



**K. L. E. SOCIETY'S
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)**

**Re-Accredited at the "A" level by NAAC
Research Center for Rani Channamma University, Belagavi
Affiliated to Rani Channamma University, Belagavi**

**STUDENTS' HAND BOOK
2021-2022
(Under National Education Policy 2020)**

**B.B.A. – I
(I Semester)**

Our Vision: Man Making and Nation Building

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OEC – Open for all students

**Convener for these below open OEC's is
Smt. M.R. Banahatti, Associate Professor, Dept. of Psychology**

Course	OEC Title	From – Department	Page No.
OEC – 1	Vocal Singing	Music	27
OEC – 2	Guitar	Instrumental Music	28-29
OEC – 3	Drawing, Painting, Sketching	Fine Arts	30-31
OEC – 4	Introduction & History of Photography	Photography	32
OEC – 5	Basic & Hotel Management	Hotel Operations	33-34
OEC – 6	Fundamentals of Theater	Theater	35
OEC – 7	Bharatanatyam	Dance	36
OEC – 8	Basics of Radio Jockey (RJ)–I	Radio Jockey	37-38
OEC – 9	Staying Fit	P.E. & Sports	39-40

OEC (INTERNALS): QUESTION PAPER BLUEPRINT FOR 40 MARKS

Criteria's	Mode of Examination	Total Marks
Knowledge of techniques	Viva	8
Execution of techniques	Techniques learnt	8
Performance	Presentation of OEC skills/ Activity	8
Music and visuals	Instrument, Experiments and Exercise	8
Participation and teamwork	Participation, attendance and teamwork	8
TOTAL		40

1	EXCELLENT	6-8
2	GOOD	5-6
3	FAIR	3-5
4	NEED IMPROVEMENT	1-3

NEP 2020 PROGRAMME STRUCTURE 2021-22

Scheme of Teaching and Evaluation for B.B.A. (Basic/Honors) with Business Management as Core Subject

BBA – I SEMESTER

Category of Courses	Title of the Course	TEACHING HOURS		MARKS	Credits
		L:T:P= T	Total Hours	SEE + CIE = Total	
AECC-1	Kannada / Functional Kannada	2+0+0=2	26 Hrs	30 + 20 = 50	2
AECC-2	English	2+0+0=2	28 Hrs	30 + 20 = 50	2
AECC-3	Environmental Studies	2+0+0=2	32 Hrs	30 + 20 = 50	2
DSCC-1	Corporate India – I	3+1+0=3	60 Hrs	60 + 40 = 100	3
DSCC-2	Business Awareness – I	3+1+0=3	60 Hrs	60 + 40 = 100	3
DSCC-3	Management Principles & Applications	3+1+0=3	60 Hrs	60 + 40 = 100	3
DSCC-4	Personality Development & Life Skills	3+1+0=3	60 Hrs	30 + 20 = 50	3
SEC – 1	IT for Management - I	0+0+4=2	60 Hrs	60 + 40 = 100	2
SEC-2	Business Communication	0+0+4=2	60 Hrs	60 + 40 = 100	2

- **Lecture Hrs + Tutorial Hrs = Total Hours (45 Hrs + 15Hrs = 60 Hrs)**

OEC – Open for All Students

Courses	Title of the Course	TEACHING HOURS		MARKS	Credits
		L:T:P= T	Total Hours	SEE + CIE = Total	
OEC – 1	Vocal Singing	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 2	Guitar	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 3	Drawing, Painting, Sketching	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 4	Introduction & History of Photography	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 5	Basic & Hotel Management	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 6	Fundamentals of Theater	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 7	Bharatanatyam	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 8	Basics of Radio Jockey (RJ)–I	5+0+1=6	60 Hrs	60 + 40 = 100	3
OEC – 9	Staying Fit	5+0+1=6	60 Hrs	60 + 40 = 100	3

- **Students have to undergo for dissertation along with one DSE elective course for VI semester only.**

- BACHELOR DEGREE WITH HONOURS – experience of workplace problem solving in the form of internship or research experience preparing for Higher Education or Entrepreneurship Experience

Notes:

- One Hour of Lecture is equal to 1 Credit
- One Hour of Tutorial is equal to 1 Credit (Except Languages)
- Two Hours of Practical is equal to 1 Credit

ACRONYMS EXPANDED

AECC	Ability Enhancement Compulsory Course
DSCC	Discipline Specific Core Course
SEC-SB/VB	Skill Enhancement Course – Skill Based/Value Based
OEC	Open Elective Course
SEE	Semester End Examination
CIE	Continuous Internal Evaluation
SEC	Skill Enhancement Course
L:T:P = T	Lecture + Tutorial + Practical = Total Hours per week

OEC: Sem End Exam (Practical) QUESTION PAPER BLUEPRINT FOR 60 MARKS

Criteria	Excellent	Good	Fair	Needs improvement	Total
Knowledge of Techniques (30%)	Demonstrates excellent knowledge of the striking techniques and may start teaching others.	Demonstrates good knowledge of striking technique. Few errors.	Demonstrates some knowledge of striking techniques, but unsure of some movements. Sometimes hesitates/ watches others and makes some errors.	Doesn't know any Striking techniques or still unfamiliar with the techniques.	12
Execution of Techniques (25%)	Has already mastered the techniques, applied the fundamental skills and could start combining them.	Could execute techniques well and applied the fundamental skills in the performance.	Knows the technique but couldn't execute them well.	Needs help in executing the skills.	12
Performance (25%)	All in all performance is excellent.	All in all performance is good.	All in all performance is fair.	All in all performance needs improvement.	12
Music and Visuals (15%)	Shows complete understanding of the beat and tempo of the music. Visuals are in an excellent manner.	Accurate in beat, tempo and rhythm of the music. Visuals are presented in a good manner.	Shows basic understanding of tempo and beat, but falls behind or makes error in rhythm. Visuals are fair.	Attempts to keep a rhythm, but gets off beat and fall behind often. Doesn't follow beat in music. Visuals are doesn't show.	12
Participation and Teamwork (5%)	Demonstrates excellent effort and enthusiasm and performs with proper coordination with the group.	Demonstrates good effort and enthusiasm and performs with proper coordination with the group	Demonstrates inconsistent effort and enthusiasm and performs with proper coordination with the group	Demonstrates little effort and enthusiasm and performs with proper coordination with the group	12

1	EXCELLENT	10-12
2	GOOD	8-10
3	FAIR	6-8
4	NEED IMPROVEMENT	1-6

NOTE: FOR ALLOTMENT OF MARKS

STAFF LIST

PRINCIPAL: Dr. B. M. Tejasvi, *Associate Professor of Political Science*

Sl. No.	Faculty Name	Designation	Department
1	Dr. P. R. Kadakol	Asst. Professor	BBA
2	Prof. Vibha Hegde	Asst. Professor	BBA
3	Prof. Soumya Naik	Asst. Professor	BBA
4	Dr. Nandini Francis	Asst. Professor	BBA
5	Prof. Pankaj Desai	Asst. Professor	BBA
6	Prof. Padma Mankani	Asst. Professor	BBA
7	Prof. Niranjana Daddikar	Asst. Professor	BBA
8	Prof. Anuja Kolekar	Asst. Professor	BBA
9	Prof. Sachin Halli	Asst. Professor	BBA
10	Prof. Vishal Bogar	Asst. Professor	BBA
11	Prof. Shridevi K Uriyavar	Asst. Professor	BBA
12	Prof. Netra Soodi	Asst. Professor	BBA
13	Prof. Sanju Jyoti	Asst. Professor	BBA
14	Prof. Kiran Balagi	Asst. Professor	BBA
15	Prof. Francisca Caravello	Asst. Professor	BBA
16	Prof. P. Chandrashekhar	Asst. Professor	BBA
17	Dr. Shashikant Konnur	Asst. Professor	English
18	Mr. Sujay Kumar S Cholin	Asst. Professor	English
19	Smt. Sarika Nagare	Asst. Professor	English
20	Mrs. Vidhya V Humbi	Asst. Professor	English
21	Mr. Channabasanagouda S Patil	Asst. Professor	English
22	Miss. Manali Desai	Asst. Professor	English
23	Dr. H. M. Channappagol	Asst. Professor	Kannada
24	Dr. H. S. Melinmani	Asst. Professor	Kannada
25	Dr. Mahesh C Gurangoudar	Asst. Professor	Kannada
26	Dr. Renuka A Kathari	Asst. Professor	Kannada
27	Mr. Arjun T Kamble	Asst. Professor	Hindi
28	Dr. Raghavendra Hajgolkar	Asst. Professor	Economics
29	Shri. G. A. Mathapati	Asst. Professor	Economics
30	Dr. Vishwanath.A. Khot	Asst. Professor	Economics
31	Dr. Mahantesh S. Sogal	Asst. Professor	Economics
32	Miss. Soumaya Hatti	Asst. Professor	Economics
33	Dr. Nandan J K	Asst. Professor	Economics
34	Dr. G N Sheeli	Assot. Professor	Geography
35	Dr. C. Mallanna	Assot. Professor	Geography
36	Mr. Girish Chavadappanavar	Asst. Professor	Geography
37	Dr. C. B. Kamati	Assot. Professor	History

38	Mr.Lokesh Naik	Asst. Professor	History
39	Dr. B.M. Tejasvi	Assot. Professor	Political Science
40	Mr. Suneet Mudalgi	Asst. Professor	Political Science
41	Mr.Veerbadhrayya P Hiremath	Asst. Professor	Political Science
42	Smt. M. R. Banahatti	Assot. Professor	Psychology
43	Dr.Vanishri	Asst. Professor	Psychology
44	Mr. Navin N.Kanabaragi	Asst. Professor	Sociology
45	Mr. Siddanagouda Patil	Asst. Professor	Journalism & Mass Communication
46	Smt. Roopa Gandh	Asst. Professor	Commerce (Comp. Sc.)
47	Miss. Shradha Tarihalkar	Asst. Professor	Commerce (Comp. Sc.)
48	Dr. C. Rama Rao	Asst. Professor, Director-P.E. & Sports	Physical Education & Sports
49	Smt. Preeti Patil	Librarian	Library & Information Center

Sl. No.	Employee Name	Designation	Department
381	NCC Officer Capt. Dr. M. C. Gurangoudar	Asst. Professor	Kannada
2	NSS Officer Dr. H. M. Channappagol	Asst. Professor	Kannada

Sl. No.	Employee Name	Designation	Department
1	Shri. Bahubali T Janagouda	<i>Office Superintendent</i>	Office
2	Shri Girigouda Ashok Patil	<i>Office Superintendent</i>	Office (BBA)
3	Shri. B.U. Marigoudar	FDA	Office
4	Shri. Basava Chalavudi	FDA	Office
5	Shri. Shivraj V. Hiremath	FDA	Office
6	Shri Shridhar Banoshi	FDA	Office
7	Shri P N Pujeri	FDA	Office
8	Shri Vinod Koshavar	FDA	Office
9	Miss. Amruta Tallur	FDA	Office
10	Shri. Prakash Yenagi	FDA	Office (BBA)
11	Shri G D Pattil	SDA	Office
12	Miss. Rashmi. U. Mutnal	Asst. Librarian	Library & Information Center
13	Miss. Deepa Khandoji	Asst. Librarian	Library & Information Center
14	Shri Basavaraj Amargol	System admin	Office
15	Shri Sunil Mulimani	System admin	Office
16	Ms. Pratiksha Bhandge	Lab Instructor	Office

17	Shri. Akshay Upadhye	Lab Instructor	Office (BBA)
18	Miss. Soumyashree Hiremath	Lab Instructor	Office (BBA)
1	Shri. Guruvijay.A.Yaragatti	Peon	Office
2	Shri. Subhas Koujalgi	Peon	Office
3	Shri. Mahantesh Karki	Peon	Office
4	Shri Basavaraj Benni	Peon	Office
5	Smt. Kavita Chitagi	Peon	Office
6	Shri. Mallikarjun Harkuni	Peon	Office
7	Smt. Rekha Mahabaleshwar	Peon	Office
8	Smt. Kalavati Kamble	Peon	Office
9	Smt. Bhagyashree mathpati	Peon	Office
10	Smt. Sunanda Kumbar	Peon	Office
11	Mr. Nilakant B Shiddabasannavar	Peon	Office
12	Mrs. Bharati S. Chalawadi	Peon	Office
13	Mrs. Sangeeta S. Kamble	Peon	Office
14	Shri. Prashant Koli	Peon	Office (BBA)
15	Smt. Netra Veerupaxi	Peon	Office (BBA)
16	Smt. Sumangala AR	Peon	Office (BBA)
17	Smt. Laxmi Kamble	Aaya	Office
18	Miss. Ranjana P. Kamble	Aaya	Office
19	Mrs. Aruna R patil	Garden maintenance	Office
20	Mrs. Anita S Apatekar	Garden maintenance	Office
21	Shri. R. G Sakhe	Scavenger	Office

DEPARTMENT OF BBA
I SEMESTER
AECC-1: KANNADA
SAMAKALINA KANNADA SAHITYA PATRIKE - I
TOTAL CREDIT (L+T+P) : (2+0+0) = 2
With effect from 2021-22

Course Outcome: ಫಲಿತಗಳು

1. ಓದುವ ಕೌಶಲ್ಯಗಳ ಮೂಲಕ ಓದುವ ಅರಿವನ್ನು ಮೂಡಿಸಿದೆ.
2. ಬರೆಯುವ ಕೌಶಲ್ಯಗಳ ಮೂಲಕ ಬರೆಯುವ ಅರಿವನ್ನು ಮೂಡಿಸಿದೆ.
3. ಬರವಣಿಗೆಗೆ ಕುರಿತು ಜಾಗೃತಿ ಮೂಡಿಸಿದೆ
4. ಕಾವ್ಯಗಳನ್ನು ಕಥೆಗಳನ್ನು ಓದುವ ಪದ್ಧತಿಯನ್ನು ತಿಳಿಸಿದೆ
5. ವಿವಿಧ ಬರಹಗಳನ್ನು ಬರೆಯುವ ರೂಢಿ ಮಾಡಲಾಗಿದೆ

SYLLABUS

Semester	Contents	Total Hours
First Semester	<p style="text-align: center;">ಪತ್ರಿಕೆ : ಸಮಕಾಲೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯ-೧ (Samkalina Kannada sahitya-I)</p> <p>ಓದುವ ಮತ್ತು ಬರೆಯುವ ಕೌಶಲಗಳು (Oduva Bareyuva Koushalagalu) (1 ಕಾವ್ಯ, 1 ಕಥೆ) (ಪತ್ರ ಬರೆಯುವುದು, ಅರ್ಜಿ ಬರೆಯುವುದು, ಘಟನಾ ವರದಿ, ಸ್ವವಿವರ ತಯಾರಿಸುವುದು)</p> <p>ಪ್ರಮುಖ ಕಾವ್ಯ :</p> <ol style="list-style-type: none">1. ನಾ ಬರಿ ಭ್ರೂಣವಲ್ಲ-ಮಾಲತಿ ಪಟ್ಟಣಶೆಟ್ಟಿ <p>ಪ್ರಮುಖ ಕಥೆ :</p> <ol style="list-style-type: none">1. ಗಿರಿಜಾ ಕಂಡ ಸಿನಿಮಾ - ಬಸವರಾಜ ಕಟ್ಟಿಮನಿ	26 Hours

DEPARTMENT OF KANNADA

B.A. I SEMESTER

AECC – 1: FUNCTIONAL KANNADA

(With effect from 2021 -2022)

For Non-Kannada Students

Course Outcomes-ಫಲಿತಗಳು:

- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
- * ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು

ಭಾಗ-೧

1. ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
2. ಪೀಠಾಧ್ಯಾಪಕರುಗಳಿಗೆ ಸಹಾಯಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
3. ಮನವಿಗಳನ್ನು ಸಿದ್ಧಪಡಿಸುವುದು
4. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
5. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
6. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
7. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
8. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
9. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
10. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
11. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
12. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು

ಭಾಗ-೨

1. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
2. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
3. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
4. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
5. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
6. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
7. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು
8. ಕಾರ್ಯನಿರ್ವಹಿಸುವುದು

DEPARTMENT OF BBA
I SEMESTER
AECC-2: ENGLISH
TOTAL CREDIT (L+T+P) : (2+0+0) = 2
With effect from 2021-22

Course Outcomes

- Be familiar with the LSRW (Listening, Speaking, Reading and Writing) Concept
- Be able to communicate effectively- in terms of spoken and written
- Be able to construct grammatically accurate sentences
- Be able to have a rich vocabulary
- Be able to read and comprehend texts
- Critical thinking and analysis

SYLLABUS

Module 1

1. Subject Verb Agreement- to understand that the subject and verb must agree in number.
2. Error Identification- to be able to identify errors and transform the incorrect sentences into grammatically correct ones.
3. Tenses- to understand sentences with the reference of time in terms of Past, Present and Future.

Module 2

1. Articles- a, an, the
2. Prepositions- Places, Things, Time
3. Active and Passive Voice- to be able to convert sentences from Active to Passive and vice versa
4. Question Forms- Open ended, Close ended, Question tags

Module 3

1. Jumbled Sentences and Para jumbles- to be able to comprehend and construct meaningful sentences.
2. Vocabulary Practice- to develop a rich vocabulary through contextually using difficult words in sentences
3. Antonyms and Synonyms, Idioms and Phrases
4. Homonyms, Homophones, Homographs
5. Direct and Indirect Speech

DEPARTMENT OF BBA
I SEMESTER
AECC-3: ENVIRONMENTAL STUDIES
TOTAL CREDIT (L+T+P) : (2+0+0) = 2
With effect from 2021-22

Course outcome:

At the end of this course students will be able to;

CO1 – To understand the importance of environmental studies.

CO2 – To develop the understanding concepts of ecosystem.

CO3 – To understand the causes and effects of pollution on environment.

CO4 – To understand the environmental issues related to business.

CO5 – To study the Environmental Legislations in India.

