



Dayananda Sagar
University

Bengaluru

STUDENTS' HANDBOOK

Programme: BBA

Academic Batch:
(2022-2023)

DSU *live the dream*



SCHOOL OF COMMERCE AND MANAGEMENT
STUDIES



School of Commerce and Management Studies

HANDBOOK

BBA

BACHELOR OF BUSINESS ADMINISTRATION

REGULATIONS, CURRICULUM STRUCTURE AND SYLLABUS



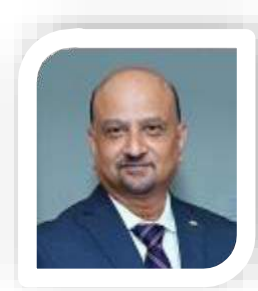
SCHOOL OF MANAGEMENT (BBA)



School of Commerce and Management Studies

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Dean's Message

Dear Students,

We live in dynamic times!

Corporations have changed dramatically over the last 40 years or so. Today's most valuable companies are Microsoft, Meta (Facebook), Apple, Amazon, Tesla, and Alphabet (Google). Aside from Tesla, which owns Gigafactories, these digital natives use knowledge, talent, subscriber networks, and innovation as critical assets, unlike the 20th-century global giants — General Electric, U.S. Steel, General Motors, Ford, Goodyear Tire, and ExxonMobil — that rely on land, buildings, machines, warehouses, and physical infrastructure to produce physical goods. The magnitude of this cataclysmic change can be judged because, according to many calculations, each 21st-century digital giant is at least ten times more valuable than an average 20th-century industrial giant. We live in an age of technology where gig jobs are the order of the day.

Given this background, at SCMS, we are cognizant of the changes occurring in business and have incorporated changes in our curriculum to reflect genuinely new-age undergraduate programs. What is more important is that the school has the intellectual capital in terms of scholarly and practice professors to address these changes in the world and curricula.

India is one of the fastest-growing economies of the modern world, throwing up immense opportunities for young Indians with the proper education and problem-solving skills. The ethos of the undergraduate program at SCMS is to create superior management professionals and entrepreneurs with a mindset to absorb change and create opportunities through innovation and creativity for themselves and society.

All programs in the school rest of five pillars: Creativity, Entrepreneurship, Problem-Solving, Leadership and Technology, which permeate all courses and activities. My faculty, staff and I invite students to immerse themselves in brilliant learning, exploration and adventure.

Wishing you all success!

Capt. A.Nagaraj Subbarao, PhD

Professor & Dean - SCMS



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About the University

Dayananda Sagar University (DSU), a top ranked (K-SURF) Private University in Karnataka, with more than 60 years of background in education, was created during 2014 to address the new paradigms of higher education that have raised during the recent years. The University fosters innovation, creativity and scholarly pursuits among its students and faculty members. The graduates of the University have the domain and unique leadership qualities to solve problems at local, national and global levels and are trained to be lifelong learners. DSU has

DSU has ensured that the programmes and curricula are current, relevant and outcome-based by reviewing the curricula on an annual basis by involving academics and industry champions from across industry sectors. The Schools have adopted modern pedagogical methods like project-based learning, problem/simulation-based learning, blending online courses into its curricula and experiential learning. To achieve experiential learning and for students to access industry, DSU has developed a partnership with Industry clusters and has created DERBI-Dayananda Sagar Entrepreneur Research and Business Incubation.

The University is continuously investing in newer tools and laboratories, and faculty development programs to handle the ever-changing skill needs. The University's Innovation and Entrepreneurship cell have created an ecosystem to motivate a significant number of students to take up an entrepreneurial route and several champion faculty members are identified to continuously work on new and feasible ideas to support entrepreneurship amongst their students.



School of Commerce and Management Studies

University Vision

To be a centre of excellence in education, research and training, innovation and entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

University Mission

To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



School of Commerce and Management Studies

PREFACE

Dayananda Sagar University has been synonymous with delivering higher education that meets global standards across various disciplines. Our commitment to excellence is reflected in the rich legacy we have cultivated, which is now manifested in our undergraduate and postgraduate programs in commerce and management. This handbook serves as your guide to the educational journey that awaits you in this dynamic and transformative environment. At Dayananda Sagar University, we go beyond the conventional boundaries of education. We believe in offering more than just classroom instruction; we offer a holistic and enriching learning experience. Our goal is to nurture not just your academic growth, but also to shape you into well-rounded individuals who are poised to lead and excel in the corporate world. The School of Commerce and Management, within the vast expanse of Dayananda Sagar University, is dedicated to providing you with the finest learning environment. Our commitment extends to world-class infrastructure, supported by a distinguished faculty team that is adept at nurturing your managerial and leadership capabilities. Through a diverse array of pedagogical tools, including classroom instruction, case-based discussions, role plays, film-shows, games, on-field projects, company internships, guest lectures, and seminars by industry experts, we aim to provide a comprehensive educational experience.

This handbook offers a glimpse into the multifaceted approach we take to commerce and management education. It showcases our methodologies that blend theoretical knowledge with practical applications. With a focus on cultivating critical thinking, problem-solving skills, and a deep understanding of the intricacies of commerce and management, we prepare you to navigate the challenges of the business landscape with confidence. As you embark on this journey with us, we encourage you to immerse yourself in the learning opportunities that await you. This handbook is designed to be your companion, providing you with insights into our programs, curriculum, faculty, and the unique opportunities that Dayananda Sagar University offers. We believe that your experience here will be transformative and enriching, as you develop the skills, knowledge, and mindset to become successful professionals and leaders in the realm of commerce and management. We invite you to embrace this exciting journey with enthusiasm, curiosity, and a thirst for knowledge.

Welcome to Dayananda Sagar University's School of Commerce and Management. Your journey towards a promising future starts here.

School of Commerce and Management Studies

PROGRAM OVERVIEW

The undergraduate programme in Bachelor of Business Administration (BBA) is offered by the School of Commerce and Management Studies as a platform to prepare young minds with a positive attitude for excellent performance and committed service. It provides the right nurturing ground to enable students to pursue their entrepreneurial ambitions.

The curriculum for the Four-year programme (8 Semesters), has been designed to enable the students to get an overview of the various aspects related to launching and managing a business effectively; as well as giving them an opportunity to specialize in a functional area of management that they would like to pursue in their careers. The programme focuses on developing the students and equipping them to meet the managerial challenges of the 21st century. The ability to work in teams is also focused upon as a key skill to be developed for success in the work-place.

The programme also aims to develop the student's independent thinking, decision-making capability and research aptitude. Learning is enhanced through many pedagogical tools like case studies, presentations, internships, research projects, industrial visits, and guest lecturers from a pool of industry experts.

BBA program at Dayananda Sagar University aims to be global leader among B-Schools by imparting industry and society relevant management curriculum.

BBA program at Dayananda Sagar University imparts best training to the future effective managers with a modern blend of teaching, research and industry interaction. The program provides a competent, innovation oriented, ethical and intellectual environment with a sharp focus on leadership in the ever changing technologically challenging global market-place.

School of Commerce and Management Studies

School Vision

To be known as the best B-school for aspiring management leaders in the country with industry focused curriculum and practice.

School Mission

To create value for students, business, and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven data, technology and innovation.

Program Educational Objective

- To instil in the students, the knowledge and capability of understanding the business world and its complexities.
- To develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world.
- To inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students.
- To promote research culture through internships, research-oriented projects, live projects and enable them to be devoted to data-driven decision making in related fields.
- To instil learning among students for upskilling and reskilling even in later part of life.

