.1 | 2 | - | - | - | - | 2 | - |
| 1BBA203.2 | - | 2 | - | - | - | | - |
| 1BBA203.3 | - | 2 | - | - | - | 2 | - |
| 1BBA203.4 | - | 2 | - | - | - | 2 | - |
| 1BBA203.5 | 2 | 2 | - | - | - | 2 | 2 |
| 1BBA203.6 | - | 2 | 2 | - | 2 | 2 | 2 |

1: Low 2: Medium 3: High

GLOBAL BUSINESS ENVIRONMENT

| | | | |
|--|----------------|-------------|----------|
| Course Code | 1BBA104 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

1. To introduce business environment at a global level.
2. To understand the significance and dynamics of international business.
3. To familiarize with the challenges and complexities faced by international business.

Module-1 Introduction to International Business Environment 10 Hours

International business contrasted with domestic business, Complexities of international business, Internationalization stages, National and foreign environments and their components, Global trading environment, Recent trends in world trade in goods and services, Trend's in India's foreign trade.

Module-2 International Trade and International and Economic Organizations 10 Hours

Approaches to international trade, Theories of international trade, Government influence on international trade, W.T.O., UNCTAD, World Bank, IMF

Module-3 Regional Economic Integration 10 Hours

Forms of regional integration, Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic integration

Module-4 Exchange Rate Determination 10 Hours

Factors affecting exchange rate, Government intervention and government influence on exchange rates, Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect

Module-5 Management of International Business 10 Hours

Industry, strategy, and firm performance, Global integration v/s local responsiveness, Types of strategies, Export and import strategies

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA204.1 | Explain the nature and scope of international business environment. |
| 1BBA204.2 | Describe theories and government influence on international trade. |
| 1BBA204.3 | Examine the role of international economic organizations. |
| 1BBA204.4 | Analyse regional economic integration and its implications. |
| 1BBA204.5 | Analyse exchange rate determination and government intervention. |

| | |
|------------------|--|
| 1BBA204.6 | Apply international business strategies in global markets. |
|------------------|--|

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|------------------|------------------------|------------------------|--------------------------|-------------------|
| Textbooks | | | | |
| 1 | International Business | Rajendra P. Maheshwari | International Book House | 3rd Edition, 2018 |
| 2 | International Business | Francis Cherunilam | PHI Learning, New Delhi | 6th Edition, 2020 |

| Reference Books | | | | |
|------------------------|---|---|--|--------------------|
| 1 | International Business | John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan | Pearson Education (Dorling Kindersley) | 16th Edition, 2019 |
| 2 | International Business Management | Pradip Kumar Sinha, Sanchari Sinha | Excel Books, New Delhi | 2nd Edition, 2018 |
| 3 | International Business: Competing in the Global Marketplace | Charles W. L. Hill | McGraw-Hill Education | 12th Edition, 2019 |

Additional Resources: Web links/NPTEL Courses
<https://archive.nptel.ac.in/courses/110/107/110107145/>

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA204.1 | 2 | - | - | - | - | 2 | - |
| 1BBA204.2 | 2 | 2 | - | - | - | | - |
| 1BBA204.3 | 2 | - | 2 | 2 | - | - | 2 |
| 1BBA204.4 | - | 2 | - | - | - | 2 | 2 |
| 1BBA204.5 | - | 2 | - | - | - | 2 | 2 |
| 1BBA204.6 | - | 2 | 2 | - | 2 | 2 | 2 |

1: Low 2: Medium 3: High

CORPORATE GOVERNANCE

| | | | |
|--|----------------|-------------|----------|
| Course Code | 1BBA205 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |

Course Learning Objectives:

1. To introduce the concept of corporate governance.
2. To Understand emerging trends in corporate governance norms and framework.
3. To familiarize with the organization and role of task committees appointed for enforcing corporate governance.

Module-1 Corporate Governance: An Overview 10 Hours

Introduction, Why is Corporate Governance Important to a Country? Governance for sustainable development, Corporate and Ethics.