MODULE	CONTENT	LECTURE HOURS
I	Introduction <ul style="list-style-type: none"> • Definition, Scope and Importance of Environmental Studies. • Need for public awareness, Multi-disciplinary Nature of Environmental studies 	02 Hrs
II	Ecosystem <ul style="list-style-type: none"> • Concepts of Ecosystems, Structure and Functions of an ecosystem • Energy flow in the ecosystem • Ecological succession, Food chains, Food webs and ecological pyramids 	08 Hrs
III	Environmental Pollution <ul style="list-style-type: none"> • Definition, Causes • Effects and control measures of Air Pollution, Water pollution, Soil Pollution, Noise Pollution, Solid Waste Management • Role of Individuals in prevention of pollution • Disaster Management: Floods, Earthquakes, Cyclone and landslides, Tsunami 	08 Hrs

IV	Environmental Issues Related to Business <ul style="list-style-type: none"> • Climate change, Global Warming and Kyoto Protocol, • Oil Crisis and its impact on Business, • International Efforts for Environmental protection, • India's efforts for Environmental protection, Public Policy, Role of NGOs 	08 Hrs
V	Environmental Legislations (Gist of following acts to be discussed) <ul style="list-style-type: none"> • Environment Protection Act, • Air (prevention and control of pollution) Act. • Water (prevention and control of pollution) Act, • Wildlife Protection Act, 	06 Hrs
Total Hours		32 Hrs

SUGGESTED READING:

1. Programming in Basic by E. Balguruswamy, TMH Publications
2. Fundamentals of Computers by V. Rajaraman, PHI Publications
3. First Course in Computer by Sanjay Saxena, Vikas Publications

INTERNAL ASSESSMENT ALLOTMENT

Internal Test : 10 Marks
Assignments : 05 Marks

BLUE PRINT OF QUESTION PAPER FOR SEMESTER END EXAMINATION

Module	2 Marks	5 Marks	PART – A	PART – B
1	1	-	Answer Any 10 questions out of 12 (10 X 2 = 20)	Answer Any 3 questions out of 5 (3 X 5 = 15)
2	2	1		
3	4	1		
4	3	2		
5	2	1		

DEPARTMENT OF BBA
I SEMESTER
DSCC – 1: CORPORATE INDIA - I

Total Credit (L+T+P) : (3+1+0) = 3

With effect from 2021-22

Course Outcome:

At the end of this course students will be able to:

CO 1: Know the life and times (failure and success stories) of Indian business legends whose out of the box ideas have turned out to be a game changing contribution.

CO 2: Understand the personality traits and management styles of the first-generation entrepreneurs.

CO 3: Know the journey of Indian Pioneering Companies.

CO 4: Understand what made these Indian business organizations to make many India's firsts, and thus students will develop their opportunity recognition ability to start a venture.

CO 5: Understand the business strategies of the major subsidiaries of the conglomerates that own successful global brands.

CO 6: Get a sense of consciousness about how the business organizations can make a difference and huge impact to the society by learning about the corporate social responsibility and philanthropy.

CO 7: Study the current issues faced and the achievements made, by the respective companies.

Module	Content	Lecture Hrs	Tutorial Hrs
I	INDIAN BUSINESS PERSONALITIES: <ul style="list-style-type: none"> • Dhirubhai Ambani • Verghese Kurien • Karsanbhai Patel • Kasturbhai Lalbhai • JRD Tata • GD Birla • Walchand Hirachand • M.S.Oberoi • Brij Mohan Munjal • Azim Premji • Subhash Chandra • Sunil Mittal 	18	6

II	INDIAN COMPANIES : 1. AMUL 2. NIRMA 3. DABUR 4. WIPRO 5. TATA SONS - TAJ GROUP, TATA MOTORS, TITAN 6. RELIANCE INDUSTRIES LIMITED 7. ADITYA BIRLA GROUP 8. ITC 9. BHARTI AIRTEL 10. ZEE 11. EIH - OBEROI HOTELS 12. HERO GROUP – HERO CYCLES & HEROMOTOCORP	27	9
	Total Hours	45 Hrs	15 Hrs

SUGGESTED READINGS:

- 1) Management By Stephen Robbins and Mary Coulter, Pearson Publication
- 2) Principles and Practice of Management By L M Prasad, Himalaya Publications
- 3) Essentials of Management By Koontz O'Donnell, Tata McGraw Hill Publications
- 4) Principles of Management By P C Tripathi and P N Reddy, Tata McGraw Hill
- 5) Principles and Practice of management By V S P Rao and P S Narayan, Konark Publications

INTERNAL ASSESSMENT ALLOTMENT

Internal Tests	: 06 Marks
Continuous Internal Assessment	: 24 Marks

BLUE PRINT OF QUESTION PAPER FOR SEMESTER END EXAMINATION

	2 Marks	5 Marks
	PART A	PART B
Module I:	10 Questions	10 (1 st Part) Questions
Module II:	10 Questions	10 (2 nd Part) Questions

PART A

Answer 15 questions out of 20 two mark questions. There will be 10 questions on the companies and 10 Questions on the personalities. (15 X 2 = 30)

PART B

Answer 8 questions out of 10 five mark questions (8 X 5 = 40)

Each question will have 2 parts to be compulsorily answered. (1st part will be on the Company and the 2nd part will be on the personality.)

Note: Five mark questions will be both on Business Conglomerates and Business Personalities.

DEPARTMENT OF BBA
I SEMESTER
DSCC – 2: BUSINESS AWARENESS - I
Total Credit (L+T+P) : (3+1+0) = 3
With effect from 2021-22

Course Outcomes:

On completion of this course, the students will be able to

CO1. Develop an understanding about the current happenings in the Field of Business and Economy.

CO2. Develop Business and Industry Awareness related to the world and their surroundings.

CO3. Know about the Brands present in India in Major Sectors chosen.

CO4. Understand the Brand History of Iconic Global Brands and also their working styles.

CO5. Have an understanding of working of companies, handling of brand failures and success mantras.

CO6. Built insights into the Management of Big Businesses.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Business News and Analysis <ul style="list-style-type: none"> • Major International, National news in Business and Economy during the period from 1st October to 28th February each year. 	22	8
II	Industry Study To know about the following Industries in India: <ul style="list-style-type: none"> ○ Branded Clothing ○ Automobiles ○ Media ○ Consumer Durables ○ FMCG 	9	3
III	Iconic Global Brands Brand History, Major Milestones and Current Status of 6 Iconic Global Brands <ul style="list-style-type: none"> ○ Harley Davidson ○ McDonalds ○ Google ○ Coca – Cola ○ Walt Disney ○ Nike 	14	4
	Total Hours	45 Hrs	15 Hrs

SUGGESTED READINGS:

- 6) Biz World; The Complete Business awareness Guide by Ravi Handa and Avinash Maurya.
- 7) One major National and Economic daily
- 8) www.campaignindia.org, <http://presscouncil.nic.in>, <http://india.gov.in/>,
www.ibnlive.com, www.afaqs.com , www.indiatimes.com,

INTERNAL ASSESSMENT ALLOTMENT

Internal Tests	: 06 Marks
Continuous Internal Assessment	: 24 Marks

BLUE PRINT OF QUESTION PAPER FOR SEMESTER END EXAMINATION

	2 Marks	5 Marks
Module 1:	12	6
Module 2:	4	2
Module 3:	4	2

Part A - Answer any 15 out of 20 (15 X 2 = 30 Marks)

Part B – Answer any 8 out of 10 (8 X 5= 40 Marks)

DEPARTMENT OF BBA

I SEMESTER

DSCC – 3: MANAGEEMNT PRINCIPLES AND APPLICATION

Total Credit (L+T+P) : (3+1+0) = 3

With effect from 2021-22

Course Outcome:

At the end of this course students will be able to:

CO 1: Describe significance of Management and Managers in Business, the functions, roles and skills of Manager. Compare and contrast the various Management theories and approaches and understand the implication of these to today's world.

CO 2: Understand and Apply the Decision-Making process, conditions, types and techniques.

CO 3: Discuss the nature of Planning, types and process of Planning. Apply Planning Techniques to real life situations.

CO 4: Describe key elements of organizational design, traditional and adaptive organizational designs and structures. Distinguish the concepts of authority and responsibility, centralization and decentralization, Chain of command and Span of control.

CO 5: Compare, Understand and Apply early theories and contemporary theories of motivation. Describe and Display leadership styles appropriate to the situation. Describe and Apply effective Managerial Control.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Introduction <ul style="list-style-type: none">• Meaning – Manager, Management,• Management Functions, Managerial Roles, Management Skills,• Levels of Management• Management History – How today's managers use<ul style="list-style-type: none">○ Early Management Thought○ Classical Approach – Scientific Management, Administrative Theory, Bureaucracy○ Behavioural Approach – Hawthorne Studies○ Quantitative Approach – Management Science – TQM○ Contemporary Approaches – Systems Approach, Contingency Approach	7	3
II	Decision Making <ul style="list-style-type: none">• Decision Making<ul style="list-style-type: none">○ Decision Making Process○ Managers Making Decisions○ Types of Decisions and Decision	6	2

	<p>Making Conditions</p> <ul style="list-style-type: none"> ○ Decision Making Styles 		
III	<p>Planning</p> <ul style="list-style-type: none"> ● Foundations of Planning – Meaning and Reasons <ul style="list-style-type: none"> ○ Goals and Plans ○ Setting Goals and Developing plans ● Planning Tools and Techniques <ul style="list-style-type: none"> ○ Techniques for assessing the environment ○ Techniques for allocating resources ○ Contemporary planning techniques 	9	3
IV	<p>Organizing</p> <ul style="list-style-type: none"> ● Basic Organizational Design ● Designing Organizational Structure ● Contingency Factors affecting structural choice ● Traditional Organizational Designs ● Adaptive Organizational Designs <ul style="list-style-type: none"> ○ Contemporary Organizational Designs ○ Organizing for Collaboration ○ Flexible Work Arrangements 	12	4
V	<p>Directing & Controlling</p> <ul style="list-style-type: none"> ● Motivating Employees <ul style="list-style-type: none"> ○ Meaning and Early Theories ○ Contemporary Theories of Motivation ○ Current Issues in Motivation ● Managers as Leaders <ul style="list-style-type: none"> ○ Who are Leaders and What is Leadership ○ Early Theories of Leadership ○ Leadership issues in the Twenty First Century ● Controlling- What is Controlling and Why it is important? ● Control Process ● Controlling for Organizational Performance 	11	3
	Total Hours	45 Hrs	15 Hrs

SUGGESTED READINGS:

- 1) Management : By Stephen Robbins and Mary Coulter, Pearson Publication
- 2) Principles and Practice of Management: By L M Prasad, Himalaya Publications
- 3) Essentials of Management: By Koontz O'Donnell, Tata McGraw Hill Publications
- 4) Principles of Management: By P C Tripathi and P N Reddy, Tata McGraw Hill
- 5) Principles and Practice of management: By V S P Rao and P S Narayan, Konark Publications

INTERNAL ASSESSMENT ALLOTMENT

Internal Tests	: 06 Marks
Continuous Internal Assessment	: 24 Marks

BLUE PRINT OF QUESTION PAPER FOR SEMESTER END EXAMINATION

	2 Marks	5 Marks
Module 1:	4	2
Module 2:	2	1
Module 3:	4	2
Module 4:	5	3
Module 5:	5	2

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)

Note: Questions of Part B (Module 2 to Module 5) should be application

DEPARTMENT OF BBA

I SEMESTER

DSCC – 4: PERSONALITY DEVELOPMENT AND LIFE SKILLS – I

Total Credit (L+T+P): (3+1+0) = 3

With effect from 2021-22

Course Outcome:

At the end of this course students will be able to:

CO 1: Summarize the concept of Personality; Understand the self-analysis of strengths and weaknesses, opportunities and threats. Develop Personal Profile.

CO 2: Set personal goals and implement them; Apply Time management techniques to their real life situations

CO 3: Understand the different Personality Traits to inculcate by watching relevant movies.

CO4: Explain and Demonstrate the Personality Traits such as Drive, Passion, Integrity, Perseverance, etc. at relevant situations.

CO 5: Understand and Apply life lessons learnt by studying relevant books.

CO6: Understand and Apply Stress Management and Crisis Management Techniques to their life

Module	Content	Lecture Hrs	Tutorial Hrs
I	Introduction to Personality and working towards developing it <ul style="list-style-type: none">• Definition and basics of personality.• SWOT Analysis - Analyzing strength and Weakness, Identifying Opportunities and Threats• Personal profile: Meaning, constituents and Development of personal profile.	9 Hrs	3 Hrs
II	Goal setting and Time Management <ul style="list-style-type: none">• Goal Setting: Techniques of Goal Setting, Setting Short term and Long term goals & Regular review to attain goals• Time Management: Importance and benefits of time management, Tools in Time Management: Activity Log, To –DO-List, Urgent Important Matrix, Prioritization, scheduling – Pickle jar theory and 80:20 principle.	6 Hrs	2 Hrs
III	Successful Personality Traits through Books <ul style="list-style-type: none">• Who Moved my Cheese? By Dr Spencer Johnson• The Seven Habits Of Highly Effective People by Stephen Covey• Switch by Dan Heath and Chip Heath• Peaks and Valley by Spencer Johnson• One Minute Manager by Ken Blanchard	15 Hrs	5 Hrs

IV	Successful Personality Traits through Movies <ul style="list-style-type: none"> • Pursuits of Happiness • The Ron Clark Story • Cast Away • Life is Beautiful • Remember the Titans 	9 Hrs	3 Hrs
V	Stress Management and Crisis Management <ul style="list-style-type: none"> • Stress Management: Causes of Stress, Positive and Negative Stress, Impact of stress, Stress Management Techniques • Crisis Management: Introduction and Meaning of Crisis and Crisis Management, Types of Crisis, How to deal with Crisis situation 	6 Hrs	2 Hrs
Total Hrs		45 Hrs	15 Hrs

REFERENCE BOOKS:

1. Who Moved my Cheese? By Dr Spencer Johnson
2. The Seven Habits Of Highly Effective People by Stephen Covey
3. Switch by Dan Heath and Chip Heath
4. Peaks and Valley by Spencer Johnson
5. One Minute Manager by Ken Blanchard

MOVIES:

1. Pursuits of Happiness
2. The Ron Clark Story
3. Cast Away
4. Life is Beautiful
5. Forrest Gump

INTERNAL ASSESSMENT ALLOTMENT

Internal Tests : 06 Marks
Continuous Internal Assessment : 24 Marks

BLUE PRINT OF QUESTION PAPER FOR SEMESTER END EXAMINATION

	2 Marks	5 Marks
Module I:	2	-
Module II:	2	1
Module III:	8	6
Module IV:	5	2
Module V:	3	1

Part A: Answer any 15 questions out of 20 two marks questions (15 X 2 = 30)

Part B: Answer any 8 questions out of 10 five marks questions (8 X 5 = 40)

DEPARTMENT OF BBA
I SEMESTER
SEC – 1: IT FOR MANAGEMENT – I

Total Credit (L+T+P) : (0+0+4) = 2

With effect from 2021-22

Course Outcome:

At the end of this course students will be able to:

CO 1: Understand the Configuration of computer generation, Operating System, Accessories & Control Panel

CO 2: Use MS PowerPoint Work Area, adding Animations & Slideshow

CO 3: Create documents using Templates & Blank document in MS Word. Adding Header/Footer, Cross-reference, Watermark, Citation & Bibliography

CO 4: Create Rules & Alerts, Tasks, and Meetings in MS Outlook and explain about Chached Exchange Mode

CO 5: Creating worksheet and entering Data in MS Excel. Entering Formulae and adding Conditional formatting

CO 6: Use about the needs and types of network, creating Email ID

Module	Content	Practical Hrs
I	<p>Introduction to IT & Computer</p> <ul style="list-style-type: none"> • Definition • Characteristics • Data & Information • Capabilities & Limitation. • Computer System: Hardware – CPU, Input units, Output Units & Storage units. Software: Application Software, System software & Programming Language. • Operating System and its Types • Classification of Computers • Exploring Desktop & Desktop Icons Accessories Control Panel Windows Explorer 	2 Hrs
II	<p>MS PowerPoint</p> <ul style="list-style-type: none"> • Introduction • Exploring MS PowerPoint Work Area • Slides - Meaning, Slide Layout, Design & Views • Creating Slides using Blank presentation, Templates & AutoContent Wizard • Working with – File, Edit, View & Slide Show Menu 	18 Hrs

III	MS Outlook <ul style="list-style-type: none"> • Introduction • Exploring MS Outlook Work Area • Configuring MS Outlook, Customizing Folder & Archiving E-mails • Creating - Rules & Alerts, Tasks, Meetings • Working with - Contacts, Notes, Calendars & Scheduling • Cached Exchange Mode and working offline 	6 Hrs
IV	MS Word <ul style="list-style-type: none"> • Introduction • Exploring MS Word Work Area • Creating documents using Templates & Blank document. • Editing & Formatting document. • Working with – File Menu, Insert Menu View Menu Tool Menu & Table Menu 	14 Hrs
V	MS Excel <ul style="list-style-type: none"> • Introduction • Exploring MS Excel Work Area • Creating worksheet • Entering Formula • Using Built-in Functions, • Charts – Definition, Types & Creating Charts • Working with – File, Edit, Insert, View, Tools, Data & Windows menu. 	16 Hrs
VI	Internet <ul style="list-style-type: none"> • Network: Meaning, Needs & Types • Internet: Definition, Needs • Tools & Terminologies used: Browser, WWW, Website, Web Page • Email- Creating Email ID, Sending & Receiving mails • Applications: Browsing, Searching, Video Conferencing 	4 Hrs
Total Hrs		60 Hrs

SUGGESTED READING:

4. Programming in Basic by E. Balguruswamy, TMH Publications
5. Fundamentals of Computers by V. Rajaraman, PHI Publications
6. First Course in Computer by Sanjay Saxena, Vikas Publications

INTERNAL ASSESSMENT ALLOTMENT

Internal Practical Test : 09 Marks
Continuous Internal Assessment : 06Marks

DEPARTMENT OF BBA
I SEMESTER
SEC – 2: BUSINESS COMMUNICATION – I
Total Credit (L+T+P): (0+0+4) = 2
With effect from 2021-22

Course Outcome:

At the end of this course students will be able to:

CO1: Identify and Use various forms of oral communication skills such as Speech,

Presentation, Group Discussion, Interview and Corporate Communication

CO2: Adapt to the speech structures and develop the speech outline.

CO3: Deliver the Speech and Presentation to audience without any anxiety.