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PROGRAM SPECIFIC OUTCOMES

- Develop the knowledge skill and attitude to creatively and systematically apply the principles and practice of management, accountancy, finance, business law, statistics, HR, operation and IT to management problem and work effectively in modern day business and non-business organizations.
- Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
- Demonstrate the critical thinking mind-set and the ability to identify and formulate research problems, research literature, design tools, analyses and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
- Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.

PROGRAM OUTCOMES

- Exhibit conceptual knowledge of various functions of management using advanced and disciplinary theories.
- Nurture ethical principles and leadership skills for solving modern business problems.
- Develop analytical thinking skills by adopting recent technological advancement to meet global standards.
- Develop entrepreneurial spirit and research abilities to foster progressive decision-making abilities in Business.
- Apply innovative strategies to solve societal problems and meet sustainable development goals.
- Demonstrate strong communication skills to become successful business leaders and inculcate lifelong learning.

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PROGRAM HIGHLIGHTS

- Intellectual Capital with qualified professors. A pool of scholarly professors and also a pool of industry leaders as professors of practice.
- Core Specializations in Finance | HRM | Marketing | Analytics | International Business
- At the end of Semester V & VI the students will undergo internship and placement opportunities will be provided to them.
- Pedagogy is creative and incorporates short projects, case studies, simulations, lectures and field studies. Lectures and interaction with faculty from across the world. Value Added Programs (VAP) adds to the student's competence levels.
- Certification Programs through 365 Data Science is offered to students across semesters.
- Mentorship Program & Class committees are organised for every student alternate week for understanding and monitoring their progress.
- Career Focus initiatives - CATS are organised for preparing final year students for placement.
- Business Simulation from the All-India Management Association (AIMA) giving students a holistic idea of how industry works and the impact that one function has on another in a fast paced and competitive environment.

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DSU SCMS -UG FACULTY LIST				
Sl. No	Name of Faculty	Educational Qualification	Designation	Specialization
1	Prof. (CAPT.) A. Nagaraj Subbarao	MBA, M.Phil., PHD	Dean	Organizational Behavior and HRM
2	Dr. Truptha Shankar	MBA, Ph.D	Assistant Dean	Marketing and General Management
3	Dr.Laxmana Rao	M.Com., M.Phil ., MBA, Ph.D,	Associate Professor	Accounting and Finance
4	Dr. S. Raja Narayanan	M.Com ., M.Phil ., PhD	Associate Professor	Accounting and Finance / Banking
5	Dr. Chandrakala G	M.Com ., M.Phil ., MBA, NET, Ph.D,	Associate Professor	Finance
6	Dr.Jyoti Mishra	M.Com., Ph.D, MMM, B.Ed.	Associate Professor	Marketing and Finance
7	Dr. Roohi Kursheed Khan S	M.COM, MBA,Ph.D.	Associate Professor	HR, General Management
8	Dr. Aditi Soni	M. Com,-NET(JRF) Ph. D,	Assistant Professor	Finance
9	Dr. Rajesh M Kalli	MBA, PhD	Assistant Professor	General Management
10	Dr. Rajath B S	M.Com, B.Ed, KSET, PhD	Assistant Professor	Accounting , Taxation
11	Prof. Suneeta.Hegde	MSc, MBL,PGHRM, EMP	Assistant Professor	Law
12	Prof. Suresh Kumar T M	MBA, PGDHRM, M.Phil, (Ph.D)	Assistant Professor	Marketing
13	Prof. Abhilash G	M.Com(F&A), NET	Assistant Professor	Finance
14	Prof. Kavya Shabu	M.Com, NET, (Ph.D)	Assistant Professor	Finance
15	Prof. Santosh Kumar S	MBA, PGDHRM, PGDFM, PGDMM, M.Phil, M.COM, (PhD)	Assistant Professor	Finance, Accounting and Taxation
16	Dr. Shruthi M P	MBA, M.Com , Ph.D.	Assistant Professor	Finance
17	Prof. Lohit. N	M.Com, M.Phil, (Ph.D)	Assistant Professor	Accounts and Finance
18	Prof. Abhijith	M.Com, (Ph.D)	Assistant Professor	Finance
19	Prof.Yogashree	MBA	Assistant Professor	Finance and HR
20	Pooja J	M.COM	Academic Coordinator	
21	Dakshayani. R	BCOM	Asst. Academic Coordinator	
22	Goutham J	BCOM	Office Assistant	

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RULES AND REGULATIONS

As per NEP guidelines, the framework, and durations of Under Graduate programs have been modified. The undergraduate degree is structured for either three or four years with multiple exit options and appropriate certifications. The new policy enables students to obtain a certificate after one year; a diploma after two years; Bachelor's degree after three years and Bachelor's degree with Honors after the successful completion of fourth year. The four-year program prides itself by having a research component in the form of projects in its penultimate semester. The Honors program permits every student to choose a major and two minor Subjects from the prescribed set of courses. NEP follows Choice Based Credit System (CBCS). The accumulated credits of a student are digitally stored In the Academic Bank of Credit (ABC) system. If a student wishes to Dure education from a different Higher Education Institution (HE), previous semester credits will be digitally transferred to the new HEI. The credits earned by the student will be transferable across numerous recognized higher education institutions within the state/country, allowing degrees to be awarded from any of the Hels based on the credits earned.

A structured program such as this provides a multi-faceted education which relies on practical based learning. This form of training and learning premises itself by knitting theoretical concepts to its application. Thereby, not only enabling the students with a sound conceptual foundation, but also making them adept at applying them at a skilful level. Consequentially bridging the gap between science and practice. A practical approach to learning empowers students by improving their prospects of seeking opportunities in industries and advanced research institutes.

The four-year multidisciplinary undergraduate program is a significant shift in Contemporary education by replacing traditional programs. The curriculum is designed on the Outcome-Based Education (OBE) approach. Owing to the aforesaid, DSU was motivated to replace the existing three-year undergraduate program with four-year.

Honors program with multiple entry and exit options as stipulated by NEP. After completing a one-year course. Would be awarded a certificate. After two years successful completion, a diploma is awarded. After completion of successful three years, a bachelor's degree is awarded. After completing the four-year curriculum, students will be awarded a bachelor's degree with Honors in specific disciplines chosen. The post-graduate program is restructured into a one-year Master's degree for four-year Honors degree graduates and a two-year Master's degree for three-year degree holders.

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ATTENDANCE

Candidates are required to attend all the classes (Lectures, Tutorials, Practical, Workshop Practice etc.) for which they have been registered. The candidate shall not be allowed to appear for the end semester examination if his/her attendance falls below 85% in each course and shall be awarded a "NE" grade in that course.

Apr Provision for condoning up to 10% of the attendance by the Vice Chancellor on the specific recommendation of the chairman of the department and Dean, showing reasonable cause Such as:

- (a) Any medical emergencies/ illness where the candidate requires rest for the specified number of days certified by a Government Doctor only /any death in the family (near and dear ones).
- (b) If the student represents the University in Sports/ Cultural activities / Extra-curricular activities / Co-curricular activities / participation in NSS/NCC/Red Cross/RD parade etc.
- (c) If a student presents a Paper in National/ International Conferences or attends any recognized Workshops/Seminars.

If the period of leave is for a short duration (less than two weeks), prior application for leave shall have to be submitted to the Chairman of the Department concerned stating fully the reasons for the leave requested for along with supporting document(s). Such leave will be granted by the Chairman of the Department. However, the student shall comply with regulations.