Module-2 Popular Models of Corporate Governance 10 Hours

Introduction, About Models of Corporate Governance, Anglo – American Model of Corporate Governance, Japanese Model, German Model, France Model and Canadian Model

Module-3 Key issues in Corporate Governance 10 Hours

Introduction, Background and Perspective, Why Corporate Governance is more Important in modern era? Issues and Concerns Related to Corporate Governance, Proxy Advisors.

Module-4 Introduction to Code of Conduct 10 Hours

Introduction, meaning in context of The Listing Obligation and Disclosure Regulations, 2015 (LODR), Items to be displayed on company's website under the LODR, Structure of Code of Conduct.

Module-5 Important Committee in context of Corporate Governance 10 Hours

Introduction, Mandatory and Other Committees under the Companies Act, Mandatory and Other Committees as per LODR. Disclosure Requirements for Corporate Governance: Introduction, Overview of various Disclosure Requirements as per the Companies Act, Disclosure Requirements under the Listing Obligations and Disclosure

Course Outcomes: At the end of the course the student will be able:

| | |
|------------------|---|
| 1BBA205.1 | Explain the concept and importance of corporate governance. |
| 1BBA205.2 | Describe major models of corporate governance across countries. |
| 1BBA205.3 | Analyse key issues and challenges in corporate governance. |
| 1BBA205.4 | Explain code of conduct and regulatory compliance requirements. |
| 1BBA205.5 | Describe the role of board committees in corporate governance. |
| 1BBA205.6 | Assess governance practices for sustainable and ethical management. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|--|--------------------------------|------------------------------------|-------------------|
| Textbooks | | | | |
| 1 | Corporate Governance and Stewardship | N. Balasubramanian | Tata McGraw Hill, New Delhi | 2nd Edition, 2018 |
| 2 | Corporate Governance (Indian Edition) | Christine A. Mallin | Oxford University Press, New Delhi | 4th Edition, 2019 |
| Reference Books | | | | |
| 1 | Corporate Responsibility | Michael Blowfield, Alan Murray | Oxford University Press | 2nd Edition, 2019 |
| 2 | Corporate Governance, Business Ethics & CSR | J. P. Sharma | Ane Books Pvt. Ltd., New Delhi | 2nd Edition, 2018 |
| 3 | Corporate Governance: Principles, Policies and Practices | A. C. Fernando | Pearson India Limited | 3rd Edition, 2018 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/109/103/109103171/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA205.1 | 2 | - | - | 2 | - | 2 | - |
| 1BBA205.2 | 2 | - | - | - | - | | - |
| 1BBA205.3 | - | 2 | - | 2 | - | 2 | - |
| 1BBA205.4 | 2 | - | - | 2 | - | 2 | - |
| 1BBA205.5 | 2 | - | 2 | 2 | - | 2 | - |
| 1BBA205.6 | - | 2 | - | 2 | 2 | 2 | 2 |