Module	Content	Practical Hrs
I	PUBLIC SPEAKING <ul style="list-style-type: none"> • Public Speaking: - Developing Courage and Self Confidence, Self Confidence through Preparation. • Speakers Prepared their Addresses, Improving Memory, Essential Elements in Successful Speaking • Secrets of Good Delivery, Platform Presence and Personality • Starting a Speech, Ending a Speech, Making the Meaning Clear 	12 Hrs
II	PICK AND SPEAK <ul style="list-style-type: none"> • Introduction • Meaning • Creative thinking • Content developing • Platform presence • Confidence through speak 	12 Hrs
III	JOIN AND MAKE <ul style="list-style-type: none"> • Introduction • Meaning • Creative thinking • Joining topics in a relation with each other • Communication tactics • Using of proper sentences to join the words 	12 Hrs

IV	TURN COAT <ul style="list-style-type: none"> • Introduction • Meaning • Creative thinking • Communication tactics • Using of proper sentences ,proper use of time • Using catchy words • Quick change in topics • Time management 	12 Hrs
	PRESENTATION SKILLS <ul style="list-style-type: none"> • Designing of Presentation: - The Three keys to setting up a great slide presentation- (Layout, Consistency, and Color). • Designing of Presentation: - language, Movement, language, Presentation Technicalities. • Delivery of Presentation: - Butterflies, Setting Up, First Impression, Delivery (Body language, Movement, language), Presentation Technicalities. 	12 Hrs
	Total Hrs	60 Hrs

SUGGESTED READING:

- 1) Business Communication: By Meenakshi Raman and Prakash Singh, OXFORD University Press
- 2) Business Communication: By Rai and Rai, Himalaya Publications
- 3) Business Communication: By P.D. Chaturvedi, Mukesh Chaturvedi, Pearson publication

INTERNAL ASSESSMENT ALLOTMENT

Internal Practical Test : 09 Marks
Continuous Internal Assessment : 06Marks

BLUE PRINT FOR FINAL PRACTICAL EXAMINATION

Public Speaking : 7 Marks
Pick and Speak : 7 Marks
Join and Make : 7 Marks
Turn Coat : 7 Marks
Presentation : 7 Marks
Total : 35 Marks

OEC – GENERAL (OPEN FOR ALL)

OEC-1: VOCAL MUSIC – SINGING

B.Com. I Semester

FUNDAMENTALS OF MUSIC

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

- Know what the basic terminologies of Indian music are, which will help them in the proper understanding of not just Hindustani music, but also Indian music as a whole.
- The students will develop the ability to sing basic alankaras, they will be introduced important and popular form of Hindustani Vocal Music.
- They will grasp the various theoretical aspects of the prescribed ragas.
- They will come to understand the concept of Taal and the use of taalās.

SYLLABUS

UNITS	CONTENTS	HOURS
UNIT I	Basic Alankaras Of Hindustani Classical Music	12 Hrs
UNIT II	Raag Bhoop-Aaroh ,Avaroh,Pakad, Saragamgeet, Lakshangeet	12 Hrs
UNIT III	Raag Bhoop-Chota Khayal & Song Based On Rag Bhoop	12 Hrs
UNIT IV	Raag Yaman- Aaroh ,Avaroh, Pakad, Saragamgeet, Lakshangeet	12 Hrs
UNIT V	Raag Yaman- Chota Khayal & Song Based On Raag Yaman	12 Hrs

REFERENCE BOOKS:

1. Bhatkhande Sangeet Shastra- V. N. Bhatkhande
2. Sangeet Visharad- Basant
3. Kramik Pustak Mallika- Part II V. N. Bhatkhande
4. Raag Vigyan – V. N. Patwardhan

OEC- 1 MUSIC - VOCAL (CLASSICAL SINGING)

TITLES

I	Fundamentals of Music
II	Morning Ragas
III	Evening Ragas
IV	Afternoon Ragas
V	Sampurna Ragas
VI	Types of Light Music

OEC – GENERAL (OPEN FOR ALL)

OEC-2: INSTRUMENTAL MUSIC- GUITAR

B.Com. I Semester

GUITAR FOR BEGINNERS

(Syllabus w.e.f. 2021-22 and onwards)

Course outcome:

At the end of this course students will be able to:

1. Play Melodies (leads)
2. Sing and strum songs
3. They will be able to Read Tabs (guitar Notes)

SYLLABUS

UNITS	CONTENTS	HOURS
UNIT I	Basics of Guitar <ul style="list-style-type: none">• Guitar anatomy• Basics of holding a guitar• Holding a pick and picking notes.• Learn to play chromatic scale• Tuning to standard tuning• Identifying notes on the fretboard for the first 12 frets• Playing single notes and moving through the fretboard and different strings• Learn to read tabs	10 Hrs
UNIT II	Scale <ul style="list-style-type: none">• Playing few Melodies• Playing Scale• Chromatic exercises• Introduction to chords Basic chord	15 Hrs
UNIT III	Cords <ul style="list-style-type: none">• Playing Cords• Counting the beats along with strumming• Learning easy songs	15 Hrs

UNIT IV	Scale shapes (not using open strings) <ul style="list-style-type: none"> • Playing different scales using one shape • Playing Songs with lead • Study of Cords Combinations 	10 Hrs
UNIT V	Finger style <ul style="list-style-type: none"> • Arpeggios of from popular songs to learn right hand picking patterns • Minor scale theory. • Basic Minor scale shapes. 	10 Hrs

REFERENCE BOOKS:

- Quick fire Exercises: By Stive Stine
- Strumming, Finger picking, and Hybrid Accompaniment Patterns for Guitar: A Systematic Introduction to Technique and Styles for Music Therapy and Music Education : By Bill Matney & Brenna Niemuth

OEC – 2: INSTRUMENTAL MUSIC- GUITAR

TITLES

I	Guitar for Beginners
II	Introduction of scales and Cords
III	Advance Guitar Techniques
IV	Introduction to Riffs (Leads)
V	Guitar performance techniques
VI	Improvisation

OEC – GENERAL (OPEN FOR ALL)

OEC- 3: FINE ARTS (DRAWING, PAINTING, SKETCHING)

B.Com. I -Semester

THE BASIC ELEMENTS OF PAINTING

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

4. Knowledge of evolution of art
5. Overview of Possibilities and Limitations of various Tools and Mediums of Drawing
6. Exploration of Line as Fundamental to observation based Drawing.
7. Understand relative significance of colours
8. Learning to construct Shapes and Forms through Painting.
9. Mastering various rendering techniques.

SYLLABUS

UNITS	CONTENTS	HOURS
UNIT I	History of Art: A) Indian Art : Indus civilization, Mauryan Art, Shuga Art, Andhra Art, Kushan Art, Gupta Art. B) Western Art: Egyptian Art, Mesopotamian Art, Greek Art, Roman Art. C) Far Eastern Art : Art of China and Japan	10 Hrs
UNIT II	Drawing Fundamentals: Elements of art, Head Study, Human figure in Action. Birds, Animals study, Landscapes. Study from manmade objects and nature with emphasis on construction, study perspective	8 Hrs
UNIT III	Colors: Water/Poster and Oil Colours, Perception of colour, Light and Pigment theory, Understanding of Primary and Secondary colours. Colour Wheel and various Colour Schemes derived from it. Complementary Scheme	10 Hrs
UNIT IV	Painting: In water colour, coloured pencils or coloured inks. Arrangements of Figures and forms in pictorial space, expression of specific mood and emotions. Assignments should be based on realistic forms.	13 Hrs

UNIT V	Composition: Principles of organizations, Make compositions based on objects placed in Studio Space in Monochrome to study different intensities of a Color. Make compositions based on working outdoors to study objects in natural light	13 Hrs
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REFERENCE BOOKS:

1. The Drawing Book (Forward by David Hockney) by Jeffery Camp
2. Drawing on the Right Side of the Brain by Betty Edwards
3. The Natural Way to Draw - A Working Plan for Art Study by Kimon Nicolaïdes
4. Drawing: A Contemporary Approach by Teel Sale & Claudia Betti
5. Bharatiya Chitrakala by B.M. Dabhade
6. Philosophics of India by Heinrich Zimme
7. Indian Sculpture and Painting by E.B. Barell, Chap III
8. Color in Art by John Gage
9. The Art of Color by Johannes Itten
10. Color: A course in mastering the art of mixing colors by Betty Edwards

OEC- 3: FINE ARTS (Drawing, Painting, Sketching)

TITLES

I	The Basic Elements of Painting
II	Figure drawing & still life
III	Landscape & portrait
IV	Nature study / foliage
V	Composition

OEC – GENERAL (OPEN FOR ALL)

B.Com. I Semester

OEC-4: PHOTOGRAPHY

INTRODUCTION AND HISTORY OF PHOTOGRAPHY

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

- The students can take the photos from the DSLR (professional camera)
- The students can edit the photos.

SYLLABUS

UNITS	CONTENT	HOURS
UNIT-I	Introduction and history of photography	10 Hrs
UNIT-II	Basics of Camera and its operations	15 Hrs
UNIT-III	Camera operation and light operation	20 Hrs
UNIT-IV	Editing the photo– (Photoshop)	15 Hrs

REFERENCE BOOKS:

- Read This if You Want to Take Good Photographs By: Henry Carroll
- Better Photo Basics By: Jim Miotke

OEC-4: PHOTOGRAPHY

TITLES

I	Portrait Photography and Fashion Wildlife Photography and Sports Photography
II	Product and Industrial Photography
III	Food Photography
IV	Wedding and Events
V	Architecture
VI	Videography

OEC – GENERAL (OPEN FOR ALL)

OEC-5: HOTEL OPERATIONS

B.Com. I Semester

BASIC & HOTEL MANAGEMENT

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

- Demonstrate application of food safety principles in the food production environment.
- Distinguish among the various types of costs in the hospitality industry.
- Analyses situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action management into foodservice.
- Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member.

SYLLABUS

UNITS	CONTENT	HOURS
UNIT I	Food Production 1. Cuts & Vegetables 2. Cooking & Pasta , Rice Varieties 3. Soups & Sencas 4. Salads 5. Basic Cakes, Breads, Cookies.	10 Hrs
UNIT II	Food & Beverage Service 1. Identifications of Cutlery, Cooking & Glass wares. 2. Table setups for Breakfast, Lunch, Dinner - - - etc. 3. Event Setups (Special Occasions, Birthday, Conference, etc- - - . 4. Serving of Food & Beverages 5. Mock tail Preparations.	15 Hrs
UNIT III	Front Office 1. Recovering & Handling Guests 2. Itinerary preparations 3. Creating Broachers for events and Hotels 4. Handling receptions & Back Office 5. Greetings & New trends in Greetings and Collections of Feedback for events.	10 Hrs

UNIT IV	Accommodation Operations <ol style="list-style-type: none"> 1. Awareness of Modern Equipments for Housekeeping 2. Greeting the Spaces 3. Polishing techniques- Brass, Copes, Stainless Steels, Woods. 4. Hemming Buttons & Hook Stitching 5. Chemicals & its uses. 	15 Hrs
UNIT V	Events & ODC Management <ol style="list-style-type: none"> 1. Handling & Events 2. Handling of ODC 3. Exposure to ODC in various Hotels at Belagavi 4. Working of Themes for Events 5. Execution & Themes for Events. 	10 Hrs

REFERENCES:

- Bali, P. S. (2009). Food Production Operations. New Delhi; Oxford University Press.
- Kinton, R., & Ceserani, V. (2005). The Theory of Catering. London: E. Arnold.
Essential Reading / Recommended Reading
- Escoffier, A. (1979). The Complete Guide To The Art Of Modern Cookery: The first translation into English in its entirety of Le Guide Culinaire. London: Heinemann.
- Larousse, L. (2001). Larousse Gastronomique: The World's Greatest Cookery Encyclopedia. Hamlyn.

OEC-5: HOTEL OPERATIONS

TITLES

I	Basic & Hotel Management - I
II	Hotel Management and Operation- II
III	Hotel Management and Operation- III
IV	Hotel Management and Operation- IV
V	Hotel Management and Operation- V
VI	Hotel Management and Operation- VI

OEC – GENERAL (OPEN FOR ALL)

OEC-6: THEATER

B.Com. I Semester

FUNDAMENTALS OF THEATRE

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

- Understand the Nature and relevance of theater
- Enlist the relevance of existence of theater

SYLLABUS

UNITS	CONTENTS	HOURS
UNIT - I	History of Theatre	6 Hrs
UNIT - II	Characteristics of performance	12 hrs
UNIT - III	Elements of Theatre <ul style="list-style-type: none">• Lights• Properties• Makeup	20 Hrs
UNIT - IV	Introduction to theatre Aspects	10 Hrs
UNIT - V	Theatre Workshops	12 hrs

REFERENCE BOOKS:

- On Theater: By Badal Sarkar
- Issentials of theater: By Lisa Malcahe

OEC – 6 THEATERS

TITLES

I	Fundamentals of theatre
II	Theatre Literature
III	Acting Skills
IV	Proscenium Performance

OEC – GENERAL (OPEN FOR ALL)
OEC-7: DANCE – BHARATNATYAM
B.Com. I Semester
NRITYA PRARAMBHIKA
(INTRODUCTION TO BHARATNATYAM)
(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

- Learn Basic of Bharathnatyam
- Koutuvam-Presentation
- Presentation of Devaranama
- Oral Theory
- Knowledge of Birth Dance

SYLLABUS

UNITS	CONTENT	HOURS
UNIT – I	Basic Advantages of Bharatnatyam Tattu, Mettu, Nattu, Vishanu Raga Ranga Tattu, Mettu, Karmana	12 Hrs
UNIT – II	Basic Advantages of Bharatntyam (contd.) Egaru Tattu, Egaru Mettu, Mandi, Teermonam	12 Hrs
UNIT – III	Asamgut Hastas, Samyuta Hastas Shirobhedas, Drishti Bhedas, Greeva Bhedas	12 Hrs
UNIT – IV	Presentation of Koutuvam	12 Hrs
UNIT – V	Presentation of Devaranama	12 Hrs

REFERENCE BOOKS:

Abhinaya Darpana, Natya Shastra, Gandharva Mahavidyalaya Syllabus K.S.E.E. Board .

OEC-7: DANCE – BHARATNATYAM

TITLES

I	Introduction to Bharatnatyam and two Dances Tittle: Nritya Prarambhika
II	Learning of different items of Bharatnatyam Tittle: Nritya Praveshika
III	Higher Training of Bharatnatyam Tittle: Nritya Madhyama
IV	Advanced Training in Bharatnatyam Tittle: Nritya Visharad
V	Choreography in Bharatnatyam Tittle: Nritya Samyojana

OEC – GENERAL (OPEN FOR ALL)

OEC-8: RADIO JOCKEY

B.Com. I Semester

BASICS OF RADIO JOCKEY (RJ) – I

(Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

1. Describe the structure and functioning of radio FM channel
2. Describe the presentation techniques used by Radio Jockey
3. Utilize knowledge gained in presentation of radio programme for transmission

SYLLABUS

UNITS	CONTENTS	HOURS
UNIT I	GENERAL AWARENESS ABOUT RADIO <ul style="list-style-type: none">• History of Radio• Radio Programme Formats• Latest trends of Radio• Functions & Characteristics of Radio	12 Hrs
UNIT II	WRITING SKILLS FOR RADIO <ul style="list-style-type: none">• Writing for Radio• News Bulletin: Types and Elements• News writing: Opening, Headlines, Body and Closing / Conclusion• Writing and Packaging for Radio Infotainment Programs	12 Hrs
UNIT III	VOICE PERSONALITY AND PRESENTATION TECHNIQUES <ul style="list-style-type: none">• Voice Qualifiers & Speech Personality• Radio Jockey: Techniques and Style• News Reader: Presentation Techniques• Guidelines, Code & Ethics for Presentation	12 Hrs
UNIT IV	PRODUCTION AND ON AIR PROGRAMMING <ul style="list-style-type: none">• Techniques of Radio Production: Studio and Location, Hardware and Software Requirements• Use of Music and Generating Sound Effects• Use of Pre-recorded Features• Emerging trends in Radio Industry•	12 Hrs

UNIT V	<p>CONSOLE TRAINING</p> <ul style="list-style-type: none"> • Microphones • Mixers and consoles • Introduction and use of sound effects • Technique of radio production: in the studio 	12 Hrs
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SUGGESTED READINGS & E-RESOURCES:

- Chatarjee P.C. : The Adventures of Indian Broadcasting, KonarkLuthra H.R. : Indian Broadcasting Publication Division.
- S. Utterback, Broadcast (2005) Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
- Adams, M. H., & Massey, K. K. (1995). Introduction to Radio: Production and Programming. Madison, WI: Brown & Benchmark.
- Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications
- [www.learningsolutionsmag.com/learning technology, strategy and news www.voiceartistes.com/articles](http://www.learningsolutionsmag.com/learning-technology-strategy-and-news-voice-artists/articles)

OEC-8: RADIO JOCKEY

TITLES

I	Basics of Radio Jockey (RJ)-I
II	Basics of Radio Jockey (RJ)-II
III	Basics of Radio Jockey (RJ)-III
IV	Basics of Radio Jockey (RJ)-IV
V	Basics of Radio Jockey (RJ)-V

DEPARTMENT OF PHYSICAL EDUCATION & SPORTS

B.Com. – I Semester

OEC-9: STAYING FIT

(Revised (21) Syllabus w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to

1. To be entrepreneur (to start their own fitness center, gym, etc) and device appropriate fitness program for different genders and age groups at all level
2. Student will learn to apply the knowledge of Physical fitness and exercisemanagement to lead better quality life
3. The student will learn and contribute on fitness management
4. The student will gain knowledge of professional preparation in Physical Education, Sports and yoga
5. Student will learn the knowledge of fitness diet.

SYLLABUS

UNITS	CONTENTS	HOURS (Theory)	HOURS (Practical)
UNIT I	Staying Fit : Meaning and Importance, Fit India Movement, Definition of fitness, Components of fitness, Benefits of fitness, Types of fitness and Fitness tips. <i>Practical Components: Speed, Strength, Endurance, Flexibility, Power and Agility</i>	07 Hrs	08 Hrs
UNIT II	Vital Signs: Meaning, Importance, Types and How to measure vital signs. <i>Practical Components: Measurement of all the vital signs.</i>	04 Hrs	04 Hrs
UNIT III	Measurements and Evaluation: Meaning and Importance of Measurement and Evaluation - Anthropometric Measurements - Body Composition – Body types. <i>Practical Components: Measurement and Evaluation of all the above components (LAB).</i>	07 Hrs	08 Hrs

UNIT IV	Measurements in Fitness: Speed, Strength, Endurance, Flexibility and Agility – Fitness Assessment and its importance in Physical Education and Sports. <i>Practical Components: Measurement and Evaluation of all the above components (Field)</i>	06 Hrs	06 Hrs
UNIT V	Introduction to Sports Training – Meaning and Importance <i>Practical Components: Field Training</i>	04 Hrs	02 Hrs
Total Hours		28	28

NOTE:

Theory – The model of Question Paper will be MCQ.

The Questions are to be framed from all the units.

Duration of Examination Maximum 2 Hours.

Practical – As per the regulations of the college.

Practical Internal – Project and Assignment.