If the period of absence is likely to exceed two weeks, a prior application for grant of leave will have to be submitted through the Chairman of the Department to the Dean with supporting documents in each case. The decision to grant leave shall be taken by the Dean on the recommendation of the Chairman of the Department. However, the student shall comply with 5.1 and 5.3. of regulations.

It shall be the responsibility of the candidate to intimate the concerned course instructor(s) regarding his/her absence before availing the leave.

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COURSE STRUCTURE

Medium of instruction, examination and project reports shall be in English except in case of any language audit courses. Teaching of the courses shall be reckoned in credits: Credits are assigned to the Courses based on the following general pattern:

- a) One credit for each lecture period
- b) One credit per two hours for each Laboratory or Practical
- c) Credits for seminar, mini project, project as indicated in the Scheme/curriculum of teaching
- d) For 1 and 2 credit papers marks will be allotted based on continuous internal assessment only. In order to qualify for a 4 years Bachelor's degree in Honors of the University, a candidate is required to complete the credit requirement as prescribed in the scheme/curriculum/guidelines of the DSU for a particular program.

The program of a study consists of the following components:

- Core courses
- Ability- Enhancement Compulsory Courses
- Skill Enhancement Courses
- Discipline Specific Minor Degree Courses
- Project (As specified by Scheme of study of the program)
- Mandatory courses

The 4 years Bachelor's degree Honors Program shall have a curriculum and syllabi for the courses approved by the Board of Governors. Board of Studies will discuss and recommend the syllabi of all the undergraduate Courses offered by the department from time to time before sending the same to the Academic Council. Academic Council consider the proposals from the Board of Studies and recommendations to the Board of Management and Board shall be with DSU. Make for consideration and approval. For all approved courses, the copyright.

SUMMER TERM

A summer term program may be offered by a department and with the approval of the Dean. Summer term courses will be announced by the Academic Affairs Office at the end of the even semester and before the commencement of the end semester examination. A candidate will have to register for summer term courses by paying the prescribed fees within the stipulated time after the announcement.

The total number of contact hours in any summer term program will be the same as in the regular semester course. The assessment procedure in a summer term course will also be similar to the procedure for a regular semester course.

Candidates granted semester drop by the Board of Governors, on medical ground, shall be allowed to clear the concerned courses in summer term course and subject to conditions as stated. The Candidates with "NE" grade shall register for summer term by paying the prescribed fees. Candidates who are awarded 'F' grades in regular semester examinations have the option to register for the concerned courses in summer term examinations to the conditions as stated under clauses 10.1, 10.2.and 10.3 above, or they can re-sit for subsequent semester/summer

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term examination only. The makeup examinations shall be held as notified in the academic calendar or through an exclusive notification duly approved by the Vice-chancellor.

DURATION OF THE PROGRAM

Normally a candidate should complete all the requirements for undergraduate program in Four years. However, academically weaker Candidates who do not fulfil some of the requirements in their first attempt and have to repeat them in subsequent semesters may be permitted up to Seven consecutive years (from the first year of registration) to complete all the requirements of the degree.

TERMINATION FROM THE PROGRAM

- A candidate may also be compelled to leave the Program in the University on disciplinary grounds.
- On having been found to have produced false documents or having made false declaration at the time of seeking admission.
- On having been found to be pursuing regular studies and/or correspondence courses (leading to degree or diploma) in any other college, university, or an educational institution simultaneously.
- On having been found to be concurrently employed and performing duty or carrying out business in contravention to academic schedules of the University and without seeking approval from the University.
- If a student fails to earn a pass grade even after 4 attempts such a student is terminated from the university on the grounds of NOT FIT FOR THE PROGRAM (NEFTP).
- If a student secures a CGPA less than 4, 4 times during entire duration of the program of study, such a student is terminated from the university on the grounds of NOT FIT FOR THE PROGRAM (NFFTP).
- However, if the student appeals for reconsideration of termination from the university under NFFTP rule by providing the genuine reasons to the Vice- Chancellor through the Dean of Faculty, then the Vice-Chancellor may consider constituting a committee for the purpose of review and
- provide 2 additional attempts on the recommendations of the committee.

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EVALUATION OF BBA INTERNSHIP PROJECT

Rubrics for Project Work (Common to core and Specialization)		
Particulars	Marks Allotted	
A. Internal Assessment by the Guide- Based on three Presentations by Students	30	60
B. Report Evaluation by the Guide. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.	30	
C. Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	40	
Total	100	

Rubrics for Project Evaluation and Viva voce Examination:

A. Internal Assessment by the Guide- Based on three Presentations by Students and B. Report Evaluation by the Guide.		
Sl. No	Aspects	Marks Allotted
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	10
5	Industry and Company Profile	5
6	Theoretical background of study	10
7	Data analysis and interpretation	10
8	Summary of findings, suggestions and conclusion	10
Total		60
C. Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)		
1	Presentation skills	5
2	Communication skills	5
3	Subject knowledge	5
4	Objectives of the study and Methodology	10
5	Analysis using statistical tools and statistical packages	10
6	Findings and appropriate suggestions	5
Total		40

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GRADING

- There shall be continuous assessment of a candidate's performance throughout the semester and grades shall be awarded by the concerned course instructor and/or the appropriate committee appointed for this purpose on the following basis.
- The grading will normally be based on CIA and SEE. Practical Courses/ Work Shop Practice: The evaluation will be based on instructor's continuous internal assessment, a test and end semester examination.
- The weightage assigned to different components of continuous internal assessment will be announced by the concerned instructors) in the beginning of the semester.
- The results of performance of the candidates in the Continuous Internal Assessment Test shall be announced by the instructors.
- In case of seminar, evaluation will be as determined by the grade awarding Committee. Mini project /projects will be based on Continuous evaluation by Guide(s) and Semester End Examination (as per the Program Scheme)
- The results of performance of the candidates shall be announced by the Controller of Examinations.

CONTINUOUS EVALUATION

- Under normal circumstances for theory courses, total CIA weightage shall be a total of 60%, put together all components with varying weightages; Under exceptional circumstances with the approval of the Vice-Chancellor on the recommendation of Dean of the School, the weightage of CIA may be higher than 60%.
- The components of CIA may be tests, mid-term exam, quiz, term paper, simulation-based problem solving, open-book test, solving open-end problems, mini-projects, seminars, viva-voce, awarding marks for attendance and such activities that enhance original thinking of students.
- Under normal circumstances for the practical courses (laboratory, workshops, and any such hands-on activity), total CIA weightage shall be a total of 60%, put together all components with varying weightages; Under exceptional circumstances with the approval of the Vice Chancellor on the recommendation of Dean of the School, the weightage of CIA may be higher than 60%.
- CIA may have components such as conduction of an experiment, record writing, viva-voce, tests, simulation, mid-term exam, quiz, demo, term paper, mini-projects, seminars, marks for attendance and activities which enhances original thinking of students.

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MAKE-UP EXAMINATIONS

- Provision for make-up exam shall be available to the students who might have missed to attend the Semester / Annual end examinations of one or more courses for exceptional cases arising out of natural calamities / medical emergencies/death of a member in the family, with the permission of Faculty Advisor and Chairperson / Dean / Principal of the respective School/College. All such cases have to be exclusively to be approved by the Vice-Chancellor and ratified in the Academic Council / BOM / BOG. All such courses approved for makeup awarded at transitory examinations
- The makeup examinations shall be held as notified in the academic calendar or through an exclusive notification duly approved by the Vice-chancellor.