1: Low 2: Medium 3: High

| IT in Business | | | |
|--|----------------|-------------|----------------|
| Course Code | 1BBA206 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 2:1:0 | SEE | 1½ Hours |
| Total Hours | 25 | Credits | 02 |
| Course Learning Objectives: | | | |
| <ol style="list-style-type: none"> 1. To understand computer fundamentals for business 2. To develop professional business documentation skills 3. To enhance managerial presentation and communication skills 4. To apply spreadsheets in business operations | | | |
| Module 1: Basics of Computers and Information Technology for Managers | | | 5 Hours |
| Theory: Evolution of computers, components of computer systems, hardware and software concepts, input–output and storage devices, operating systems and their managerial relevance, overview of databases and information systems, ethical and responsible use of IT in business. | | | |
| Lab: Familiarization with computer systems, operating system navigation, file and folder management, use of basic system utilities. | | | |
| Module 2: Operating Systems, Networking, and Data Management | | | 5 Hours |
| Theory: Operating system concepts, file and data management principles, user interfaces, basics of computer networks, internet technologies, email systems, intranet and extranet, data security, privacy, and access control in organizations. | | | |
| Lab: File organization exercises, internet and email usage, basic networking awareness, data security and backup practices. | | | |
| Module 3: Advanced MS Word for Business Documentation | | | 5 Hours |
| Theory: Business documents and document life cycle, styles and templates, corporate documentation standards, preparation of long documents (reports, proposals, manuals), tables of contents, citations and references, mail merge concepts, document security and compliance. | | | |
| Lab: Preparation of business letters, reports and proposals, use of styles and templates, creation of tables of contents, mail merge for business correspondence. | | | |
| Module 4: MS Excel Fundamentals for Business Operations | | | 5 Hours |
| Theory: Role of spreadsheets in business decision-making, workbook and worksheet structure, data organization, formulas and basic functions, charts and graphical representation, applications of Excel in accounting and operations. | | | |
| Lab: Creation of spreadsheets, use of formulas and basic functions, preparation of charts, simple analysis of business data. | | | |
| Module 5: Advanced MS PowerPoint for Managerial Communication | | | 5 Hours |
| Theory: Business presentation planning and storytelling, advanced slide design principles, visual communication, infographics, multimedia integration, corporate presentation standards and ethics. | | | |
| Lab: Design and delivery of managerial presentations, use of multimedia, animations, transitions, and professional slide layouts. | | | |

| | |
|--|---|
| Course Outcomes: At the end of the course the student will be able: | |
| 1BBA206.1 | Explain basic computer concepts, hardware, and software components. |
| 1BBA206.2 | Describe operating system functions and perform basic OS operations. |
| 1BBA206.3 | Explain data communication concepts and computer networking basics. |
| 1BBA206.4 | Create professional documents using word processing tools. |
| 1BBA206.5 | Prepare effective presentations and spreadsheets for business use. |
| 1BBA206.6 | Apply computer applications to support business communication and operations. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|--|--|---|---|-------------------|
| Textbooks | | | | |
| 1 | Fundamentals of Computers | V. Rajaraman | PHI Learning, New Delhi | 6th Edition, 2014 |
| 2 | Introduction to Information Technology | Efraim Turban, R. Kelly Rainer Jr., Richard E. Potter | John Wiley & Sons (Asia) Pvt. Ltd., Singapore | 3rd Edition, 2016 |
| Reference Books | | | | |
| 1 | Computer Fundamentals | P. K. Aurora | Vikas Publishing House, New Delhi | 1st Edition, 2011 |
| 2 | Fundamentals of Computers | Reema Thareja Sinha, Priti Sinha | BPB Publications, New Delhi | 2nd Edition, 2018 |
| 3 | Computer Fundamentals and Applications | P. K. Sinha, Priti Sinha | BPB Publications, New Delhi | 6th Edition, 2017 |
| Additional Resources: Web links/NPTEL Courses | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA206.1 | 2 | - | - | - | - | 2 | - |
| 1BBA206.2 | 2 | 2 | - | - | - | | 2 |
| 1BBA206.3 | 2 | 2 | - | - | - | 2 | 2 |
| 1BBA206.4 | - | - | 2 | - | - | 2 | 2 |
| 1BBA206.5 | - | 2 | 2 | - | - | 2 | 2 |
| 1BBA206.6 | - | 2 | 2 | - | 2 | 2 | 2 |