REFERENCE BOOKS:

1. AAPHERD “Health related Physical Fitness Test Manual.” 1980 Published by Association drive Reston Virginia
2. Bucher.C.A (1979) foundation of Physical Education (5th edition Missouri CV MosbyCo.)
3. Puri .K. Chandra S.S (2005) “Health and Physical Education” New Delhi: Surjeet Publication
4. Russell, R.P.(1994). Health and Fitness through Physical Education. USA: Human Kinetics.
5. Thomas D Fahey and others. Fit and well : 6th Edition New York: McGraw Hill Publishers, 2005
6. Uppal, A.K. (1992). Physical Fitness. New Delhi: Friends Publication.



**K. L. E. SOCIETY'S
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)**

**Re-Accredited at the "A" level by NAAC
Research Center for Rani Channamma University, Belagavi
Affiliated to Rani Channamma University, Belagavi**

**STUDENTS' HAND BOOK
2021-2022
(Under Choice Based Credit System)**

**B.B.A. – II
(III Semester)**

Our Vision: Man Making and Nation Building

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DSC	Financial Management	11-12
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DSC	Quantitative Techniques	16-18
DSC	Business Laws	19-20
DSC	Quantitative Aptitude	21-22

CBCS Syllabus Structure for Under Graduate Programme in BBA With effect from 2021-22

CODE	SUBJECTS	TEACHING HOURS		MARKS		SEE Durati- on	CRE DITS
		L : T : P = Total hours per week	Total Hours	SEE + IA = Total Marks			
AECC	English	2 : 0 : 0 = 2	42 Hrs	35 + 15 = 50		1½ Hrs	1
AECC	Environmental Studies	2 : 0 : 0 = 2	32 Hrs	35 + 15 = 50		1½ Hrs	1
DSC	Principles of Marketing	3 : 1 : 0 = 4	60 Hrs	70 + 30 = 100		3 Hrs	4
DSC	Financial Management	3 : 1 : 0 = 4	60 Hrs	70 + 30 = 100		3 Hrs	4
DSC	Organizational Behaviour	3 : 1 : 0 = 4	60 Hrs	70 + 30 = 100		3 Hrs	4
DSC	Quantitative Techniques	3 : 1 : 0 = 4	60 Hrs	70 + 30 = 100		3 Hrs	4
DSC	Business Laws	3 : 1 : 0 = 4	60 Hrs	70 + 30 = 100		3 Hrs	4
DSC	Quantitative Aptitude	2 : 0 : 0 = 2	32 Hrs	35 + 15 = 50		1½ Hrs	2

* *Lecture Hours + Tutorial Hours = Total Teaching Hour (45 Hrs + 15 Hrs = 60 Hrs)*

* *SEE – Semester End Examination Marks* * *IA – Internal Assessment Marks*

STAFF LIST

PRINCIPAL: Dr. B. M. Tejasvi, *Associate Professor of Political Science*

Sl. No.	Faculty Name	Designation	Department
1	Dr. P. R. Kadakol	Asst. Professor	BBA
2	Prof. Vibha Hegde	Asst. Professor	BBA
3	Prof. Soumya Naik	Asst. Professor	BBA
4	Dr. Nandini Francis	Asst. Professor	BBA
5	Prof. Pankaj Desai	Asst. Professor	BBA
6	Prof. Padma Mankani	Asst. Professor	BBA
7	Prof. Niranjana Daddikar	Asst. Professor	BBA
8	Prof. Anuja Kolekar	Asst. Professor	BBA
9	Prof. Sachin Halli	Asst. Professor	BBA
10	Prof. Vishal Bogar	Asst. Professor	BBA
11	Prof. Shridevi K Uriyavar	Asst. Professor	BBA
12	Prof. Netra Soodi	Asst. Professor	BBA
13	Prof. Sanju Jyoti	Asst. Professor	BBA
14	Prof. Kiran Balagi	Asst. Professor	BBA
15	Prof. Francisca Caravello	Asst. Professor	BBA
16	Prof. P. Chandrashekhar	Asst. Professor	BBA
17	Dr. Shashikant Konnur	Asst. Professor	English
18	Mr. Sujay Kumar S Cholin	Asst. Professor	English
19	Smt. Sarika Nagare	Asst. Professor	English
20	Mrs. Vidhya V Humbi	Asst. Professor	English
21	Mr. Channabasanagouda S Patil	Asst. Professor	English
22	Miss. Manali Desai	Asst. Professor	English
23	Dr. H. M. Channappagol	Asst. Professor	Kannada
24	Dr. H. S. Melinmani	Asst. Professor	Kannada
25	Dr. Mahesh C Gurangoudar	Asst. Professor	Kannada
26	Dr. Renuka A Kathari	Asst. Professor	Kannada
27	Mr. Arjun T Kamble	Asst. Professor	Hindi
28	Dr. Raghavendra Hajgolkar	Asst. Professor	Economics
29	Shri. G. A. Mathapati	Asst. Professor	Economics
30	Dr. Vishwanath.A. Khot	Asst. Professor	Economics
31	Dr. Mahantesh S. Sogal	Asst. Professor	Economics
32	Miss. Soumaya Hatti	Asst. Professor	Economics
33	Dr. Nandan J K	Asst. Professor	Economics
34	Dr. G N Sheeli	Assot. Professor	Geography
35	Dr. C. Mallanna	Assot. Professor	Geography
36	Mr. Girish Chavadappanavar	Asst. Professor	Geography
37	Dr. C. B. Kamati	Assot. Professor	History

38	Mr.Lokesh Naik	Asst. Professor	History
39	Dr. B.M. Tejasvi	Assot. Professor	Political Science
40	Mr. Suneet Mudalgi	Asst. Professor	Political Science
41	Mr.Veerbadhrayya P Hiremath	Asst. Professor	Political Science
42	Smt. M. R. Banahatti	Assot. Professor	Psychology
43	Dr.Vanishri	Asst. Professor	Psychology
44	Mr. Navin N.Kanabaragi	Asst. Professor	Sociology
45	Mr. Siddanagouda Patil	Asst. Professor	Journalism & Mass Communication
46	Smt. Roopa Gandh	Asst. Professor	Commerce (Comp. Sc.)
47	Miss. Shradha Tarihalkar	Asst. Professor	Commerce (Comp. Sc.)
48	Dr. C. Rama Rao	Asst. Professor, Director-P.E. & Sports	Physical Education & Sports
49	Smt. Preeti Patil	Librarian	Library & Information Center

Sl. No.	Employee Name	Designation	Department
381	NCC Officer Capt. Dr. M. C. Gurangoudar	Asst. Professor	Kannada
2	NSS Officer Dr. H. M. Channappagol	Asst. Professor	Kannada

Sl. No.	Employee Name	Designation	Department
1	Shri. Bahubali T Janagouda	<i>Office Superintendent</i>	Office
2	Shri Girigouda Ashok Patil	<i>Office Superintendent</i>	Office (BBA)
3	Shri. B.U. Marigoudar	FDA	Office
4	Shri. Basava Chalavudi	FDA	Office
5	Shri. Shivraj V. Hiremath	FDA	Office
6	Shri Shridhar Banoshi	FDA	Office
7	Shri P N Pujeri	FDA	Office
8	Shri Vinod Koshavar	FDA	Office
9	Miss. Amruta Tallur	FDA	Office
10	Shri. Prakash Yenagi	FDA	Office (BBA)
11	Shri G D Pattil	SDA	Office
12	Miss. Rashmi. U. Mutnal	Asst. Librarian	Library & Information Center
13	Miss. Deepa Khandoji	Asst. Librarian	Library & Information Center
14	Shri Basavaraj Amargol	System Admin	Office
15	Shri Sunil Mulimani	System Admin	Office
16	Ms. Pratiksha Bhandge	Lab Instructor	Office

17	Shri. Akshay Upadhye	Lab Instructor	Office (BBA)
18	Miss. Soumyashree Hiremath	Lab Instructor	Office (BBA)
1	Shri. Guruvijay.A.Yaragatti	Peon	Office
2	Shri. Subhas Koujalgi	Peon	Office
3	Shri. Mahantesh Karki	Peon	Office
4	Shri Basavaraj Benni	Peon	Office
5	Smt. Kavita Chitagi	Peon	Office
6	Shri. Mallikarjun Harkuni	Peon	Office
7	Smt. Rekha Mahabaleshwar	Peon	Office
8	Smt. Kalavati Kamble	Peon	Office
9	Smt. Bhagyashree mathpati	Peon	Office
10	Smt. Sunanda Kumbar	Peon	Office
11	Mr. Nilakant B Shiddabasannavar	Peon	Office
12	Mrs. Bharati S. Chalawadi	Peon	Office
13	Mrs. Sangeeta S. Kamble	Peon	Office
14	Shri. Prashant Koli	Peon	Office (BBA)
15	Smt. Netra Veerupaxi	Peon	Office (BBA)
16	Smt. Sumangala AR	Peon	Office (BBA)
17	Smt. Laxmi Kamble	Aaya	Office
18	Miss. Ranjana P. Kamble	Aaya	Office
19	Mrs. Aruna R patil	Garden Maintenance	Office
20	Mrs. Anita S Apatekar	Garden Maintenance	Office
21	Shri. R. G Sakhe	Scavenger	Office

DEPARTMENT OF BBA

BBA III Semester

AECC: ENGLISH

Total Credit (L+T+P) : (2+0+0) = 1

With effect from 2021-22

Course Outcomes

- To develop the habit of reading.
- To foster a safe and healthy classroom environment where opinions can be shared through discussions and debates.
- To develop the skill of writing and expressing ideas and opinions in grammatically accurate and meaningful language.

SYLLABUS

Book 1- The Secret by Rhonda Byrnes

Through this book, the students are acquainted with the concept of The Law of Attraction and the ways in which the power of positivity can impact all areas of life such as health, wealth and relationships.

Book 2- Eat That Frog by Brian Tracy

This book teaches 21 ways to avoid procrastination and get more done in less time. It is almost a pre-requisite to be a multitasker and this book is about several fool proof time management techniques such as ABCDE Method, Swiss Cheese method, Salami Slice method etc.

Book 3- Make Your Bed by Admiral William McRaven

Experience is often hailed as the best teacher; this book is about 10 life lessons of a retired US Navy SEAL. What started off as just a commencement speech at University of Texas became a philosophy that inspired millions to develop discipline and reinforce helpful habits that make life more productive and meaningful.

Book 4- The Happiness Advantage by Shawn Achor

This book is about the 7 principles that are based on research studies that prove the biological advantage the feelings of happiness and joy have on our brains and the ways it can make us more productive and efficient.

DEPARTMENT OF BBA
BBA III Semester
AECC: ENVIRONMENTAL STUDIES

Total Credit (L+T+P) : (2+0+0) = 1

With effect from 2021-22

CO1 – To understand the importance of environmental studies.

CO2 – To develop the understanding concepts of ecosystem.

CO3 – To understand the causes and effects of pollution on environment.

CO4 – To understand the environmental issues related to business.

CO5 – To study the Environmental Legislations in India.

Module	Content	Lecture Hrs
I	Introduction <ul style="list-style-type: none"> • Definition, Scope and Importance of Environmental Studies. • Need for public awareness, Multi-disciplinary Nature of Environmental studies 	02 Hrs
II	Ecosystem <ul style="list-style-type: none"> • Concepts of Ecosystems, Structure and Functions of an ecosystem • Energy flow in the ecosystem • Ecological succession, Food chains, Food webs and ecological pyramids 	08 Hrs
III	Environmental Pollution <ul style="list-style-type: none"> • Definition, Causes • Effects and control measures of Air Pollution, Water pollution, Soil Pollution, Noise Pollution, Solid Waste Management • Role of Individuals in prevention of pollution • Disaster Management: Floods, Earthquakes, Cyclone and landslides, Tsunami 	08 Hrs
IV	Environmental Issues Related to Business <ul style="list-style-type: none"> • Climate change, Global Warming and Kyoto Protocol, • Oil Crisis and its impact on Business, • International Efforts for Environmental protection, • India's efforts for Environmental protection, Public Policy, Role of NGOs 	08 Hrs

V	Environmental Legislations (Gist of following acts to be discussed) <ul style="list-style-type: none"> • Environment Protection Act, • Air (prevention and control of pollution) Act. • Water (prevention and control of pollution) Act, • Wildlife Protection Act, 	06 Hrs
Total Hrs		32 Hrs

SUGGESTED READING:

1. Programming in Basic by E. Balguruswamy, TMH Publications
2. Fundamentals of Computers by V. Rajaraman, PHI Publications
3. First Course in Computer by Sanjay Saxena, Vikas Publications

INTERNAL ASSESSMENT ALLOTMENT

Internal Test	: 10 Marks
Assignments	: 05 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	2 Marks	5 Marks
Module I:	1	-
Module II:	2	1
Module III:	4	1
Module IV:	3	2
Module V:	2	1

Part A

Answer any 10 out of 12 (10 X 2 = 20 Marks)

Part B

Answer any 3 out of 5 (3 X 5 = 15 Marks)

DEPARTMENT OF BBA
BBA III Semester
DSC: PRINCIPLES OF MARKETING

Total Credit (L+T+P) : (3+1+0) = 4
(With effect from 2021-22 under CBCS)

Course Outcomes:

At the end of this course students will be able to -

CO1. Demonstrate strong conceptual knowledge in the area of marketing.

CO2. Understand the concept of Buying Behavior and Determine market segments and target customers.

CO3. Demonstrate knowledge of the individual components of a marketing mix.

and to provide a framework to evaluate marketing decisions and initiatives and its application in real life situations.

CO4. Make decisions about Product, Services, New Product Development and Product Life Cycle Strategies.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Marketing: Creating and Capturing Customer Value <ul style="list-style-type: none"> • Core concepts of marketing: • Designing a customer driven marketing strategy (Value Proposition) • Building customer relationships (CRM) • Capturing value from customers (Customer Loyalty & Equity) 	5	1
II	Marketing Mix <ul style="list-style-type: none"> • Marketing mix for products (4p's) and services(7p's) • IMC Mix- Promotion Mix • Communication process & steps in developing communication 	8	3
III	Consumer markets and the consumer buyer behavior <ul style="list-style-type: none"> • Model of consumer behavior • Characteristics affecting consumer behavior • Types of buying decision behavior • The buyer decision process • Business buyer behavior 	9	3

IV	STP Concepts & Applications <ul style="list-style-type: none"> • Market segmentation • Marketing targeting • Differentiation & positioning 	9	3
V	Products, services and new product development <ul style="list-style-type: none"> • Product, levels of product and services • Product and service decisions • Services Marketing • New product development • Product life cycle • Pricing, Pricing Mix Strategies 	8	3
VI	Marketing channels <ul style="list-style-type: none"> • Nature and importance of marketing channels • Channel behavior and organization • Channel design decisions • Retailing and wholesaling 	6	2
	Total Hrs	45 Hrs	15 Hrs

SUGGESTED READING:

Principles of Marketing - Philip Kotler & Gary Armstrong
Marketing Management - Philip Kotler
Marketing Warfare - Al Ries and Jack Trout
Marketing - J C Gandhi
Marketing Management - Ramaswamy & Namakumari

INTERNAL ASSESSMENT BLUEPRINT

Tests : 10 Marks
Presentation/ Assignments : 10 Marks
Field Work : 10 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	2 Marks	5 Marks
Module 1	4	2
Module 2	3	2
Module 3	4	2
Module 4	4	2
Module 5	3	1
Module 6	2	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)

NOTE: All the questions will be application based questions

DEPARTMENT OF BBA
BBA III Semester
DSC: FINANCIAL MANAGEMENT

Total Credit (L+T+P) : (3+1+0) = 4
(With effect from 2021-22 under CBCS)

Course Outcomes:

At the end of this course students will be able to -

CO 1. Identify & calculate Working capital requirement, operating and cash flow cycles.

CO 2. Understand Indian financial system with specific reference to capital markets.

CO 3. Analyze and interpret the source of long term finance to firms.

CO 4. Learn, calculate and interpret lease finance and hire purchase as a source of long term corporate finance.

CO 5. Understand foreign exchange markets, forex & participants cross currency calculation etc.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Introduction to Financial Management <ul style="list-style-type: none"> ● Introduction and Scope of Financial Management ● Objectives of Financial Management ● Time Value of Money – Meaning, Rationale, Future Value & Present Value ● Loan Amortization & Rule of 72 	6	2
II	Basics of Capital budgeting <ul style="list-style-type: none"> ● Capital Budgeting Process ● Costs and Benefits – Basic Principles and Illustrations ● Net present Value (NPV), Benefit-Cost Ratio, Internal Rate of Return (IRR), Pay Back Period and Accounting Rate of Return (ARR) 	9	3
III	Cost of Capital <ul style="list-style-type: none"> ● Basic Concepts ● Determination of the Component Costs – the Cost of Debt, Cost of Preference Capital, Cost of Equity and Retained Earnings ● Determination of Proportions and Weighted Average Cost of Capital 	9	3
IV	Capital Structure, Dividend Policy & Leverages <ul style="list-style-type: none"> ● Capital Structure Theories ● EBIT and EPS Analysis ● Determinants of Dividend ● Dividend policy: Payout Ratio, Stability and Dividend Tax ● Leverage & types of leverage 	6	2

V	Working Capital Management & Financial system <ul style="list-style-type: none"> ● Meaning and Factors influencing Working Capital ● Operating Cycle and Cash Cycle ● Working Capital Financing & Short term finance ● The Financial System - Functions, importance, and components ● Financial Markets & Financial instruments 	9	3
VI	Long term Finance & Leasing and Hire Purchase <ul style="list-style-type: none"> ● Sources of long term finance, advantages, and disadvantages ● Leasing – Meaning and Types ● Financial Evaluation of a Lease ● Hire Purchase Arrangement 	6	2
Total Hrs		45 Hrs	15 Hrs

SUGGESTED READING:

1. Fundamentals of Financial Management – Khan And Jain
2. Fundamentals of Financial Management – Prasanna Chandra
3. Financial Management – Prasanna Chandra
4. Financial Management – I.M. Pandey

INTERNAL ASSESSMENT ALLOTMENT

Internal Tests	: 10 Marks
Assignments	: 10 Marks
Surprise Tests & Quiz	: 10 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	A	B
	2 Marks	5 marks
Module I:	2	1
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
BBA III Semester
DSC : ORGANIZATIONAL BEHAVIOUR

Total Credit (L+T+P) : (3+1+0) = 4
(With effect from 2021-22 under CBCS)

Course Outcome:

At the end of this course students will be able to:

CO1 Summarize the concept of Definition, Scope, Contributing disciplines to the field of OB.

CO2 Understand Components of Individual Behaviour.

CO3 Understand the concept and application of Motivation, Rewarding employees and Employee Recognition programs.

CO4 Explain and Demonstrate Components of Group Behaviour.