METHODS OF AWARDING LETTER GRADES

Relationships among Grades, Grade points and % of marks are listed in Table 1.

Table 1: Grade, Points, Grade Description and % of marks

Grade	Grade Points	Descriptions	% Marks
O	10	Outstanding	90 to 100
A+	9	Excellent	80 to 89
A	8	Very Good	70 to 79
B+	7	Good	60 to 69
B	6	Above Average	55 to 59
C	5	Average	50 to 54
P	4	Pass	40 to 49
F	0	Fail	< 40
AP	-	Audit Pass	-
AF	-	Audit Fail	-
IC	-	In Complete	-
NE	-	Not Eligible	-
W	-	Withdrawn	-

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DESCRIPTION OF GRADES

- A student will have to ensure a minimum CGPA of 4, to become eligible for the award of the degree.
- A candidate shall have to repeat all courses in which he/she obtains 'F' Grades until a passing grade is obtained.
- An IC grade denotes incomplete performance in any Theory and/or Practical Assessment. It may be awarded in case of absence on medical grounds or other special circumstances for SEE. Requests for IC grade should be made at the earliest but not later than the last day of SEE.
- The student can appear for the course/s with IC grade, when exams are conducted subsequently by the University for those Courses.

EVALUATION OF PERFORMANCE

- The performance of a candidate shall be evaluated in terms of the Semester Grade Point Average (SGPA) which is the Grade Point Average for a semester, Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters.
- The Earned Credits (EC) are defined as the sum of course credits for courses in which candidates have been awarded grades between O to P. (Table1)
- Points earned in a semester = (Course credits X Grade point) for Grades O-P.
- The SGPA is calculated on the basis of grades obtained in all courses, except audit courses and courses in which F grade or below, registered for in the particular semester.

$$SGPA = \frac{\text{Points secured in the semester (O – P Grades)}}{\text{Credits registered in the Semester Excluding Audit courses}}$$

- The CGPA is calculated on the basis of all pass grades, except audit Courses.

$$CGPA = \frac{\text{Cumulative points secured in all the passed courses (O – P Grades)}}{\text{Credits registered credits, excluding audit courses}}$$

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WITHHOLDING OF CREDITS

Grades shall be withheld when the candidate has not paid his/her dues or when there is a disciplinary action pending against him/her.

CONVERSION OF CGPA INTO PERFORMANCE

There is no formula for conversion of CGPA into percentage of marks. However, the following formula for conversion of CGPA on a 10-point scale into percentage of marks for Employment /higher studies etc may be used.

Percentage of Marks secured = CGPA Earned x 10

Illustration for CGPA of 6.20;

Percentage of marks secured $M = 6.20 \times 10 = 62.0$

ELIGIBILITY FOR THE AWARD OF BBA DEGREE

A candidate shall be declared to be eligible for the award of BBA degree if he/she has:

- 20.1 Completed all the credit requirements for the degree with a CGPA 4.0 or higher at the end of the program.
- 20.2 Satisfactorily completed all the mandatory courses.
- 20.3 No dues to the University, Department, Hostels.
- 20.4 No disciplinary action pending against him/her.

AWARD OF DEGREE

The award of BBA degree must be recommended by the Academic Council and approved by the Board or Management and Board of Governors of the DSU.

REPEAL AND SAVINGS

Notwithstanding anything contained in these Regulations, the provisions of any guidelines, orders, rules, or regulations in force at the University shall be inapplicable to the extent of their inconsistency with these Regulations. The Academic Council, Board of Management and Board of Governors of Dayananda Sagar University may revise, amend, or change the regulations from time to time.

INTERPRETATION

Any questions as to the interpretation of these Regulations shall be decided by the University, whose decision shall be final. The University shall have the powers to issue clarifications to remove any doubt, difficulty or anomaly which may arise during the implementation of the provisions of these regulations

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SCHEME –BBA REGULAR – 2022 -2023 ONWARDS

LSEMBBA REGULAR

SL	PROGRAM CODE	COURSECODE	COURSE TITLE	SCHEME OFTEACHING				
				L	T	P	S/P	C R
1	107	22SC1101	General English- I	3	-	-	-	3
2	107	22SC1102	French-I	3	-	-	-	3
		22SC1103	German-I					
		22SC1104	Kannada-I					
3	107	22SC1105	Principles of Financial Accounting	3	1	-	-	4
4	107	22SC1106	Principles of Management	4	-	-	-	4
5	107	22BB1101	Business & Corporate Environment	4	-	-	-	4
6	107	22BB1102	Mercantile Law	3	-	-	-	3
7	107	22SC1107	Entrepreneurship & Innovation	2	-	-	-	2
8	107	22SC1108	Yoga	-	-	2	-	1
			SUB TOTAL	22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project

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SCHEME – BBA REGULAR – 2022 -2023 ONWARDS

II SEM BBA REGULAR

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC1201	General English- II	3	-	-	-	3
2	107	22SC1202	French-II	3	-	-	-	3
		22SC1203	German-II					
		22SC1204	Kannada-II					
3	107	22BB1201	Cost Accounting	3	1	-	-	4
4	107	22SC1205	Organizational Behaviour	4	-	-	-	4
5	107	22SC1206	Managerial Economics	4	-	-	-	4
6	107	22BB1202	Business Ethics and Corporate Governance	3	-	-	-	3
7	107	22SC1207	Sustainable Development	2	-	-	-	2
8	107	22SC1208	Sports	-	-	2	-	1
			SUB TOTAL	22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems.

School of Commerce and Management Studies

BBA REGULAR– 2022 -23 ONWARDS

III SEM BBA REGULAR

SL	PROGRA M CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	22SC2301	General English- III	3	-	-	-	3
2	107	22SC2302	French-III	3	-	-	-	3
		22SC2303	German-III					
		22SC2304	Kannada-III					
3	107	22SC2305	Corporate Finance	4	-	-	-	4
4	107	22BB2301	Project Management	4	-	-	-	4
5	107	22SC2306	Human Capital Management	4	-	-	-	4
6	107	22SC2307	Quantitative Techniques	2	1	-	-	3
7	107	22SC2308	Start-up Management	2	-	-	-	2
8	107	22SC2309	Cultural	-	-	2	-	1
				22	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

School of Commerce and Management Studies

SCHEME – BBA REGULAR– 2022-23 ONWARDS

IV SEM BBA REGULAR

SL	PROGRA M CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	C R
1	107	22SC2401	General English- IV	3	-	-	-	3
2	107	22SC2402	French-IV	3	-	-	-	3
		22SC2403	German-IV					
		22SC2404	Kannada-IV					
3	107	22BB2401	Production & Operation Management	4	-	-	-	4
4	107	22SC2408	Indian Financial System	4	-	-	-	4
5	107	22BB2402	Statistics for Business	3	1	-	-	4
6	107	22SC2405	Principles of Marketing Management	3	-	-	-	3
7	107	22SC2406	Constitution of India	2	-	-	-	2
8	107	22SC2407	NSS & Others	-	-	2	-	1
				23	1	2	-	24

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project, AECC - Ability Enhancement Compulsory Course, DSC – Discipline Core. OEC – Open Elective Course, SEC – Skill Enhancement Course .

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.