1: Low 2: Medium 3: High

| SOFT SKILLS AND PERSONALITY DEVELOPMENT | | | |
|---|----------------|-------------|-----------------|
| Course Code | IBBA207 | CIE Marks | 50 |
| Course Type (Theory/Practical/Integrated) | Theory | SEE Marks | 50 |
| | | Total Marks | 100 |
| Teaching Hours/Week (L:T:P) | 1 : 2 : 0 | SEE | 1½ Hours |
| Total Hours | 50 | Credits | 02 |
| Course Learning Objectives: | | | |
| <ol style="list-style-type: none"> To introduce the significance of developing of Interpersonal Skills of Students. To understand various means to enhance Communication Skills of Students. To ensure the Personal and Professional Growth of Students. | | | |
| Module-1 Introduction to Soft Skills and Personal Development | | | 10 Hours |
| Understanding Soft Skills and their importance in personal and professional life. Communication Skills: Verbal and non-verbal. communication, active listening, and effective speaking. Interpersonal Skills: Building rapport, empathy, conflict resolution, and networking. Time Management: Goal setting, prioritization, and effective time utilization. Self-awareness: Identifying strengths, weaknesses, values, and personal goals. | | | |
| Module-2 Communication and Presentation Skills | | | 10 Hours |
| Public Speaking: Overcoming stage fright, structuring speeches, and engaging an audience. Presentation Skills: Designing visually appealing slides, delivering impactful presentations. Storytelling: Using narratives to convey messages and ideas effectively. Non-verbal Communication: Body language, facial expressions, and gestures. | | | |
| Module-3 Emotional Intelligence and Self-Confidence | | | 10 Hours |
| Understanding Emotional Intelligence: Managing emotions, empathy, and self-regulation. Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language. Stress Management: Techniques to handle stress and maintain emotional well-being. Adaptability and Resilience: Dealing with change and challenges. | | | |
| Module-4 Interpersonal Skills | | | 10 Hours |
| Teamwork and Collaboration: Effective participation in teams, conflict resolution, and cooperation. Networking Skills: | | | |
| Module-5 Professional Etiquette | | | 10 Hours |
| Building and maintaining professional relationships. Business Etiquette: Proper behavior in a professional setting, dressing appropriately. Cross-Cultural Communication: Sensitivity to cultural differences and effective | | | |

| Course Outcomes: At the end of the course the student will be able: | |
|--|--|
| IBBA207.1 | Explain the importance of soft skills and personal development. |
| IBBA207.2 | Demonstrate effective verbal and non-verbal communication skills. |
| IBBA207.3 | Apply presentation and public speaking skills confidently. |
| IBBA207.4 | Develop emotional intelligence, self-confidence, and stress management skills. |
| IBBA207.5 | Exhibit teamwork, interpersonal, and networking skills. |
| IBBA207.6 | Practice professional etiquette and adaptable workplace behaviour. |

| Sl. No. | Title of the Book | Name of the Author/s | Name of the Publisher | Edition and Year |
|---|---|----------------------|------------------------------------|-------------------|
| Textbooks | | | | |
| 1 | A Book on Development of Soft Skills | Meena K., V. Ayothi | McGraw Hill Education (India) | 1st Edition, 2016 |
| 2 | Soft Skills: Know Yourself & Know the World | Alex K. | S. Chand Publishing, New Delhi | 1st Edition, 2012 |
| Reference Books | | | | |
| 1 | Soft Skills | NPTEL (IIT Madras) | NPTEL / IIT Madras | 1st Edition, 2019 |
| 2 | Developing Soft Skills and Personality | B. N. Ghosh | McGraw Hill Education (India) | 2nd Edition, 2017 |
| 3 | Soft Skills | S. P. Dhanavel | Oxford University Press, New Delhi | 1st Edition, 2016 |
| Additional Resources: Web links/NPTEL Courses https://archive.nptel.ac.in/courses/109/106/109106129/ | | | | |

Course Articulation Matrix

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | |
|-----------------------|------------------------|-----|-----|-----|-----|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 |
| 1BBA207.1 | 2 | - | - | - | 2 | 2 | - |
| 1BBA207.2 | - | - | 2 | - | 2 | | - |
| 1BBA207.3 | - | - | 2 | - | 2 | 2 | 2 |
| 1BBA207.4 | - | - | - | - | 2 | 2 | - |
| 1BBA207.5 | - | - | 2 | - | 2 | 2 | 2 |
| 1BBA207.6 | - | - | 2 | 2 | 2 | 2 | 2 |

1: Low 2: Medium 3: High

DRAFT