CO5 Understand and Apply Organisational Designs and Employee Behaviour.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Introduction and Foundations of Individual Behaviour <ul style="list-style-type: none"> • Definition, Scope, Contributing disciplines to the field of OB • Challenges of OB in the new millennium • Diversity of Workforce, Ability, Biographical Characteristics and Learning 	5	1
II	Components of Individual Behaviour <ul style="list-style-type: none"> • Attitudes – Meaning and Components of Attitudes • Job Satisfaction – Meaning, Measuring Job Satisfaction and its effect on Employee performance • Personality – Meaning, personality determinants, • Measuring personality through Myer – Briggs type indicator and Big 5 Model, Personality traits and major personality • Traits Influencing OB (Locus of Control, Machiavellianism, Self Monitoring, Type A and Type B personality etc) • Values – Meaning and types of values, Hofstede Framework of Values • Basic Emotions and Moods: Positive and Negative Affect • The Function of Emotions 	15	5

	<ul style="list-style-type: none"> • Sources of Emotions and Moods • Perception- Meaning, Factors influencing Perception, • Person perception, relationship between perception and Decision making. • How should decisions be made? And how are decisions made? 		
III	Applications of Motivation <ul style="list-style-type: none"> • Motivation by change in work environment, • Employee Involvement Programmes • Rewarding employees • Employee Recognition programs 	6	2
IV	Components of Group Behaviour <ul style="list-style-type: none"> • Meaning and Classifying Groups • Group Development (Five stage and Punctuated Equilibrium model), • Group Properties and Group Decision Making • Difference between Groups and Teams • Types of teams • Creating effective teams, Turning Individuals into team players • Power – meaning, bases, power tactics • Organisational Politics – Causes and Consequences • Conflict – Meaning, Thought and Conflict Process • Negotiation – Meaning, Types and Negotiation Process 	15	5
V	Organisational Culture <ul style="list-style-type: none"> • Organisational Designs and Employee Behaviour • Organisational Culture - Meaning, definition • What do Cultures do? • Creating and sustaining culture • How do employees learn organizational culture 	4	1
	Total Hrs	45	15

SUGGESTED READING:

- 1) Organization Behaviour ; By Stephen Robbins and Timothy Judge, Prentice Hall of India
- 2) Organization Behaviour: By Ashwathappa, Himalaya Publications
- 3) Organization Behaviour: By Fred Luthans

INTERNAL ASSESSMENT ALLOTMENT

Tests	: 15 Marks
Quiz	: 05 Marks
Projects & Role Plays	: 10 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	2 Marks	5 Marks
Module 1:	2	1
Module 2:	6	4
Module 3:	2	1
Module 4:	7	3
Module 5:	3	1

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)

DEPARTMENT OF BBA
BBA III Semester
DSC: QUANTITATIVE TECHNIQUES

Total Credit (L+T+P) : (3+1+0) = 4
(With effect from 2021-22 under CBCS)

Course Outcomes:

At the end of this course students will be able to -

- CO1 Understand relevance & need of quantitative methods for making business decisions
- CO2 Be able to read and interpret statistical information
- CO3 Understand data and draw inference from data
- CO4 Solve a range of problems using the techniques covered
- CO5 Discuss critically the uses and limitations of statistical analysis

Module	Content	Lecture Hrs	Tutorial Hrs
I	<p>Data Collection</p> <ul style="list-style-type: none"> • Introduction to Statistics, Scope of Statistics in Business and Industry. • Primary Data – Meaning, Comparison to Secondary Data and Data Collection Methods. • Sampling – Meaning and comparison with census. • Questionnaire Design – Meaning, Characteristics of good Questionnaire and Drafting of simple Questionnaire. • Secondary Data – Sources. 	6	2
II	<p>Classification, Tabulation and Presentation</p> <ul style="list-style-type: none"> • Classification – Meaning, Types, Terms in classification. • (Variable, Discrete, Continuous, Frequency, Class Interval Class Size, • Lower limit, Upper limit, Inclusive and Exclusive Classes and Correction Factor) • Tabulation – Parts of a Table, Drawing Blank Tables and Problems on Tabulation. • Diagrammatic and Graphic Representation: • Meaning, Benefits of Diagrams and Graphs, Histogram, Bar Diagram, Frequency Polygon, Frequency Curve, Cumulative Frequency Curve/Ogive (Both “Less than”, “More than”) and Problems on Histogram, Bar Diagram and Ogives. 	7	3

III	<p>Measures of Central Tendency</p> <ul style="list-style-type: none"> • Meaning & Characteristics of an ideal measure of Central tendency. • Mean: Meaning, Calculation of mean for ungrouped, discrete and Continuous data. Combined mean, Weighted mean. Merits and Demerits. • Median: Meaning, Calculation of median for ungrouped, discrete and continuous data. Determination of median graphically. Merits & Demerits. • Partition Values (Quartiles, Deciles and Percentiles): Meaning, Calculation of median for ungrouped, discrete and continuous data. • Mode: Meaning, Calculation of mode for ungrouped, discrete and continuous data. Determination of mode graphically. Merits & Demerits. 	9	3
IV	<p>Measures of Dispersion and Skewness</p> <ul style="list-style-type: none"> • Range and Quartile deviation: Meaning, Calculation, Merits & Demerits. • Mean Deviation: Meaning, Calculation, Merits & Demerits. • Standard Deviation: Meaning, Calculations, Merits & Demerits. • CV (Coefficient of Variation): Meaning, Calculation and relation to consistency. • Skewness: Meaning, Measures (Absolute and relative) of Skewness. Karl Pearson's and Bowley's Coefficient of Skewness. 	9	3
V	<p>Index Numbers</p> <ul style="list-style-type: none"> • Range and Quartile deviation: Meaning, Calculation, Merits & Demerits. • Mean Deviation: Meaning, Calculation, Merits & Demerits. • Standard Deviation: Meaning, Calculations, Merits & Demerits. • CV (Coefficient of Variation): Meaning, Calculation and relation to consistency. • Skewness: Meaning, Measures (Absolute and relative) of Skewness. Karl Pearson's and Bowley's Coefficient of Skewness. 	4	2

VI	Time Series Analysis <ul style="list-style-type: none"> • Meaning, Different Components, Determination of trend by different Methods: Graphical, Moving Average and Least square methods. Problems, Merits & Demerits. 	4	2
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SUGGESTED READING:

- 1) Business Statistics - By S.C. Gupta and Indra Gupta, Himalaya Publishing House.

INTERNAL ASSESSMENT ALLOTMENT

Tests : 15 Marks
Assignments : 15 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	2 Marks	5 Marks
Module I	3	1
Module II	4	1
Module III	4	3
Module IV	3	3
Module V	3	1
Module VI	3	1
Part A: Answer any 15 out of 20		(15X 2 = 30)
Part B: Answer any 8 out of 10		(8 X 5 = 40)

DEPARTMENT OF BBA

BBA III Semester

DSC: BUSINESS LAWS

Total Credit (L+T+P) : (3+1+0) = 4

(With effect from 2021-22 under CBCS)

Course Outcome:

At the end of this course students will be able to:

CO 1: Understand the branches of Business Laws relating to Business Transactions.

CO 2: Explain essentials of Contract, performance and breach of Contract under Indian Contract Act 1872.

CO 3: Interpret necessary formalities of contract of sale, implied conditions and warranties, rights of unpaid seller under the Sale of Goods Act 1930.

CO 4: Summarize the effects of dishonor of negotiable instruments under Negotiable Instruments Act 1881.

CO 5: Acquire working knowledge of Intellectual Property Rights.

Module	Content	Lecture Hrs	Tutorial Hrs
I	Introduction Concept of Law, Object of Law, Need for the knowledge of Law, Nature of Business Law and Sources of Business Law.	2	--
II	Indian Contract Act 1872 a) General Principles of Contract – 1. Meaning and Definition of Contract 2. Elements of Valid Contract 3. Types of Contract 4. Proposal and Acceptance 5. Consideration 6. Capacity to Contract and Minor 7. Free Consent 8. Performance of Contract 9. Remedies for Breach of Contract – Payment of Damages 10. Quasi Contracts b) Contracts of Indemnity and Guarantee i. Meaning and Difference between the two ii. Liability of the Parties iii. Rights of the Parties c) Contract of Bailment and Pledge a. Meaning and difference between the two b. Rights and Liabilities of Parties c. Finder of Lost Goods	26	8

	d) Law of Agency a. Characteristics of Agency b. Types of Agents Rights and Duties of Principal and Agents		
III	Sale of Goods Act 1930 i. Formation of Contract of Sale ii. Condition and Warranties iii. Rights of an unpaid Seller	4	2
IV	Negotiable Instruments Act 1881 i. Meaning of Negotiable Instrument ii. Difference between promissory note bills of exchange and Cheque iii. Crossing of Cheque	4	2
V	Intellectual Property Rights (These enactments have to be studied in general as to objective and main features) 1. Copyright Act, 1957 2. Patents Act, 1970 3. Trade Mark Act, 1999 4. The Designs Act, 2000	9	3
	Total Hrs	45 Hrs	15 Hrs

SUGGESTED READINGS:

1. Elements of Mercantile Law; By N. D. Kapoor, Sultan Chand and Sons New Delhi.
2. Mercantile Law : By Kamal Garg
3. Mercantile Law: By Dr. Avatar Singh
4. A Handbook of Industrial Law: By N. D. Kapoor

INTERNAL ASSESSMENT ALLOTMENT

Tests	: 10 Marks
Surprise Tests	: 05 Marks
Assignments	: 15 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

	2 Marks	5 Marks
Module I:	-	-
Module II:	10	6
Module III:	3	1
Module IV:	3	1
Module V:	4	2

Part A: Answer 15 questions out of 20, each question carrying 2 marks (15 × 2 = 30)

Part B: Answer any 8 out of 10, each carrying 5 marks (8 × 5 = 40)

Note: In Part B two questions from Module 2 has to be application question.

DEPARTMENT OF BBA
BBA III Semester
DSC: QUANTITATIVE APTITUDE

Total Credit (L+T+P) : (2+0+0) = 2
(With effect from 2021-22 under CBCS)

Course Outcome:

At the end of this course students will be able to:

CO 1: Develop the problem solving skills, to improve the basic mathematical skills

CO2: Prepare for any type of competitive examinations.

Module	Content	Lecture Hrs
I	Arithmetic Aptitude Averages, Simple and Compound Interest, Problem on Ages, Percentage and Profit/Loss, Pipes and Cisterns, Man and Work	20
II	Mathematical Aptitude Coding – Decoding, Data Interpretations, Calendar and Clock, Time Speed distance and Trains.	12
	Total Hrs	32

REFERENCE BOOK

1. A Modern Approach to Verbal and Non – Verbal Reasoning – R. S. Aggarwal, Sultan Chand and Sons, New Delhi
2. Quantitative Aptitude – R. S. Aggarwal, Sultan Chand and Sons, New Delhi
3. Verbal and Non – Verbal Reasoning – Dr. Ravi Chopra, MacMillan India
4. Lateral Thinking – Dr. Edward De Bono, Penguin Books, New Delhi

INTERNAL ASSESSMENT ALLOTMENT

Internal Test : 10 Marks
Assignments : 5 Marks

BLUE PRINT OF QUESTION PAPER FOR FINAL EXAMINATION

S. No.	Unit	1 Mark Questions
1	Averages	3
2	Simple and Compound Interest	4
3	Ages	3
4	Percentage	3
5	Profit/Loss	3
6	Pipes and Cisterns	2
7	Man and Work	2
8	Coding – Decoding	3
9	Data Interpretations	3
10	Calendar and Clock	3
11	Time	2
12	Speed	3
13	Distance	3
14	Trains	3
	Total	40

Answer any 35 questions



**K. L. E. SOCIETY'S
LINGARAJ COLLEGE, BELAGAVI
(AUTONOMOUS)**

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Affiliated to Rani Channamma University, Belagavi**

STUDENTS' HAND BOOK

2021-2022

B.B.A. – III

(V Semester)

Our Vision: Man Making and Nation Building

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STAFF LIST

PRINCIPAL: Dr. B. M. Tejasvi, *Associate Professor of Political Science*

Sl. No.	Faculty Name	Designation	Department
1	Dr. P. R. Kadakol	Asst. Professor	BBA
2	Prof. Vibha Hegde	Asst. Professor	BBA
3	Prof. Soumya Naik	Asst. Professor	BBA
4	Dr. Nandini Francis	Asst. Professor	BBA
5	Prof. Pankaj Desai	Asst. Professor	BBA
6	Prof. Padma Mankani	Asst. Professor	BBA
7	Prof. Niranjana Daddikar	Asst. Professor	BBA
8	Prof. Anuja Kolekar	Asst. Professor	BBA
9	Prof. Sachin Halli	Asst. Professor	BBA
10	Prof. Vishal Bogar	Asst. Professor	BBA
11	Prof. Shridevi K Uriyavar	Asst. Professor	BBA
12	Prof. Netra Soodi	Asst. Professor	BBA
13	Prof. Sanju Jyoti	Asst. Professor	BBA
14	Prof. Kiran Balagi	Asst. Professor	BBA
15	Prof. Francisca Caravello	Asst. Professor	BBA
16	Prof. P. Chandrashekhar	Asst. Professor	BBA
17	Dr. Shashikant Konnur	Asst. Professor	English
18	Shri. Sujay Kumar S Cholin	Asst. Professor	English
19	Smt. Sarika Nagare	Asst. Professor	English
20	Smt. Vidhya V Humbi	Asst. Professor	English
21	Shri. Channabasanagouda S Patil	Asst. Professor	English
22	Miss. Manali Desai	Asst. Professor	English
23	Dr. H. M. Channappagol	Asst. Professor	Kannada

24	Dr. H. S. Melinmani	Asst. Professor	Kannada
25	Dr. Mahesh C Gurangoudar	Asst. Professor	Kannada
26	Dr. Renuka A Kathari	Asst. Professor	Kannada
27	Shri. Arjun T Kamble	Asst. Professor	Hindi
28	Dr. Raghavendra Hajgolkar	Asst. Professor	Economics
29	Shri. G. A. Mathapati	Asst. Professor	Economics
30	Dr. Vishwanath.A. Khot	Asst. Professor	Economics
31	Dr. Mahantesh S. Sogal	Asst. Professor	Economics
32	Miss. Soumaya Hatti	Asst. Professor	Economics
33	Dr. Nandan J K	Asst. Professor	Economics
34	Dr. G N Sheeli	Assot. Professor	Geography
35	Dr. C. Mallanna	Assot. Professor	Geography
36	Shri. Girish Chavadappanavar	Asst. Professor	Geography
37	Dr. C. B. Kamati	Assot. Professor	History
38	Shri. Lokesh Naik	Asst. Professor	History
39	Dr. B.M. Tejasvi	Assot. Professor	Political Science
40	Shri. Suneet Mudalgi	Asst. Professor	Political Science
41	Shri. Veerbadhrayya P Hiremath	Asst. Professor	Political Science
42	Smt. M. R. Banahatti	Assot. Professor	Psychology
43	Dr. Vanishri	Asst. Professor	Psychology
44	Shri. Navin N.Kanabaragi	Asst. Professor	Sociology
45	Shri. Siddanagouda Patil	Asst. Professor	Journalism & Mass Communication
46	Smt. Roopa Gandh	Asst. Professor	Commerce (Comp. Sc.)
47	Miss. Shradha Tarihalkar	Asst. Professor	Commerce (Comp. Sc.)
48	Dr. C. Rama Rao	Asst. Professor, Director-P.E. & Sports	Physical Education & Sports
49	Smt. Preeti Patil	Librarian	Library & Information Center

Sl. No.	Employee Name	Designation	Department
381	NCC Officer Capt. Dr. M. C. Gurangoudar	Asst. Professor	Kannada
2	NSS Officer Dr. H. M. Channappagol	Asst. Professor	Kannada

Sl. No.	Employee Name	Designation	Department
1	Shri. Bahubali T Janagouda	<i>Office Superintendent</i>	Office
2	Shri Girigouda Ashok Patil	<i>Office Superintendent</i>	Office (BBA)
3	Shri. B.U. Marigoudar	FDA	Office

4	Shri. Basava Chalavudi	FDA	Office
5	Shri. Shivraj V. Hiremath	FDA	Office
6	Shri Shridhar Banoshi	FDA	Office
7	Shri P N Pujeri	FDA	Office
8	Shri Vinod Koshavar	FDA	Office
9	Miss. Amruta Tallur	FDA	Office
10	Shri. Prakash Yenagi	FDA	Office (BBA)
11	Shri G D Pattil	SDA	Office
12	Miss. Rashmi. U. Mutnal	Asst. Librarian	Library & Information Center
13	Miss. Deepa Khandoji	Asst. Librarian	Library & Information Center
14	Shri Basavaraj Amargol	System Admin	Office
15	Shri Sunil Mulimani	System Admin	Office
16	Miss. Pratiksha Bhandge	Lab Instructor	Office
17	Shri. Akshay Upadhye	Lab Instructor	Office (BBA)
18	Miss. Soumyashree Hiremath	Lab Instructor	Office (BBA)
1	Shri. Guruvijay.A.Yaragatti	Peon	Office
2	Shri. Subhas Koujalgi	Peon	Office
3	Shri. Mahantesh Karki	Peon	Office
4	Shri Basavaraj Benni	Peon	Office
5	Smt. Kavita Chitagi	Peon	Office
6	Shri. Mallikarjun Harkuni	Peon	Office
7	Smt. Rekha Mahabaleshwar	Peon	Office
8	Smt. Kalavati Kamble	Peon	Office
9	Smt. Bhagyashree mathpati	Peon	Office
10	Smt. Sunanda Kumbar	Peon	Office
11	Shri. Nilakant B Shiddabasannavar	Peon	Office
12	Smt. Bharati S. Chalawadi	Peon	Office
13	Smt. Sangeeta S. Kamble	Peon	Office
14	Shri. Prashant Koli	Peon	Office (BBA)
15	Smt. Netra Veerupaxi	Peon	Office (BBA)
16	Smt. Sumangala AR	Peon	Office (BBA)
17	Smt. Laxmi Kamble	Aaya	Office
18	Miss. Ranjana P. Kamble	Aaya	Office
19	Smt. Aruna R patil	Garden Maintenance	Office
20	Smt. Anita S Apatekar	Garden Maintenance	Office
21	Shri. R. G Sakhe	Scavenger	Office

B.A. V – SEMESTER

Teaching Hours & Marks Pattern

SUBJECTS	TEACHING HOURS		MARKS	SEE Duration
	per week	Total Hours	SEE + IA = Total	
Business Research Methods	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Business Taxation	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Indian Constitution	4 Hrs	40 Hrs	70 + 30 = 100	3 Hrs
Business Analytics Using Excel, Power BI, Google Data Studio with CO	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Business Analytics Using R with CO	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Business Statistics for Data Analysis with CO	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Content Marketing	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
SEO & SEM	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Social Media Marketing	4 Hrs	54 Hrs	70 + 30 = 100	3 Hrs
Event Crew and Team Management	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Event Marketing and Advertising	4 Hrs	54 Hrs	70 + 30 = 100	3 Hrs
Event Planning Budgeting and Sponsorship	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Common Derivatives	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Depository Operations	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Securities Operations and Risk Management Paper	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Depository Operations	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Insurance & Risk Management (1)	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Mutual Funds	4 Hrs	60 Hrs	70 + 30 = 100	3 Hrs
Logistics Management	4 Hrs	52 Hrs	70 + 30 = 100	3 Hrs
Purchase and Inventory Management	4 Hrs	54 Hrs	70 + 30 = 100	3 Hrs
Supply Chain Management	4 Hrs	36 Hrs	70 + 30 = 100	3 Hrs

* SEE – Semester End Examination * IA – Internal Assessment

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
BUSINESS RESEARCH METHODS
(w.e.f. 2021-22 and Onwards)

Course outcome:

At the end of this course students will be able to -

CO 1: Understand the significance of research in business and the present scenario of Indian business research industry.