School of Commerce and Management Studies

BBA REGULAR– 2022-23 ONWARDS

V SEM BBA REGULAR

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	CR
1	107	22SC3501	Corporate Accounting	3	1	-	-	4
2	107	22BB3501	Management Information System	4	-	-	-	4
3	107	22BB3502	Income Tax -I	3	1	-	-	4
4	107	22XY351Z	Elective- I*	3	-	-	-	3
5	107	22SC3502	Internship/ Organizational Study	-	-	-	6	3
6	107	22SC3503	Professional Etiquette & Communication	2	-	-	-	2
7	107	22SC3504	Health & Wellness	-	-	4	-	2
				15	2	4	6	22

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

List of Electives

Sem V	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
ELECTIVE- I*	22HR3511 Industrial Relations & Labour Law	22MM3511 Digital Marketing	22FF3511 Investment Analysis & Portfolio Management	22IB3511 Global Business Environment	22BA3511 Basics of Econometrics

School of Commerce and Management Studies

BBA REGULAR– 2022-23 ONWARDS VI SEM BBA

REGULAR

SL	PROGRA M CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	CR
1	107	22SC3601	Strategic Management	4	-	-	-	4
2	107	22SC3603	E-Commerce	3	1	-	-	4
3	107	22BB3601	Income Tax- II	3	1	-	-	4
4	107	22XY361Z	Elective- II*	3	-	-	-	3
5	107	22SC3605	Office Automation and Secretarial Practice	3	-	-	-	3
6	107	22SC3606	Career Assistance and Training	2	-	-	-	2
7	107	22SC3607	Red Cross/R&R	-	-	4	-	2
				18	2	4	0	22

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

List of Electives

Sem VI	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
ELECTIVE- II*	22HR3611 Training & Development	22MM3611 Retail & Supply Chain Management	22FF3611 Financial Market Instruments and Intermediaries	22IB3611 International HR	22BA3611 Application of R Software

EXIT OPTION WITH BACHELOR DEGREE -Ability to solve complex problems that are illustrated requiring multi-disciplinary skills to solve them.

School of Commerce and Management Studies

SCHEME – BBA REGULAR– 2022-23 ONWARDS

VII SEM BBA REGULAR

SL	PROGRA M CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	C R
1	107	22BB4701	Technology & Innovation Management	4	-	-	-	4
2	107	22SC4705	Financial Service Institutions	4	-	-	-	4
3	107	22BB4702	Indirect Tax	3	1	-	-	4
4	107	22XY4717	Elective- III*	3	-	-	-	3
5	107	22SC4701	Research Related Statistical Platform	2	-	1	-	3
6	107	22SC4702	Research Methodology	3	-	-	-	3
				20	1	1		21

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

List of Electives

Sem VII	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATION AL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
ELECTIVE- III*	22HR4711 Performance and Compensation Management	22MM4711 Sales & Distribution Management	22FF4711 Advanced Financial Management	22IB4711 International Institution and Trade Implications	22BA4711 Application of Python

School of Commerce and Management Studies

SCHEME – BBA REGULAR– 2022-23 ONWARDS

VIII SEM BBA REGULAR

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	C R
1	107	22BB4801	Operations Research	4	0	-	-	4
2	107	22SC4801	Insurance & Risk Management	4	-	-	-	4
3	107	22BB4802	Business Psychology	4	-	-	-	4
4	107	22SC4802	Introduction to Fintech	3	-	0	-	3
5	107	22SC4803	Research ProjectOR	3	-	6	-	6*
	107		Elective- IV*	3	-	-	-	3*
		22SC4804	Public Policy and Business	3	-	-	-	3*
				18	0	6		21

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project.

List of Electives

Sem VIII	HR ELECTIVE	MARKETING ELECTIVE	FINANCE ELECTIVE	INTERNATIONAL BUSINESS ELECTIVE	BUSINESS ANALYTICS ELECTIVE
ELECTIVE-IV*	22HR4811 Human Capital Hiring	22MM4811 Consumer Behaviour	22FF4811 Stock Market & Technical Analysis	22IB4811 International Business Strategy	22BA4811 Basics of Artificial Intelligence

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 22SC1101
TITLE OF THE COURSE : GENERAL English -I

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
3	3	0	0	3

COURSE AIM & DETAILS

This course in English language enhancement emphasizes on the practices of different methods/ways of using language as a means of communication. For Commerce and Management students, it is important to be empowered in communication skills as it is the life blood in Commerce & Business day-to-day activities. The course connects well to the contemporary challenges in the real world. This course provides opportunities and options to hone listening, speaking, reading and writing abilities.

COURSE OBJECTIVE:

- Understand the article from different dimensions.
- Communicate fluently with clarity.
- Better understanding of different ways of communication.
- Make appropriate meaning of the communication.
- Ability to document with clarity chronologically.

COURSE OUTCOME:

- Enhanced vocabulary - Explain ideas – Level 2
- Fluency in communication - Apply – Level 3
- Focused listening and speaking abilities - Analyse – Level 3
- Reading and reviewing of stories - Analyse – Level 3
- Writing skills – answering the questions and official documents writing - Analyse & Describe – Level 4

COURSE CONTENT:

Unit-I: Paper Boat by Rabindranath Tagore

Language activities, Question and answer session, Understanding the poem, Paraphrase Literary devices – phrases, idioms, proverbs, Paragraph writing, Grammar.

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Unit-II: Speeches – of APJ Kalam

Language activities: Question and answer session, Reading aloud, techniques for Public Speaking, Grammar.

Unit-III: Poem: The paradoxes of Our Times by His Holiness the Dalai Lama

Language activities, Question and answer session, Contextual/ structured Note taking, Comprehension passages, context based monologue & dialogue speaking writing, Group Discussion, grammar.

Unit-IV: Poem: The paradoxes of Our Times by His Holiness the Dalai Lama

Language activities, Question and answer session, Contextual/ structured Note taking, Comprehension

passages, context-based monologue & dialogue speaking writing, Group Discussion, grammar.

Unit-V: Biography – Manish Arora

Language activities, Question and answer session, Writing questions to interview people, grammar.

Reading for Pleasure

Read a book of your choice (any author, any genre)

Submit “Book review” as a component for CIA – (will be guided)

Suggested Authors

Smt. Sudha Murthy, R.K.Narayan, Vikram Seth, Girish Karnad, Ruskin Bond, Swami Vivekananda, Kushwant Singh, Aravinda Adiga, Kiran Desai, Devdutt Pattanaik.

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : I SEM / I YR
COURSE CODE : 22SC1104
TITLE OF THE COURSE : KANNADA-I
L:T:P:C : 3:0:0:3

ದಯಾನಂದ ಸಾಗರ್ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಪ್ರಥಮ ಸೆಮಿಸ್ಟರ್ ಬಿ.ಬಿ.ಎ/ಬಿ.ಕಾಂ/ಬಿ.ಸಿ.ಎ ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ

ಘಟಕ 01 : ಕನ್ನಡ ನಾಡು - ನುಡಿ

ಉದಯವಾಗಲಿ ನಮ್ಮ ಚೆಲುವ ಕನ್ನಡ ನಾಡು - ಹುಯಿಲಗೋಳ ನಾರಾಯಣ

- ಹುಯಿಲಗೋಳ ನಾರಾಯಣರಾಯ ಅವರ ಪರಿಚಯ
- ಕನ್ನಡ ನಾಡು, ನುಡಿಯ ವೈಶಿಷ್ಟ್ಯತೆಯ ಅರಿವು
- ಕರ್ನಾಟಕ ವಿಕೀಕರಣದ ಪರಿಚಯ
- ಕನ್ನಡದ ಐಕ್ಯತೆಯ ಮಹತ್ವ