CO 2: Understand the marketing research process and prepare a research proposal for the management.

CO 3: Understand the types of research designs and its applications. (in which case these designs can be implemented.)

CO 4: Decide which type of research data will be more significant in decision making.

CO 5: Understand how to analyse and interpret the research data and use the outcome to make better business decisions.

Modules	Syllabus	Hours
I	Introduction to Research <ul style="list-style-type: none"> • Meaning, Applications and Limitations • Research Industry in India 	4 Hours
II	The Research Process and Research Design <ul style="list-style-type: none"> • Marketing Research Process. • Research design and its Classification • Marketing Research Proposal. • Potential errors affecting Research designs 	12 Hours
III	Research Data: Secondary Data & Primary Data <ul style="list-style-type: none"> • Meaning, Internal and External sources of Secondary Data • Agencies providing Secondary data (AC Nielsen, IMRB, ORG MARG, Gallup, pathfinder, JD Power etc...) • Standard Reports (NRS, IRS, Census, TRPs etc...) • Survey Research: Nature of Survey Research and Criteria for selection of a survey method • Experimental Data: Experimental designs and Experimental Environment 	12 Hours
IV	Measurement Techniques & Scaling <ul style="list-style-type: none"> • Meaning and scales of Measurement : Primary Scales of Measurement • Comparative Scaling Techniques • Non Comparative Scaling Techniques • Questionnaire Design • Qualitative Research Projective Techniques, Focus Group 	16 Hours

	Interviews, Depth Interviews. <ul style="list-style-type: none"> Quantitative Research: Observation and Physiological measures. 	
V	Sampling, Data Analysis & Reporting <ul style="list-style-type: none"> Sampling Design & Process Types of Sampling Sample Size Determination Data Collection, Data Preparation and Analysis: Field Work, Validation of field Work & Evaluation, Data Reduction (Field Controls, Editing, Coding, Transcribing etc...), Data Analysis: Univariate Analysis (Z test & t test), Problems. Marketing Research Reports: Preparing the written Research Report & Presentation. 	16 Hours

TEXT BOOKS:

1. Marketing Research – Naresh Malhotra

REFERENCE BOOKS:

1. Marketing Research – Donald Tull and Del Hawkins
2. Marketing Research – Tull and Green
3. Marketing Research – Sangeeta Agarwal

INTERNAL MARKS

Tests	: 10
Live Project (Field Work and Presentation)	: 10
Case Analysis	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	2	1
Module II:	5	2
Module III:	5	3
Module IV:	4	2
Module V:	4	2

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A.: V SEMESTER
BUSINESS TAXATION
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: Explain the tax and tax structure followed in India

CO 2: Explain the basic concepts of income tax and provisions related to income tax Act

CO 3: Identify the salary incomes and compute income of salaried persons

CO 4: Compute income from house rent under Income from house property

CO5: identify the various business and professional incomes and compute income and tax liability of business and Profession.

CO6: Explain the basic concepts of GST and compare the earlier indirect tax system and present indirect tax system

Modules	Syllabus	Hours
I	Understanding of Taxation <ul style="list-style-type: none"> ● Tax and Taxation system in India ● Tax Authorities and their functions ● Types of Taxes- Direct and Indirect, Differences between direct and indirect tax ● Current income tax slabs Corporate Tax, Computation of Income Tax for Companies, Advance Tax Payments (Only Theory)	4
II	Income Tax Act 1961 <ul style="list-style-type: none"> ● Nature and Scope of Income Tax Act ● Basic Concepts : Income, Agricultural Income, Previous Year, Assessment Year, Person, Assesses, Heads of Incomes, Gross Total Income and Total Income ● Tax Free Incomes under Section 10, General Deductions Under Section 80 – 80CCC, 80DD, 80E, 80G, 80GG, 80GGA. ● Capital Asset, Long Term & Short Term as well as Capital Gains. ● Residential Status of Individual (Theory and Simple problems)	10
III	Computation of Income under the head ‘Income under head salary’ <ul style="list-style-type: none"> ● Meaning of Salary, Salary Components, Conditions for Salary Income ● Allowances and Perquisites – Employers Contribution to Provident Fund, Entertainment Allowance, Educational 	12

	<p>Allowance to Children of Employee, Servants Facilities, Medical Reimbursement.</p> <ul style="list-style-type: none"> ● Standard Deduction <p>(Theory and Problems.)</p>	
IV	<p>Income from House Property</p> <ul style="list-style-type: none"> ● Occupied & Let Out Property ● Basis of charge, property income not charge to tax ● Basis of computing income from let out house property, computing income from self-occupied property ● Deduction Under SOP – Interest Paid on Purchase or Construction of Housing Loan. <p>(Theory and Problems.)</p>	12
V	<p>Income from business/Profession</p> <ul style="list-style-type: none"> ● Computation of Net Business Income & Total income Of Partnership Firm ● Chargeable incomes; expenses expressly allowed as deduction; general deductions; expenses specifically disallowed; compulsory maintenance of accounts, ● Computation of taxable income as profit and gain from business or profession ● Principles of Partnership applicable to Income Tax ● Interest on Capital and Remuneration to Working Partners <p>(Theory and Problems)</p>	12
VI	<p>Introduction to Indirect tax structure in India</p> <ul style="list-style-type: none"> ● Meaning of indirect taxes, Features of indirect taxes, tax incidence ● Introduction to Goods and Service Tax (GST) - Key Concepts ● Overview of GST: Need for GST ● GST Council, Taxes under GST ● Registration and Input Tax Credit under GST <p>(Only Theory)</p>	10

TEXT BOOKS:

1. Income Tax by Dr. G. B. Baligar & Prof. S. L. Patil
2. Income Tax by M. S. Navale & S. A. Quadri

REFERENCE BOOKS:

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Bare Acts and rules of the relevant taxes
3. Taxman’s Indirect Taxes: Law & Practice – V S. Datey.
4. GST Law
5. Dr. KatkeVenkatesh, Goods and Services Tax in India, Laxmi Book Publication, Solapur

INTERNAL MARKS

Internal Test	: 15 Marks
Assignments	: 15 Marks

BLUE PRINT OF QUESTION PAPER

	2 Marks	5 Marks
Module I	2	-
Module II	4	2
Module III	3	2
Module IV	3	2
Module V	3	3
Module VI	5	1

Part A (Theory): Answer any 15 out of 20 (15 X 2 = 30)

Part B (Theory & Problems): Answer any 8 out of 10 (8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A.: V SEMESTER
INDIAN CONSTITUTION
(w.e.f. 2021-22 and onwards)

Course Outcome:

At the end of this course students will be able to:

CO 1. To provide constitutional literacy for every student at the graduate level.

CO 2. To make the student conversant with his citizenship role as prescribed under the Constitution.

Modules	Syllabus	Hours
I	SIGNIFICANCE OF CONSTITUTION <ul style="list-style-type: none"> • Marking of the Constitution- Role of the Constituent Assemble, • Salient features, the Preamble, Citizenship 	08
II	FUNDAMENTAL RIGHTS <ul style="list-style-type: none"> • Fundamental Rights, the Right to Equality, the Right to Freedom, the Right against Exploitation, the Right to Freedom of Religion, • Cultural and Educational Rights 	08
III	DIRECTIVE PRINCIPLES OF STATE POLICY <ul style="list-style-type: none"> • Nature of the Directive Principles of State Policy, • Difference between of Fundamental Rights and Directive Principles of State Policy, - Implementation of Directive Principles of State Policy, • Fundamental Duties 	08
IV	UNION GOVERNMENT <ul style="list-style-type: none"> • Union Government- Powers and Functions of the President, The Prime Minister, Council of Ministers. • Composition, Powers and Functions of the Parliament, Organization of Judiciary, Jurisdiction of the Supreme Court. 	08
V	STATE GOVERNMENT <ul style="list-style-type: none"> • State Government- Powers and Functions of Governor, Chief Minister, Council of Ministers. • Composition, Powers & functions of State Legislature, Relation between the Union and the State. 	08

BOOKS FOR REFERENCE

1. M.V. Pylee, An Introduction of the Constitution of India, New Delhi
2. Subhash C. Kashyap, Our Constitution: An Introduction to India's Constitution and Constitutional Law, New Delhi
3. Durga Das Basu, Introduction to the Constitution of India, New Delhi

INTERNAL MARKS

Tests	: 15 Marks
Assignments	: 15 Marks

BLUE PRINT OF QUESTION PAPER

	2 Marks	5 Marks
Module I:	4	2
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Part A - Answer any 15 out of 20		(15 X 2 = 30)
Part B - Answer any 8 out of 10		(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(BUSINESS ANALYTICS SPECIALIZATION SUBJECTS)
BUSINESS ANALYTICS USING SPREAD SHEETS, POWER BI, GOOGLE DATA STUDIO
(w.e.f. 2021-22 onwards)

Course Outcome

CO1 - The course is to give students the ability to add analysis capabilities to Excel Spreadsheets with various formats.

CO2 – Provide students with a foundation to learn about more advanced data analytics with Excel.

CO3–Provides students with holistic end to end guidance on Power BI usage.

CO4- Students will learn how to connect data, create impactful reports, and collaborate. Also gain the knowledge and tools needed to design compelling reports using Google Data Studio.

Modules	Syllabus	Hours
I	Introduction to Spreadsheets <ul style="list-style-type: none"> • Reading data into Excel using various formats • Basic functions in Excel, arithmetic as well as various logical functions • Formatting rows and columns • Using formulas in Excel 	10
II	Spreadsheet Functions to Organize Data <ul style="list-style-type: none"> • IF and the nested IF functions • VLOOKUP and HLOOKUP • The RANDBETWEEN function 	10
III	Introduction to Filtering, Pivot Tables, and Charts <ul style="list-style-type: none"> • VLOOKUP across worksheets • Data filtering in Excel • Use of Pivot tables with categorical as well as numerical data • Introduction to the charting capability of Excel 	10
IV	Advanced Graphing and Charting <ul style="list-style-type: none"> • Line, Bar and Pie charts • Pivot charts • Scatter plots • Histograms 	10

V	Analytics in Power BI <ul style="list-style-type: none"> • Introduction • Explore statistical summary using BI • Data Validation and Cleaning in BI • Visualisation & creating dashboard using BI 	10
VI	Introduction to Data Studio <ul style="list-style-type: none"> • Data Studio overview • How Data Studio works • Build your first report 	10

TEXT/ REFERENCERESOURCES:

1. <https://online.rice.edu/courses/excel-data-analysis>
2. <https://analytics.google.com/analytics/academy/course/10>

INTERNAL MARKS

Practical Internal Test : 15
Hands on Assignments and Journal : 15

BLUE PRINT OF QUESTION PAPER

	A 2 Marks	B 5 marks
Module I:	3	1
Module II:	3	1
Module III:	3	2
Module IV:	3	2
Module V:	4	2
Module VI:	4	2

Part A - Answer any 15 out of 20 (15 X 2 = 30)

Part B - Answer any 8 out of 10 (8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(BUSINESS ANALYTICS SPECIALIZATION SUBJECTS)
BUSINESS ANALYTICS USING R
(w.e.f. 2021-22 onwards)

Course Outcome

CO1 - Understand the concepts associated with Data Science.

CO2 - Learn and Use popular business analytics tool like R studio.

CO3 -Understand the application of key concepts associated with R programming in business analytics.

CO4 -To enable the use of statistical, graphical techniques associated with Data Analytics.

Modules	Syllabus	Hours
I	Introduction <ul style="list-style-type: none"> • Introduction to Data Science • Scope of Data Science. • Hands on Sessions using R studio. 	10
II	Applications Using R <ul style="list-style-type: none"> • Application of Data Science • Introduction to R • Hands on Sessions using R studio 	10
III	R Programming <ul style="list-style-type: none"> • R Programming basics • R Environment and Basic Commands 	10
IV	Data in R 1 <ul style="list-style-type: none"> • Data Handling in R • Importing Data • Sampling 	10
V	Data in R 2 <ul style="list-style-type: none"> • Data Exploration • Creating Calculated Fields • Sorting • Data Exploration Validation and Cleaning 	10

VI	Basic Statistics <ul style="list-style-type: none"> • Collection of Data • Classification and Tabulation • Frequency • Central Tendencies • Correlation and Regression Analysis 	10
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TEXT/ REFERENCE BOOK:

3. Business Statistics by S.C. Gupta
4. Data Analytics with R by Bharati M

INTERNAL MARKS

Practical Internal Test : 15
Hands on Assignments and Journal : 15

BLUE PRINT OF QUESTION PAPER

	A 2 Marks	B 5 marks
Module I:	3	1
Module II:	3	1
Module III:	3	2
Module IV:	3	2
Module V:	4	2
Module VI:	4	2

Part A - Answer any 15 out of 20 (15 X 2 = 30)

Part B - Answer any 8 out of 10 (8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(BUSINESS ANALYTICS SPECIALIZATION SUBJECTS)
BUSINESS STATISTICS FOR DATA ANALYSIS
(w.e.f. 2021-22 onwards)

Course Outcome

CO1 - Produce appropriate graphical and numerical descriptive statistics for different types of data.

CO2 - Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within Data Analytics.

CO3 - Conduct and interpret a variety of hypothesis tests to aid decision making in Data Analytics.

CO4 - Use simple/multiple regression models to analyze the underlying relationships between the variables through hypothesis testing.

Modules	Syllabus	Hours
I	Data and Statistics <ul style="list-style-type: none"> • Applications in Business • Elements, Variables, Scales • Data Sources • Descriptive Statistics and Statistical Inferences 	10
II	Descriptive Statistics <ul style="list-style-type: none"> • Tabular and Graphical Displays • Summarising Data • Numerical Measures • Measures of Variability 	10
III	Sampling and Sampling Distribution <ul style="list-style-type: none"> • Selecting a Sample • Sampling Distribution • Other Sampling Methods 	10
IV	Hypothesis Testing <ul style="list-style-type: none"> • Developing Null and Alternative Hypothesis • Type I, Type II Error • Population Mean: Known and Unknown • Hypothesis Testing and Decision Making 	10
V	Correlation and Linear Regression <ul style="list-style-type: none"> • Introduction to Correlation • Introduction to Linear Regression • Test of Significance 	10
VI	Times Series Analysis and Forecasting <ul style="list-style-type: none"> • Patterns • Averages • Trends 	10

TEXT/ REFERENCE BOOK:

5. Business Statistics by S.C. Gupta
6. Statistics for Business by Anderson
7. Statistics for Management by Pearson

INTERNAL MARKS

Internal Test	: 10
Assignments	: 10
Handson Exercises	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	1
Module III:	3	2
Module IV:	3	2
Module V:	4	2
Module VI:	4	2

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(DIGITAL MARKETING SPECIALIZATION SUBJECTS)
CONTENT MARKETING
(w.e.f. 2021-22 onwards)

Course Outcomes:

At the end of this course students will be able to -

CO1. Students will learn to be able to define Content Niche and build audience personas.

CO2. Students will learn to harness the power of words to disseminate information.

CO3. Students will learn various ways to generate engaging and persuasive content.

CO4. Students will be able to use content marketing strategies, tactics, and best practices to produce fetching content.

Modules	Syllabus	Hours
I	Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model.	08
II	Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.	14
III	Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants , Developing an effective editorial calendar.	16
IV	Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking	10
V	Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age.	06
VI	Putting it All Together - Best practices in content marketing , Applying principles in real world case studies	06

REFERENCE BOOKS:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

INTERNAL MARKS

Tests	: 10
Live Projects	: 10
Assignments	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	4	2
Module II:	5	3
Module III:	5	3
Module IV:	3	1
Module V:	2	1
Module VI:	1	-

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(DIGITAL MARKETING SPECIALIZATION SUBJECTS)
SEO & SEM
(W.e.f.2021-22 and Onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: understand how business organizations can make a strong virtual presence organically through the web using various search engine tools.

CO 2: learn how to make the most cautious use of the search engines.

CO 3: learn how to build a good search engine reputation

CO 4: understand how organizations can use the online advertising platforms like Google Ads for promoting their business through various types of online advertisements

CO 5: know how to make the best bid for advertisements by understanding the working of ad ranks.

CO 6: Understand the concept of ROI on their online strategies to drive the traffic from search engine result page (SERP).

Modules	Syllabus	Hours
I	Search Engine Optimization - Understanding SEO, SEO Keyword Planning, Meta Tags and Meta Description, Website Content Optimization, Back Link Strategies, Internal and External Links Optimizing, Site Structure, Keywords in Blog and Articles - On Page SEO & Off Page SEO, SEO Optimizing with Google Algorithms Using Google Search Console, Measuring SEO Effectiveness.	14 Hours
II	SEO tools – spyfu	8 Hours
III	Search Engine Marketing Overview - Understanding Google search, Rule based personalization of marketing at internet scale, Overview of Google Adwords, Microsoft AdCenter and Yahoo , Search Marketing	16 Hours
IV	Pay Per Click Overview - PPC definition & it's functioning, Important Terms - Quality Score, Conversion Rate, Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure	12 Hours
V	Effective segmentation of keywords, Usage of multiple match types, Non-overlapping Ad Groups	10 Hours

TEXT BOOKS:

1. Search Engine Optimization (Priya Kanwar Varinder Taprial)
2. Search Engine Optimization and Marketing for Beginners (Renee Kennedy, Terry Kent, Renie Kennedy)

REFERENCE BOOKS:

1. The Art of SEO 2nd Edition (Eric Enge)
2. Search Engine Optimization : Your Visual Blueprint for Effective Internet Marketing 3/e (Jones K B)
3. Pay-Per-Click Search Engine Marketing Handbook (Mordkovich)
4. Search Marketing Strategies: A Marketer's Guide to Objective Driven Success from Search Engines (E-marketing Essentials) (Colborn James)

INTERNAL MARKS

Tests	: 10
Live Projects	: 10
Assignments	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	5	2
Module II:	1	1
Module III:	5	3
Module IV:	4	2
Module V:	3	1
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(DIGITAL MARKETING SPECIALIZATION SUBJECTS)
SOCIAL MEDIA MARKETING
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

- CO1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
- CO2. Develop social media marketing goals, objectives and content.
- CO3. Design and develop an effective Blog.
- CO4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
- CO5. Establish a Video Marketing Strategy and learn YouTube Advertising.
- CO6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
- CO7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

Modules	Syllabus	Hours
I	Introduction to Social Media, Benefits of Social Media Marketing, The Social Media Landscape, Common Platforms for Business, Social Media Marketing Plan, Social Media Content Editorial Calendar, Organic vs Paid Promotions.	08
II	Facebook Marketing – Basic Features, Creating & Promoting Facebook Pages, Types of Advertisements, Anatomy of an Ad Campaign, Setting up Campaigns, Facebook Ad Manager, Facebook Insights.	10
III	Instagram –Creating Business Accounts and Professional Profiles, Content Strategy, Style Guidelines, Growing Instagram Followers, Developing Your Instagram Strategy, Hashtags, Instagram Posting Strategy and Instagram Advertising	08
IV	YouTube – YouTube Channel Basics and Video Tips, Buying Models, Youtube Creator Studio, Making great videos, Posting on Your channel, Monetization on Youtube.	10
V	Twitter & LinkedIn –Setting up Twitter Accounts, Content Strategy, Twitter Ads, Twitter Tools, LinkedIn Strategy, Structure of LinkedIn: Profiles, Pages, Groups, Optimizing Your LinkedIn Profile, LinkedIn Targeting and Advertising.	10
VI	New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence. Social Media Tools – Buffer, Hootsuite	8

Text Books:

1. Digital Marketing – Seema Gupta
2. Social Marketing in India 1stEdition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
3. Marketing with Social Media (Linda Coles)

Reference Books:

1. The Social Media Marketing Book (Dan Zarrella)
2. Social Media Marketing 1stEdition (Michael R. Solomon, Tracy Tuten)
3. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

INTERNAL MARKS

Tests	: 15
Presentations	: 10
Assignments	: 05

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	2
Module II:	4	2
Module III:	3	2
Module IV:	3	1
Module V:	4	2
Module VI:	3	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(EVENT MANAGEMENT SPECIALIZATION SUBJECTS)
EVENT CREW AND TEAM MANAGEMENT
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: Understand and Explain the basic concepts, functions, roles, functioning and processes of Human Resource Management and its relevance in the Event industry.

CO 2: To integrate the knowledge of HR concepts to take correct business decisions in the Event industry and to develop necessary skill set for application of various HR issues in Team and Crew Management.

CO 3: List and describe the key steps in the human resource planning process in events and to understand the Human Resource Management challenges posed by Events.

CO 4: Design and formulate various HRM processes such as Job Analysis, Recruitment and Selection, Training and Development, Performance Appraisals and Reward Systems and Compensation Plans for the Event Crew.

CO 5: Analyze the strategic issues and strategies required to select and develop manpower resources for effective Crew Management in Events.

Modules	Syllabus	Hours
I	Team Building for Event <ul style="list-style-type: none"> ● HRM in Event: Introduction, Definition, Objectives, Scope and Significance, ● Human Resource Planning for Event, ● Career Planning and Succession Planning. 	10
II	Recruitment and Selection <ul style="list-style-type: none"> ● Job Analysis ● Methods of Collecting Job Analysis Information ● Job Descriptions & Job Specifications ● Recruitment – Meaning and Sources (LinkedIn Recruitment, Networking) ● Selection – Meaning and Steps ● Background Investigations and Reference Checks ● Types of Interviews ● Designing and Conducting the effective interview 	15
III	Manpower Training and Development <ul style="list-style-type: none"> ● Orientation and Induction of New employees ● The Training Process ● Training Methods ● Training for Virtual Event Management ● Management Development – Meaning and On the Job and ● Off the job Training Methods 	12

IV	Performance Appraisal and Compensation Management <ul style="list-style-type: none"> ● Performance Appraisal and performance Management ● Performance Appraisal Methods in event industry ● The Appraisal Interview ● Compensation and benefits (Flexitime, Work Sharing, Telecommuting) 	12
V	Event Crew Management <ul style="list-style-type: none"> ● Position overview: Reporting to the various Events Coordinators (Production Coordinator, Reservations Coordinator, Event Support Coordinator, Technical Coordinator) ● Primary responsibilities 	11

TEXT BOOKS:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters &Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
3. Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
4. Event Management: An Asian Perspective by Glenn McCartney
5. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
6. Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley

REFERENCE BOOKS:

1. Dessler, G.&Varkkey B.(2016) Human Resource Management, 14th Ed, Pearson Education
2. Aswathappa K. (2008) Human Resource and Personnel Management,5th Ed, Tata McGraw Hill Publishing Co. Ltd

INTERNAL MARKS

Tests	: 10
Assignment & presentation	: 10
Event Management	: 10

BLUE PRINT OF QUESTION PAPER

	A 2 Marks	B 5 Marks
Module I:	5	3
Module II:	5	3
Module III:	4	2
Module IV:	3	1
Module V:	3	1

Part A: Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B: Answer any 8 questions out of 10 two marks questions (8 X 5=40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(EVENT MANAGEMENT SPECIALIZATION SUBJECTS)
EVENT MARKETING AND ADVERTISING
(w.e.f. 2021-22 and onwards)

Course outcome:

At the end of this course students will be able to -

- CO 1: Students will be able to apply basic concepts of Marketing for Event industry and it will help in event promotion and planning process.
- CO 2: To analyze the overall business environment and evaluate its various components in business decision making.
- CO 3: To identify the needs of each segment are the same, so marketing messages should be designed for each segment to emphasize relevant benefits and features required rather than one size fits all for all customer types.
- CO 4: To Design an advertising message that gets the attention of the prospective buyer in a segmented population. To introduce Students to the basic steps in advertising. To help students understand the creation of an ad campaign.
- CO 5: To develop an overall appreciation for the importance of branding in today's dynamic, Interdependent society. Create an effective brand positioning strategy.

Modules	Syllabus	Hours
I	<p>Marketing concepts</p> <ul style="list-style-type: none"> ● Marketing Fundamentals: Marketing, Selling vs. marketing, Event marketing, Perspectives of marketing, Event marketing goals, marketing mix. ● Marketing Environment: Internal Environment and External Environment, SWOT Analysis, PESTLE Analysis. ● Market Segmentation: Segmenting the markets for events, bases for segmentation, Relevance of Market Segmentation to Event Management Companies. ● Market Targeting : classification of Target markets ● Consumer Behaviour: Meaning , Determinants of event participation ,marketing inputs, Decision making process of event participation, consumer research , CPI ACT 	12
II	<p>Event Marketing Approaches</p> <ul style="list-style-type: none"> ● Analysing Marketing Opportunities : Considerations for Developing Marketing Planning Strategy, Analysing SWOT Results, Business Potential, Assessment, Opportunity Analysis, Competitive Advantage, Problem Analysis, Establishing Focus on the Marketing Strategy ,Developing Marketing Goals and Objectives. ● Strategic Marketing: Meaning, Importance of strategic marketing, Risk versus Return Matrix, Destination marketing. 	15

	<ul style="list-style-type: none"> • Branding and Positioning of Events: What are Brands , Event as a Product Brand Event as a Tool for Building Brand Image, Significance of Brands Positioning, Building a Brand for Positioning , Retaining Event Property ,Repositioning of Events. 	
III	<p>Event Promotion and Advertising</p> <ul style="list-style-type: none"> • Advertising:7 Step Process led by Advertising, developing advertising objectives, The 5Ms of an Advertising Campaign, Selection of the Advertising Message, Types of Advertising Media, and celebrity advertising and social media advertising, advertising effectiveness. • Sales Promotion and Digital Marketing: An Introduction to the Concept of Sales Promotion, Importance and Strategies of Sales Promotion, Sales Promotion Tools, Major Decisions Pertaining to Sales Promotion, Sales Force Management, Integrated Marketing Communications and Digital Marketing • Personal Selling: Personal Selling – Definition and Meaning, Approaches to Personal Selling ,Contribution of Personal Selling to Event Marketing, Sales Creativity, Public Relations The New Role of PR: Experiential Marketing for Brand Experiences, Direct Marketing • Public Relations • Media Management: Media at an Event, Media Planning, Factors affecting Media Selection, Media Scheduling, Media Strategy, Establishing Relationship with Media, Working with Media at an Event. • Brand building: Brand Identity, Brand Associations and Touch points, The Relevance of Features, Value Patterns, Brand Associative System. Brand Building Factors, audience engagement in events, Co-branding. 	18
IV	<p>New challenges and trends in Event marketing</p> <ul style="list-style-type: none"> • Challenges in event marketing • Event marketing trends: Smart technology, social media, mobile applications, Engaging and Eye-Catching Activities & Incentives, Viral Marketing and e-WOM. • Experiential marketing :Business of experiences • Case study 	9

TEXT BOOKS:

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Kilkenny, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group

INTERNAL MARKS

Internal Tests : 10

Assignments : 10

Presentations : 10

BLUE PRINT OF QUESTION PAPER

Module	A 2 Marks	B 5 Marks
Module I	4	2
Module II	5	2
Module III	6	3
Module IV	5	3

Part A

Answer any 15 questions out of 20 two marks questions (15 X 2 = 30)

Part B

Answer any 8 questions out of 10 five marks questions (8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(EVENT MANAGEMENT SPECIALIZATION SUBJECTS)
EVENT PLANNING BUDGETING AND SPONSORSHIP
(w.e.f. 2021 - 22 onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: Helps to apply Event Management skills to the creation and development of different type of events and obtain a sense of responsibility for the multi-disciplinary nature of event planning.

CO 2: Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques professionally and ethically to manage an event.

CO 3: Learn to develop and deliver successful events proposal and work breakdown structure with a focus on event mission, vision and objectives.

CO 4: Able to understand Attracting and managing sponsorship requirements of event.

CO 5: Apply accounting and financial knowledge to ensure the efficient operation of an event and can use business administration skills to prepare efficient event budget.

Modules	Syllabus	Hours
I	Event planning <ul style="list-style-type: none"> ● Introduction to Event Industry, ● Event Management Companies in India ● Introduction to Event planning and management (Pre and post event planning) ● Aim of event, Develop a mission, Establish Objectives ● Role and Qualities of event planner ● Concept of MICE ● Size & type of event 	10
II	Ethics in event and Event Etiquettes <ul style="list-style-type: none"> ● The Ethical Cost of Doing Business ● Event Protocols, Fair Competition, ● How to Handle Unethical Behavior ● Event Etiquette, Protocol and Entertaining ● Dress codes, staging, staffing ● Event Feasibility, ● Codes of Conduct on site and in the Office for : Clients, Suppliers and Planners 	15

III	<p>Event Proposal</p> <ul style="list-style-type: none"> ● Event Work Break-down Structure (WBS) ● Aim of event, Develop a mission, Establish Objectives ● Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts. ● Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success. 	10
IV	<p>Event Sponsorship</p> <ul style="list-style-type: none"> ● Concepts, objectives, and component ● Developing and Selling the Sponsorship Proposal ● Assessment of sponsorship opportunities ● Post-event evaluation: identifying reasons for sponsorship failure and success ● Special sponsorship forms: Venue Naming Rights, Licensing, Endorsement 	15
V	<p>Event Budgeting</p> <ul style="list-style-type: none"> ● Aspects of an Event Budget ● Basic concept, Accounting standard, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, Panic payments, financial control system ● Latest Techniques of Costs controlling in Event ● Consolidating Technology with Event Automation ● Headcount Planning Tools for Events Team 	10

REFERENCE BOOK:

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley

ONLINE REFERENCE:

Event Planning Handbook:

1. <http://ccsd.net/resources/community-government-relations/event-planning-procedures-072616.pdf>
2. <https://www.maroondah.vic.gov.au/files/assets/public/documents/leisure/sport-rec/event-planning-and-procedure-handbook.pdf>

INTERNAL MARKS

Tests	: 10
Assignment presentation	: 10
Event Management	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 Marks
Module I:	4	2
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2

Part A: Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B: Answer any 8 questions out of 10 five marks questions (8 X 5=40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL MANAGEMENT SPECIALIZATION SUBJECTS)
COMMON DERIVATIVES
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO1: Know the basics of the Indian equity derivatives market.

CO2: Understand the basics of the Indian commodity, currency, interest rates derivatives markets.

CO3: Understand the various trading strategies that can be built using futures and options on both stocks and stock indices.

CO4: Understand the clearing, settlement and risk management as well as the operational mechanism related to equity derivatives markets.

CO5: Know the regulatory environment in which the equity derivatives markets operate in India.

Modules	Syllabus	Hours
I	Basics of Derivatives <ul style="list-style-type: none"> • Basics of Derivatives • Derivatives Market – History & Evolution • Indian Derivatives Market • Market Participants • Types of Derivatives Market • Significance of Derivatives • Various risks faced by the participants in derivatives 	10
II	Introduction to Equity Derivatives <ul style="list-style-type: none"> • Introduction to Equity Derivatives – Index & Stocks • Products Equity Derivatives – Futures & Options • Trading in Equity Futures & Options including M2M • Pricing of Equity Futures & Options • Cases 	10
III	Introduction to Currency Derivatives <ul style="list-style-type: none"> • Introduction to Currency Derivatives • Products Currency Derivatives – Futures & Options • Trading in Currency Futures & Options including M2M • Pricing of Currency Futures & Options • Cases 	10

IV	<p>Introduction to Interest Rate Derivatives</p> <ul style="list-style-type: none"> • Introduction to Interest Rate Derivatives • Products Interest Rate Derivatives – Futures & Options • Trading in Interest Rate Futures & Options including M2M • Pricing of Interest Rate Futures & Options • Cases 	10
V	<p>Introduction to Trading Systems</p> <ul style="list-style-type: none"> • Trading System for Derivatives • Selection criteria of Derivatives for trading • Selection criteria of Index Derivatives for trading • Adjustments for Corporate Actions • Position Limit – Equity, Currency & Interest Rate • Using Daily Newspapers to Track Futures and Options 	10
VI	<p>Introduction to Clearing and Settlement System</p> <ul style="list-style-type: none"> • Clearing Members • Clearing Mechanism • Settlement Mechanism - Equity, Currency & Interest Rate • Risk Management - Equity, Currency & Interest Rate • Margining and mark to market under SPAN - Equity, Currency & Interest Rate 	10

TEXT BOOKS:

1. NISM workbook on Derivatives

REFERENCE BOOKS:

1. Derivatives: The Wild Beast of Finance - Alfred Steinherr.
2. Derivatives Demystified - Andrew M.
3. Derivatives – A Guide to Alternative Investments - David M

INTERNAL MARKS

Internal Tests	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL MANAGEMENT SPECIALIZATION SUBJECTS)
DEPOSITORY OPERATIONS
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1. Know the basics of the depository system, the need and key features of the depository system in India.

CO 2. Understand the institutional structure of the depository system in India and the business partners of a depository.

CO 3. Understand the procedure and documents required for Demat account opening

CO 4. Understand the regulatory framework of Depository System in India.

CO 5. Know the various functions of the Depository and its Depository Participants

Modules	Syllabus	Hours
I	Introduction to the Capital Market and Depository <ul style="list-style-type: none"> ● Introduction to Capital Market ● Structure of Capital Market ● Regulatory environment in Capital Market ● Regulators in the Indian capital market ● Need for a depository system ● Depository as a market participant ● Legal framework for depositories in India ● Functions of a depository 	12
II	Depository and its Business Partners, Functions of DP - Account Opening <ul style="list-style-type: none"> ● Depository participants (DPs) ● Records of Services to be maintained as per DP Act & Companies Act ● AML ● <u>Clearing corporation/Clearing house</u> ● Issuers and RTAs ● Tripartite Agreement 	12
III	Functions of DP –Account Opening , Nomination & Transmission <ul style="list-style-type: none"> ● Types of demat account a person can open with a DP ● Beneficiary Account 	12

	<ul style="list-style-type: none"> • Clearing Member account • Closure and Freezing of account • Procedure and documentation for changes in client details • Transmission of shares • Nomination of shares • Process of transmission 	
IV	<p>Functions of DP-Dematerialization & Trading & Settlement, Pledge and Hypothecation,</p> <ul style="list-style-type: none"> • International Securities Identification Number (<u>ISIN</u>) • Process of dematerialization • Process of rematerialization • Role of DP in facilitating the transfer of securities • Off-Market /Market transactions, • Market transactions • Inter-Depository transfers • Concept for pledge and hypothecation • Procedure for pledge and hypothecation 	8
V	<p>Corporate Actions & Public Issues, Debt Instruments and Government Securities</p> <ul style="list-style-type: none"> • Corporate Actions • Procedure for Corporate Action w.r.t monetary benefits and non-monetary benefits • Procedure for Corporate Action w.r.t rights issue , mergers and amalgamations , Interest payment on debt securities • Role of DP in the process of public issues • Debt instruments and government securities, • Certificate of deposit (CDs),Commercial paper, Government securities 	8
VI	<p>Foreign Portfolio Investor, RGESS& BSDA</p> <ul style="list-style-type: none"> • Eligibility Criteria of Foreign Portfolio Investors (FPI) • Categories of FPI • Eligibility Criteria and Engagement of Designated Depository Participant (DPP) • Procedure for opening an account to invest in RGESS • Features of BSDA • Eligibility conditions required for opening BSDA 	8

TEXT BOOKS:

1. Taxmann's Depository Operations
2. Handbook for NSDL Depository Operations Module

INTERNAL MARKS

Internal Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	4	2
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	2	1
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL MANAGEMENT SPECIALIZATION SUBJECTS)
SECURITIES OPERATIONS AND RISK MANAGEMENT
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO1: Know the basics of the Indian securities market, the different products traded and the various market participants and the respective roles they play in the Indian securities market.

CO2: Understand the regulatory framework and the role of the Securities Exchange Board of India.

CO3: Understand the trade life cycle, the steps and participants involved in the trade life cycle.

CO4: Know the various functions of the Front Office, Middle Office and Back Office in a Securities Broking Firm.

CO5: Understand how the risks are managed in a securities broking firm, the clearing and settlement process.

CO6: Understand the various procedures for redress of investor grievances.