ಘಟಕ 02 : ಆಧುನಿಕತೆ

ನಮ್ಮ ನಗರದ ಬದುಕು - ಪ್ರೊ. ಕೆ.ಎಸ್. ನಿಸಾರ್ ಆಹಮ್ಮದ್

- ಕೆ.ಎಸ್.ನಿಸಾರ್ ಆಹಮ್ಮದ್ ಅವರ ಪರಿಚಯ
- ಆಧುನಿಕತೆಯ ಪ್ರಸ್ತಾವ
- ನಗರದ ಬದುಕು ಮನುಷ್ಯನನ್ನು ಮಾನವೀಯತೆಯಿಂದ ದೂರ ತಳ್ಳುತ್ತಿರುವುದರ ವಿಷಾದನೀಯತೆ
- ನಗರದ ವ್ಯಕ್ತಿಗಳ ವರ್ತನೆಯ ಅರಿವು

ಘಟಕ 03 : ಆಧುನಿಕತೆ

ಈಗ ಸಕಲವೂ ಸ್ಮಾರ್ಟ್ - ಟಿ.ಜಿ. ಶ್ರೀನಿಧಿ

- ಟಿ.ಜಿ.ಶ್ರೀನಿಧಿ ಅವರ ಪರಿಚಯ
- ತಂತ್ರಜ್ಞಾನದ ತಿಳುವಳಿಕೆ
- ಕಂಪ್ಯೂಟರ್ ವಿಕಾಸದ ಅರಿವು
- ವಿವಿಧ ಸ್ಮಾರ್ಟ್ ಸಾಧನಗಳ ಪರಿಚಯ

ಘಟಕ 04 : ಆಧುನಿಕತೆ

ನೀರು ಕೊಡದ ನಾಡಿನಲ್ಲಿ - ನೇಮಿಚಂದ್ರ

- ನೇಮಿಚಂದ್ರ ಅವರ ಪರಿಚಯ
- ಪರಿಸರ ಸಂರಕ್ಷಣೆಯ ಮಹತ್ವ
- ನೀರಿನ ಮಹತ್ವದ ಅರಿವು
- ಬಂಡವಾಳಶಾಹಿಗಳ ಭ್ರಷ್ಟಾಚಾರದ ವಿವರಣೆ

ಘಟಕ 05 : ಕುಟುಂಬ

ಗಂಡ ಹೆಂಡತಿ ಜಗಳ ಗಂಧ ತೀಡಿದ್ದಾಂಗ - ಸೋಮಶೇಖರ ಇಮ್ಮಾಪುರ

- ಸೋಮಶೇಖರ ಇಮ್ಮಾಪುರ ಅವರ ಪರಿಚಯ
- ಜಾನಪದ ಸಾಹಿತ್ಯದ ಮಹತ್ವ
- ಕೌಟುಂಬಿಕ ಜೀವನದಲ್ಲಿ ಗಂಡ-ಹೆಂಡಿರ ಜಗಳದ ಸ್ವಾರಸ್ಯ
- ಕುಟುಂಬದ ಮೌಲ್ಯದ ಅರಿವು

ಘಟಕ 06 : ಕುಟುಂಬ

ಹೃದಯ ತೊಂದರೆ - ನಾ.ಡಿಸೋಜ

- ನಾ.ಡಿಸೋಜ ಅವರ ಪರಿಚಯ
- ಮನುಷ್ಯ ಸಂಬಂಧಗಳ ಅರಿವು
- ಸ್ನೇಹತ್ವದ ಸಂಬಂಧದ ಮಹತ್ವ
- ಕುಟುಂಬದಲ್ಲಿ ಮಕ್ಕಳ ಪಾತ್ರ

ಘಟಕ 07 : ಕುಟುಂಬ

ಕೊನೆಯ ನಿರ್ಧಾರ - ತ್ರಿವೇಣಿ

- ತ್ರಿವೇಣಿ ಅವರ ಪರಿಚಯ
- ಪುರುಷ ಪ್ರಧಾನ ವ್ಯವಸ್ಥೆಯ ಮನವರಿಕೆ
- ಹೆಣ್ಣಿನ ಆಸ್ಥಿತಿಯ ಅರಿವು
- ಪರದಕ್ಷಿಣೆಯ ಕಿರುಕುಳದ ಪ್ರಸ್ತಾವ

ಘಟಕ 08 : ಸಂಕೀರ್ಣ

ವಾರನ್ ಬಫೆಟ್; ವಿಶ್ವಶ್ರೇಷ್ಠ ಹೂಡಿಕೆದಾರ - ಕೆ.ಕೆ.ಪೂರ್ಣೇಶ್

- ಕೆ.ಕೆ.ಪೂರ್ಣೇಶ್ ಅವರ ಪರಿಚಯ
- ಹಣದ ಮಹತ್ವದ ಅರಿವು
- ಷೇರು ಪೇಟೆಯ ತಿಳುವಳಿಕೆ
- ಬಫೆಟ್‌ನ ವ್ಯಕ್ತಿತ್ವದ ವಿಶೇಷತೆ

SEMESTER/YEAR : I SEM / I YR
COURSE CODE : 22SC1102
TITLE OF THE COURSE : FRENCH- I
L:T:P:C : 3:0:0:3

Course Summary

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day to day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

Course Objectives & Outcomes:

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day to day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

Approach to Learning	<ul style="list-style-type: none"> ● Lectures ● Readings ● Active student participation and classroom exercises
Assessment Strategy	<p>Participants will be assessed on both conceptual understanding and business application of communication practices by way of:</p> <ul style="list-style-type: none"> ● Individual assignments ● Oral exam ● Written Exam

Course Syllabus

<u>Sem</u>	<u>Syllabus Details</u>	<u>Teaching Hours</u>
Sem I	Les alphabets (The alphabet) Les accents Les salutations Les articles définis Les articles indéfinis Les articles contractés Les articles partitifs Les pronoms sujets Les verbes être, avoir, aller Le pluriel de noms Les verbes en -er, -ir, -re Le féminin et pluriel des adjectifs	30 Hours per semester, spread over four semesters

La négation (ne...pas) Les verbes en –ger, yer, cer Les professions Les membres de la famille Les saisons Les jours de la semaine et les mois de l'année Les couleurs Les nationalités Le corps	
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SEMESTER/YEAR : I SEM / I YR
COURSE CODE : 22SC1103
TITLE OF THE COURSE : GERMAN- I
L:T:P:C : 3:0:0:3

UNIT 1: Guten Tag!: Grüßen und verabschieden / sich und andere vorstellen / über Sich und andere sprechen/ Zahlen bis 20 / Telefonnummer und EMail Adresse nennen / über Länder und Sprachen sprechen / buchstabieren.

UNIT 2: Freunde, Kollegen und Ich: Über Hobbys sprechen / sich verabreden / Wochentage benennen/über Arbeit, Berufe und Arbeitszeiten sprechen / Zahlen ab 20 lernen / über Jahreszeiten sprechen / ein Profil im Internet erstellen.

UNIT 3: In der Stadt: Plätze und Gebäude benennen / Fragen zu Orten stellen/ Dinge erfragen / Verkehrsmittel benennen / Texte mit Internationalen Wörtern verstehen / nach dem Weg fragen und einen Weg beschreiben / Artikel lernen.

UNIT 4: Guten Appetit!: über Essen sprechen/ einen Einkauf planen/ Gespräche beim Einkauf führen/ Gespräche beim Essen führen/ mit W-Fragen Texte verstehen/ Wörter ordnen und lernen.