Modules	Syllabus	Hours
I	Introduction to the Securities Market & Market Participants in the Securities Market <ul style="list-style-type: none"> • Introduction • Securities Market • Money markets • Products Traded in the Indian Market • Investors • Issuers • Intermediaries • Regulators 	10
II	Introduction to Securities Broking Operations <ul style="list-style-type: none"> • Introduction to the Trade Life Cycle • Front Office Operations • Middle Office Operations • Back Office Operations 	10
III	Risk Management <ul style="list-style-type: none"> • Risk Management • Compliances and Regulatory Reporting • Cases 	10
IV	Clearing Process <ul style="list-style-type: none"> • Introduction • Role of the Clearing Agency / Corporation • Clearing Banks and their function • Clearing members /Custodians • Depositories & Depository Participants • Clearing Process 	10

V	Settlement Process <ul style="list-style-type: none"> • Settlement Cycle • Settlement of Internet based trading & order placed on phone • Settlement of Funds • Settlement of Securities • Corporate Actions Adjustment • Auction of Securities 	10
VI	Other Services provided by Brokers <ul style="list-style-type: none"> • Introduction • IPO Applications • Trading of Mutual Fund Units • Portfolio Management Service • Research Reports • Depository Services • Margin Trading 	10

TEXT BOOKS:

2. NISM workbook on Derivatives

REFERENCE BOOKS:

1. Fundamentals of Risk Management by Paul Hopkin
2. The Essentials of Risk Management by Michel Crouhy

INTERNAL MARKS

Internal Tests	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL SERVICES SPECIALIZATION SUBJECTS)
DEPOSITORY OPERATIONS
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1. Know the basics of the depository system, the need and key features of the depository system in India.

CO 2. Understand the institutional structure of the depository system in India and the business partners of a depository.

CO 3. Understand the procedure and documents required for Demat account opening

CO 4. Understand the regulatory framework of Depository System in India.

CO 5. Know the various functions of the Depository and its Depository Participants

Modules	Syllabus	Hours
I	Introduction to the Capital Market and Depository <ul style="list-style-type: none"> ● Introduction to Capital Market ● Structure of Capital Market ● Regulatory environment in Capital Market ● Regulators in the Indian capital market ● Need for a depository system ● Depository as a market participant ● Legal framework for depositories in India ● Functions of a depository 	12
II	Depository and its Business Partners, Functions of DP - Account Opening <ul style="list-style-type: none"> ● Depository participants (DPs) ● Records of Services to be maintained as per DP Act & Companies Act ● AML ● <u>Clearing corporation/Clearing house</u> ● Issuers and RTAs ● Tripartite Agreement 	12
III	Functions of DP –Account Opening , Nomination & Transmission <ul style="list-style-type: none"> ● Types of demat account a person can open with a DP ● Beneficiary Account 	12

	<ul style="list-style-type: none"> • Clearing Member account • Closure and Freezing of account • Procedure and documentation for changes in client details • Transmission of shares • Nomination of shares • Process of transmission 	
IV	<p>Functions of DP-Dematerialization & Trading & Settlement, Pledge and Hypothecation,</p> <ul style="list-style-type: none"> • International Securities Identification Number (<u>ISIN</u>) • Process of dematerialization • Process of rematerialization • Role of DP in facilitating the transfer of securities • Off-Market /Market transactions, • Market transactions • Inter-Depository transfers • Concept for pledge and hypothecation • Procedure for pledge and hypothecation 	8
V	<p>Corporate Actions & Public Issues, Debt Instruments and Government Securities</p> <ul style="list-style-type: none"> • Corporate Actions • Procedure for Corporate Action w.r.t monetary benefits and non-monetary benefits • Procedure for Corporate Action w.r.t rights issue , mergers and amalgamations , Interest payment on debt securities • Role of DP in the process of public issues • Debt instruments and government securities, • Certificate of deposit (CDs),Commercial paper, Government securities 	8
VI	<p>Foreign Portfolio Investor, RGESS& BSDA</p> <ul style="list-style-type: none"> • Eligibility Criteria of Foreign Portfolio Investors (FPI) • Categories of FPI • Eligibility Criteria and Engagement of Designated Depository Participant (DPP) • Procedure for opening an account to invest in RGESS • Features of BSDA • Eligibility conditions required for opening BSDA 	8

TEXT BOOKS:

3. Taxmann's Depository Operations
4. Handbook for NSDL Depository Operations Module

INTERNAL MARKS

Internal Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	4	2
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	2	1
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL SERVICES SPECIALIZATION SUBJECTS)
INSURANCE & RISK MANAGEMENT
(w.e.f. 2021-22 onwards)

Course Outcome:

At the end of this course students will be able to:

CO 1: It enables to understand the concept of risk and risk management.

CO 2: Identify and categorize the various types of risks and explain the various risk control measures available

CO 3: Identify and categorize the various types of risks

CO 4: Able to know the various Plans of Insurance with its conceptual framework and insurance regulation.

CO 4: Study the Application and Acceptance of Documentation and premium calculation under insurance.

CO 6: Follow the underwriting practices and efficient management of claims and its impact on the company and the policyholders.

Modules	Syllabus	Hours
I	Concept of Risk <ul style="list-style-type: none"> • Risk and Types of Risk • Managing Risk, Sources and Measurement of Risk • Risk Evaluation and Prediction • Disaster Risk Management • Risk Retention and Transfer • Actuary and Actuarial Science 	10
II	Insurance <ul style="list-style-type: none"> • Insurance and its Nature • Principle of Utmost Good Faith, Insurable Interest, proximity cause • Contribution and Subrogation, Indemnity • Legal Aspects of Insurance Contract, Concept of Insurance, Need for Insurance • Globalization of Insurance Sector • Reinsurance, Co-insurance, Assignment • Endowment-Types of Insurance Life Insurance, General Insurance 	10

III	<p>Life Insurance I</p> <ul style="list-style-type: none"> • Introduction to Life Insurance • Features and Classification of Policies • Applications and acceptance-prospectus, proposal forms and other related Documents-Age, Proof, Special Reports • Pricing and Valuation in Life Insurance • Documentation: Proposal Stage, Policy Condition I & II • Underwriting • Surrender Value-Introduction to Actuarial Science-bonus-policy • Payments under a Life Insurance Policy • Assignments-Nomination • Loan Surrender-Foreclosure-Policy-Maturity Claims-survival Benefit, Payments Death Claims • Waiver of Evidence of Title-Early Claims-Claim Concession • Presumption of Death-Accident and Disability Benefits 	10
IV	<p>Health Insurance</p> <ul style="list-style-type: none"> • Introduction to Health Insurance • Insurance Documentation • Types of Health Insurance Products • Health Insurance Underwriting • Health Insurance Claims 	10
V	<p>General Insurance</p> <ul style="list-style-type: none"> • Types of General Insurance-Fire • Principles of Insurance • Documentation • Theory & Practice of Premium Rating • Personal and Retail Insurance • Commercial Insurance • Claims Insurance 	10
VI	<p>Regulation of Insurance in India</p> <ul style="list-style-type: none"> • Control of Malpractices, Negligence • Loss Assessment and Loss Control, Exclusion of Perils • Computation of Insurance Premium • Regulatory Framework of Insurance: Role, Power and Functions of IRDA • Composition of IRDA,IRDA Act 1999 	10

TEXT/ REFERENCE BOOK:

8. IC 38 INSURANCE AGENTS- by Insurance Institute of India, Mumbai.
9. Practice of Life Insurance (I.C.02) (Insurance Institute of India, Mumbai)

INTERNAL MARKS

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(FINANCIAL SERVICES SPECIALIZATION SUBJECTS)
MUTUAL FUNDS
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features
- CO 2. Understand the channels for mutual funds distribution
- CO 3. Understand the legalities, accounting, valuation and taxation aspects underlying mutual funds and their distribution.
- CO 4. Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long term relationships with their client

Modules	Syllabus	Hours
I	<p>Concept and Role of a Mutual Fund</p> <ul style="list-style-type: none"> ● Concept & Function of a mutual fund ● Advantages and limitations of a mutual fund ● Investment objectives, Marking to market ● Unit capital, Assets under management (AUM) ● Fund running expenses, Net asset value (NAV) ● Brief history of mutual funds in India ● Closed end funds and open ended funds ● Categorization of funds by investment objective , Investing Horizon & Asset Class ● International funds, Fund of Funds, Exchange Traded Funds (ETF) 	10
II	<p>Fund Structure and Constituents, Legal & Regulatory Environment Structure of mutual funds in India and related regulations</p> <ul style="list-style-type: none"> ● Role of the sponsor, trustee and Asset Management Company (AMC) and related regulations ● Role of other fund constituents and related regulations ● Role & Functions of regulators in India-SEBI,SRO,AMFI ● AMFI Code of Ethics ● Investment restrictions and related regulations ● Investor rights and obligations 	10
III	<p>Offer Document, Fund Distribution and Sales Practices</p> <ul style="list-style-type: none"> ● Regulations with respect to drafting and filing of an Offer Document for NFO ● Process of NFO and steps involved in marketing an NFO 	10

	<ul style="list-style-type: none"> • Objectives of information disclosure in an offer document- SAI, SID, KIM • Types of investors and eligibility • Distribution channels for mutual funds • Pre-requisites to become a mutual fund distributor • Key elements of agreement between distributor and a mutual fund • Sales practices and commission structure • Types of commissions and transaction charges • AMFI Code of Conduct • Process for KYD 	
IV	<p>Accounting, Valuation and Taxation, Investor Services</p> <ul style="list-style-type: none"> • Computation of net assets and NAV-Announcement & Factors affecting NAV • Pricing of transactions in a mutual fund • Time-stamping of transactions, Charging of expenses • Key accounting and reporting requirements • Valuation process carried out by mutual funds • Applicability of Taxes, Dividend Distribution Tax • Taxability of dividends and capital gains in the hands of a mutual fund investor • Applicability of Securities Transactions Tax based on type of transaction and scheme • Setting off gains and losses under Income Tax Act • KYC requirements & Demat Account concept • Process related to fresh, additional purchase and redemption in a mutual fund • Contents and periodicity of Statement of account • Process for Nomination and Pledge • Types of Investment options - dividend, growth and dividend re-investment • Processes related to systematic investment, systematic withdrawals and transfers • Processes related to other investor services and facilities 	10
V	<p>Risk, Return and Performance of Funds, Scheme Selection,</p> <ul style="list-style-type: none"> • Return on investment-Calculation of simple, annualized and compounded returns • Applicability of returns for different types of funds • SEBI norms for return representation of mutual funds in India • Factors that may affect mutual fund performance • Risks in different type of mutual funds-Classification based on risk 	10

	<ul style="list-style-type: none"> • Process for Benchmarking of performance • Steps in selecting & evaluation equity funds, debt funds, Money market fund, Balanced fund & factors impacting their performance • Sources of data to track mutual fund performance • Classification of assets into physical and financial assets- Features 	
VI	<p>Financial Planning, Recommending Model Portfolios and Financial Plans Basics of financial planning-Financial Goals, Investment Horizon</p> <ul style="list-style-type: none"> • Objective, Benefits & Need for financial planning • Life cycle and wealth cycle in financial planning • Tools to categorize investors' needs • Risk profiling • Asset allocation and types • Importance and steps for developing a model portfolio 	10

TEXT BOOKS:

1. Taxmann's Mutual Fund Distributors
2. Indian Mutual Funds Handbook (5th Edition)

REFERENCE BOOKS:

1. The Mutual Fund Industry by R.Glenn Hubbard
2. Mutual Funds -Ladder to wealth creation by Vivek Negi
3. Common Sense on Mutual Funds :New Imperatives for the Intelligent Investor by John. C . Bogle

INTERNAL MARKS

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(SUPPLY CHAIN & LOGISTICS SPECIALIZATION SUBJECTS)
LOGISTICS MANAGEMENT
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management

CO 2: Apply optimization and management of operation in Logistics Management

CO 3: Demonstrate skills in identification and resolution of problems pertaining to Logistics Management.

Modules	Syllabus	Hours
I	Overview of Logistics management - Functions of Logistics - Concepts and terminologies in logistics Management-The Logistical Value Proposition – Logistics planning – concepts and cases, 3PL & 4PL – Concept– Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization, Challenges in Logistics-Logistics Strategy for CRM - Bottlenecks on the transport industry - Distribution Requirement Planning	08
II	Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration. Transportation problem (balanced and unbalanced).	10
III	Packaging and Material Handling: Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing.	09
IV	International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers	09

V	Reverse Logistics and Sustainability- Reverse Logistics Activities- Returns Vary by Industry- Reverse Logistic Costs- Reverse Logistics Process- Reverse Logistics as a Strategy - Using Reverse Logistics to Positively Impact Revenue- Other Strategic Uses of Reverse Logistics- Reverse Logistics System Design- Reverse Logistics Challenges-Managing Reverse Logistics –Reverse Logistics and the Environment	10
VI	Introduction to International Logistics - World class transportation - EXIM Procedures - EXIM Documentation - Introduction to customs - Customs procedures and processes - Transshipment and consolidation - Letter of credit – INCOTERMS	06

REFERENCES:

1. **Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.**
2. Burt, Dobbler, Starling, World Class Supply Management, TMH.
3. Donald J Bowersox, David J Closs, Logistical Management, TMH
4. Pierre David, “International Logistics”, Biztantra.
5. **Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.**

INTERNAL MARKS

Tests	:	10
Field Work	:	10
Presentation	:	10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	4	2
Module III:	4	1
Module IV:	3	2
Module V:	3	2
Module VI:	3	2

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

$$(15 \times 2 = 30)$$

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

$$(8 \times 5 = 40)$$

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(SUPPLY CHAIN & LOGISTICS SPECIALIZATION SUBJECTS)
PURCHASE AND INVENTORY MANAGEMENT
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Demonstrate the concept of Purchasing, Contract and Distinguish the concepts of Centralized and Decentralized Purchasing, Procurement and Purchasing.
- CO 2: State the Significance of Strategic Sourcing, Supplier Evaluation, Supplier Selection, Standards and Certifications required by Suppliers.
- CO 3: Definition and Meaning of Right Price, Forecasting, Budgeting and Understanding the Importance of Cost Reduction.
- CO 4: Outline the Dimensions of Material Management and state the Significance, Functions, Roles of Material Management.
- CO 5: Explain the Importance of Inventory and its control process.

Modules	Syllabus	Hours
I	Purchasing : Purchasing objectives - Purchasing Responsibilities - Purchasing process - Purchasing Management Process - Quotation and Purchase order - Types of purchase order(PO) - Contract - Advantages and Disadvantages - Contents of Contract - Purchasing Organization Structure - Advantages and disadvantages of Centralization and decentralization - Procurement and E-Procurement – Value chain of E-Procurement - Difference between procurement and purchasing - Buyer profiles and division of responsibilities. Based on Van Weele	14
II	Strategic Sourcing - Strategic sourcing process - The Kraljic Matrix-(Case Study) - Supplier Evaluation - Selection-Key factors for supplier selection - Standards for supplier selection - Standards and certification - Quality Characteristics - Supplier Quality Management, Rating measurement criteria	13
III	Meaning of Right Price – Price Analysis - Determination of Right Price – Influencing Factors on Pricing - Classification of Pricing - Price Forecasting - Right Place – Purchase Budgets - Budgetary control - Need Identification Problems - Definition of lead time Elements- Cost Reduction and Lead time	7
IV	Material Management – Nature, Objectives - Significance of material management – Key function of material management- Material classification - Role of Material Management - Material handling principles - Materials and Profitability & Profit Center Concept - Definition of Material Planning - Bill of Material –	12

	Material Requirement Planning - Importance of Material Research, Definition Unitizing, packaging and shipping - Inventory: Importance, Types, Functions and characteristics - Reasons for holding inventories	
V	Inventory costs and its relevance for decision making - Inventory policies and control - Push Pull inventory methods - Risk pooling - Inventory management process - Inventory control system - Performance measurement in inventory management.	8

REFERENCE BOOKS:

1. Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Purchasing and Materials Management – S Chand & Company Ltd. – K C Jain and Jeet Patidar – 2011
3. Logistics and Supply Chain Management – Himalaya Publishing House – K. Shridhara Bhat – 2011
4. Essentials of Supply Chain Management – Jaico Publishing House – Dr. R. P. Mohanty and Dr. S.G. Deshmukh
5. Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl – 2007

INTERNAL MARKS

Tests	: 10
Field Work	: 10
Presentation	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 Marks
Module I	5	3
Module II	3	2
Module III	4	1
Module IV	4	2
Module V	4	2

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30 Marks)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40 Marks)

DEPARTMENT OF BBA
B.B.A. : V SEMESTER
(SUPPLY CHAIN & LOGISTICS SPECIALIZATION SUBJECTS)
SUPPLY CHAIN MANAGEMENT
(w.e.f. 2021-22 and onwards)

Course Outcomes:

At the end of this course students will be able to -

CO 1: Students can demonstrate strong conceptual knowledge in the area of supply chain.

CO 2: Understand fundamental supply chain management concepts.

CO 3: Students will demonstrate skills in identification and resolution of problems pertaining to supply chain.

Modules	Syllabus	Hours
I	Supply Chain definition – Objectives -Importance– Types – Various definitions – Drivers – Need for SCM – SCM as a profession – Supply chain processes - SCM decisions and skills – Strategy formulation in SCM - SC Performance measurement and SCOR model – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix	8
II	Strategic Sourcing – Source evaluation – Collaborative perspective – Buyer Supplier Relationship – Partner Selection – Develop of Partnership – Importance of inventory – Imbalances – uncertainties – Inventory costs – Inventory turnover ration	7
III	Transportation Selection – Tradeoff – Modes of transportation – Models for transportation and distribution – Factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, E-Commerce, E-Procurement – Bar Coding and RFID technology	7
IV	Critical business processes and information systems – DBMS – Benefits of ERP –information system and bull whip effect – SCM software packages – Modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain – Types of reverse flows – Collaborative SCM’s and CPFR – Agile systems – Sources of variability – characteristics – Supplier interface – Internal processes	8
V	Supply Chain Management and profitability – Quality management – Supply Chain Risk Management Mass customization and globalization – Ethical Supply Chains – E-business and SCM – Balanced Score Card – Benchmarking, Performance measurement- Best practices in Global SCM – cases	6

TEXT BOOKS:

1. Mohanty R.P, S.G Deshmuki “Supply Chain Management” Biztantra, New Delhi

INTERNAL MARKS

Internal Tests	: 10
Assignments & presentation	: 10
Field work	: 10

BLUE PRINT OF QUESTION PAPER

	A	B
	2 Marks	5 Marks
Module I:	6	2
Module II:	3	2
Module III:	4	2
Module IV:	4	3
Module V:	3	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)