UNIT 5: Tag für Tag: die Uhrzeit verstehen und nennen / Zeitangaben machen/ über die Familie sprechen/ sich verabreden/ sich für eine Verspätung entschuldigen/ einen Termin vereinbaren.

UNIT 6: Zeit mit Freunden: etwas Gemeinsam planen / über Geburtstag sprechen/ eine Einladung verstehen und schreiben/ im Restaurant bestellen und bezahlen/ über ein Ereignis sprechen/ bestimmte Informationen in Texte finden/ Veranstaltungstipps im Radio verstehen.

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 20SC1105
TITLE OF THE COURSE : PRINCIPLES OF FINANCIAL ACCOUNTING

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	4	0	0	4

COURSE AIM AND DETAILS

This course provides basic understanding of Book Keeping and Accountancy. The concepts of journal entry, ledger posting and accounting are included in this subject. This also provides brief understanding of error reconciliation in books maintained by bank, accounting related to consignments and preparation of final accounts.

COURSE OBJECTIVE

1. Identification, analysing and recording of transactions
2. Interpretation of financial results
3. Reporting financial results to the stakeholders

COURSE OUTCOME

1. Students are able to understand the financial aspects of the firm, such as vouchers, invoice, revenue, asset, liability etc.
2. Students are able to identify and rectify the errors.

COURSE CONTENT

Unit I: Introduction to Accounting

Definition, Need for Accounting, Branches of Accounting, Book keeping Vs Accounting, Groups interested in Accounting Information, Role of Computers in Accounting, Accounting Concepts, Accounting Conventions, Accounting Equation, Double Entry Vs Single Entry, Significance of Debit and Credit in Accounts, Journalizing the transactions, Capital & Revenue Transactions, Advance Journal Entry, Ledger Scrutiny, Cash Book, Bank Book, Purchase Book, Sales Book, Debtor & Creditors Book

Unit II: Bank Reconciliation Statement

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Bank Reconciliation Statement, Need, Reasons for difference between cash book and pass book balances, problems on favorable and overdraft balances, Ascertainment of correct cash book balance.

Unit III: Final Accounts – Basics

Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet

Unit IV: Rectification of Errors

Procedure for Rectification of Errors, Before preparation of Trial Balance, After preparation of Trial Balance but before preparation of Final Accounts, After preparation of Final Accounts.

Unit V: Consignment Accounts

Introduction – Meaning – Consignor – Consignee – Goods Invoiced at Cost Price – Goods Invoiced at Selling Price – Normal Loss – Abnormal Loss – Valuation of Stock – Stock Reserve – Journal Entries – Ledger Accounts in the books of Consignor and Consignee.

Suggested Readings:

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13th Ed. 2013.
2. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson Education.
3. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi.
4. M.C.Shukla, T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
5. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
6. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
7. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House
8. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.
9. Tulsian, P.C. Financial Accounting, Pearson Education. 10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India,

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 22SC1106
TITLE OF THE COURSE : PRINCIPLES OF MANAGEMENT

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	3	0	1	4

COURSE AIM & DETAILS

This course introduces the concepts of Management to the students. It gives learners the overall activities of business organization right from planning to Controlling. It also gives a brief understanding on different forms of business ownership which helps the learners to recognize the kinds of businesses and their operations.

COURSE OBJECTIVE

- To **understand** the functions of management, organization structure and hierarchy.
- To **identify** the Nature and Importance of Planning. To know the concepts of Organizing.
- To **synthesize staffing and directing** which leads to efficient management of a business firm.
- To **Evaluate** the concepts, importance, principles of Motivation,
- To **assess** the concept of Co-ordination and Control.

COURSE OUTCOME

COs are narrower statements describing what students are expected to know, and be able to do upon completion of course.

- Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management
- To understand the planning process in the organization
- To understand the concept of organization
- Demonstrate the ability to directing ,leadership and communicate effectively
- To analysis isolate issues and formulate best control methods.

COURSE CONTENT

Unit I: Introduction

Concept of Management: Nature and Scope of Management, Management and Administration, levels of Management, an overview of management process/ functions. Evolution of Management Thought: Pre scientific Management period – scientific management, contributions of F W Taylor and Henri Fayol, approaches to modern management, behavioral quantitative, systems and contingency/situational management thought today.

Unit II: Planning and organizing

Concept of planning, Steps, types, Characteristics of planning components of planning. Barrier to effective planning and remedial measures, Strategic planning concept forecasting concepts and techniques. Concept organizing, characteristics and principles of organizing, importance of organizing, types of organizing structures. Span of Management.

Unit III: Staffing and Directing

Staffing- Nature and importance, Source of staffing and Function of staffing. Concept of directing, characteristics and principles and importance of directing, Components of directing. Leadership: Concept, Qualities of a leader, importance of leadership. Leadership traits.

Unit IV: Motivation

Concept, importance, Importance of need theory, and contribution of McGregor, Maslow, Herzberg.

Unit V: Controlling

Concept of controlling, Nature and importance of controlling, control process, Co-ordination: Concept of co-ordination, importance Principles and techniques of co-ordination.

Recommended text books

L M Prasad(2019), Principles and Practice of Management, Sultan Chand & Sons, New Delhi

Recommended reference books

- Hitt, M. A., Black, J. S., & Porter, L. W. (2013). Management (3rd ed). Boston: Prentice Hall.
- Drucker, P. F. (1999). Management (Rev. ed.). New York: Harper Collins.
- Mintzberg, H. (2009). Managing. San Francisco: Berrett-Koehler Publishers, Inc.
- Stoner: Principles of management, Pearsons, New Delhi.
- Terry: Principles of management & Administration, PHI New Delhi
- Chandra Bose: Principles of management & Administration, PHI New Delhi
- Manamohan Prasad: Principles of management, PHI Mumbai
- Robbins: Management , Pearsons, New Delhi.
- Thomas: Management Principles, Biztantra, New Delhi
- Y K Bhushan: Business Administration and Management, New Delhi

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 22BB1101
TITLE OF THE COURSE : BUSINESS & CORPORATE ENVIRONMENT

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	3	0	1	4

COURSE AIM & DETAILS

A business Environment course will prepare students to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment. The course helps in assessing the components of the business environment by looking into both micro-environment as well as the macro-environment of a business. The students also will understand the Global business environment, the concepts of globalization, foreign market strategies & foreign direct investments.

COURSE OBJECTIVE

- To familiarize the graduates with an insight in knowing the basic concepts related to business, the environment surrounding it, the components & the analysis of the techniques.
- To familiarize the graduates with an insight in describing about the political situation of the country of business & classify the economic environment including the economic system.
- To familiarize the graduates with an insight in knowing about the social environment & the cultural concepts to remember before establishing a business entity.
- To familiarize the students to know the various technological advancement, legal issues & the global environment of what the business faces.

COURSE OUTCOME

- Examine how different factors affects the business and the trends in the components of environment, Present a scanning to be carried out & its impact upon a proposed business venture - Level 3
- Explain the students about the topics related to the political scenario, the risks involved & discuss on the economic environment in a broader perspective - Level 2
- Solve different case studies on the social, cultural environment & identify the types of social organizations & cross cultural issues - Level 3
- To examine the technological & legal aspects related to the business environment using case studies & discussions. The global environment is discussed & the global position of India is elaborately explained - Level 3

COURSE CONTENT

UNIT-I: Introduction to Business Environment

Business – Meaning, Definition, Nature & Scope, Types of Business Organizations. Business Environment - Meaning, Characteristics, Scope, Significance & Challenges, Components of Business Environment. Micro and Macro Environment – Environmental Scanning & discussion on few techniques involved- SWOT, PESTLE, ETOP Analysis (Case study Discussions).

UNIT-II: Political & Economic Environment of Business

Political Environment – Meaning, Political system, Political institutions, political Risk- Types, causes, Measures for reducing political risks, Government and Business Relationships in India. Economic environment- Introduction, Nature, Components- Economic Systems-Types- Merits & Demerits.

Unit- III: Social & Cultural Environment

Social Environment- Introduction, Factors affecting business in social environment, Significance- Cultural Environment- Introduction, Nature of culture, components, cultural heritage, lag, shock, transmission, Social attitudes, factors affecting, components, importance, need for social organization, types of social organizations & Cross Cultural issues.

Unit- IV: Technological & Legal Environment

Technological Environment- Introduction, Emerging Trends in Business: Business Process Outsourcing (BPO), Knowledge Process management (KPO) –E-Business– M-Business (Casestudies), Legal Environment- Introduction, Legal foundations, procedures & exemptions.

Unit- V: Global Business Environment

Global business environment- International trade theories- LPG- Globalisation, Meaning, Nature, features and stages of Globalization, Foreign Direct Investments, Foreign Market entry strategies - Global Institutions- WTO-IMF-World Bank- Functions- Roles, TRIPS-TRIMS- Trade blocs-SAARC-ASEAN-NAFTA-EU, Positioning Indian brand in global arena.

Recommended Text book

BUSINESS ENVIRONMENT, Francis Cherunilam, Himalaya Publishing House Pvt. Ltd., 2018

Recommended Reference books:

1. International Business - Sumati Verma
2. International Business Environment- Francis cherunilam
3. International Business Environment -Dr.S.Sankaran
4. International Business, Text and cases - Sundaram& Black
5. Francis Cherrunilam : Business Environment, HPH.
6. Muniraju S.K. Podder – Business Organization& Environment , VBH
7. Vivek Mittall, – Business Environment, Excel Books, New Delhi.
8. Raj Agarwal – Business Environment, Excel Books, New Delhi.
9. K. Venkataramana, Business Environment, SHB Publishers.
10. Dr. Alice Mani: Business Organization & Environment, SBH.

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 22BB1102
TITLE OF THE COURSE : MERCANTILE LAW

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
3	2	1	0	3

COURSE AIM & DETAILS

This course is exclusively designed to teach students about the legal aspects of Contracting. This also includes the compliance requirements for the successful running and managing of a company.

COURSE OBJECTIVES

- To introduce the students to various Business Regulations and familiarize them with common issues of business in the day today business scenario.
- To train the students in the latest law aspects and introduce them to real world scenario through case studies.
- It also seeks to familiarize the students with the legal scenario of doing business in India.

COURSE OUTCOMES

- Evaluate law requirements associated with business contracts - Evaluate – Level 2
- Learning concepts- structures and processes of indemnity, surety, and pledge - Practice – Level 3.
- Analyzing various policies and practices that are followed by corporations and companies - Analyze – Level 1.
- Assess the principles of business law. Students will be able to practice the principles and theories of Law aspects related to Information technology act - Assess – Level 3.
- Conceptualize, and gain knowledge of legal aspects of business - Describe – Level 1.

COURSE CONTENT

Unit I: Introduction to Business Law

Meaning and definition of Law, Scope, Source of Indian Law, Legal environment of India. Source of business Law, Components of business, environment, Legal environment of business in India.

Unit II: Indian Contract Act

Definition, types of contract, Valid and Void contract, offer, acceptance, consideration, free Consent, quasi contract, Capacity to parties, Position of minor in Indian Contract act 1872. Breach of contract and remedies.

Unit III: Indemnity and Guarantee

Indemnity – Definition, Guarantee – Types of Guarantee, Surety, Rights and Duties, Differences between indemnity and guarantee, Bailment and Pledge.

Unit IV: Consumer Protection Act

Consumer – Definition, Scope and Relevance of Consumer Protection Act, Consumer Protection, Councils, Dispute Redressal system.

Unit V: Information Technology Act

Information Technology – Need for the Act, Digital Signature, E-Governance and Records, the Cyber Regulation Appellate Tribunal, Cyber Crimes, Punishment and Penalties.

Recommended text books

M C Kuchhal & Vivek Kuchhal (2003) Business Law, S Chand Publishing

Recommended reference books

- N D Kapoor (1998) Mercantile Law, Sultan Chand & Sons publishers
- P C Tulsian (1987) Business Law, Tata McGraw Hill publisher.
- A James Barnes, Terry M Dworkin & Eric Richards,(2001)Law for Business, McGraw Hill publications .

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : I SEM/ I YR
COURSE CODE : 22SC1107
TITLE OF THE COURSE : ENTREPRENEURSHIP & INNOVATION

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
2	2	0	0	2

COURSE AIM & DETAILS

This course provides basics of entrepreneurship activities, importance of innovation, different strategies and measures of performance.

COURSE OBJECTIVES

- To highlight the meaning of entrepreneurship.
- To describe the steps involved in starting a business.
- To develop the understanding of how to make a business plan.
- To highlight the different aspects that are important for small business management.
- To develop the appreciation of business ethics and values in entrepreneurial development.

COURSE OUTCOMES

Upon successful completion of this course, a student will be able to

- Describe the meaning and characteristics of entrepreneurship.
- Describe the steps involved in starting a business.
- Understand how to make a business plan.
- Highlight the important aspects of managing small businesses.
- Understand the role of business ethics and values in entrepreneurship.

COURSE CONTENT

UNIT I: INTRODUCTION

Entrepreneur Meaning, definition, characteristics, skills, functions, types, role and misconceptions about entrepreneurs, Entrepreneur Vs Enterprise, entrepreneurship, Entrepreneur vs. Entrepreneurship

UNIT II: INNOVATION

Innovation- Meaning, Key aspects, Types, innovator's dilemma, the technology adoption life cycle, risk in innovation management, risk of not improving

UNIT III: INNOVATION MANAGEMENT SYSTEMS

Lifecycle of the innovation management, Innovation management system.

UNIT IV: STRATEGIES

Product portfolio, successful innovation management, Strategies like push Vs pull, phase-gate process.

UNIT V: METRICS & INDICATORS

Key Performance Indicator – choosing the right metrics, types of innovative metrics, input metric, output metric.

REFERENCE BOOKS

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH.
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson.

3. Satish Taneja: Entrepreneur Development, HPH.
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship.
5. Vidya Hattangadi; Entrepreneurship, HPH.
6. Venkataramanappa, Entrepreneurial Development, SHB Publications.
7. Anil Kumar : Small Business and Entrepreneurship, I.K. International.
8. Rekha & Vibha – Entrepreneurial Management, VBH.

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR: I SEM/ I YR
COURSE CODE: 22SC1108
TITLE OF THE COURSE: YOGA

COURSE SIZE AND INSTRUCTION METHOD

Credits	L	T	P	Hours/Week
2	0	0	1	2

COURSE AIM & SUMMARY:

The course Yoga prepares the students physically and mentally for the integration of their physical, mental and spiritual faculties so that the students can become healthier, saner and more integrated members of the society and of the nation.

COURSE OBJECTIVES:

- To enable the student to have good health.
- To practice mental hygiene.
- To possess emotional stability.
- To integrate moral values.
- To attain higher level of consciousness.

COURSE OUTCOMES: Upon successful completion of this course, a student will be able to

- To have good health.
- To practice mental hygiene.
- To possess emotional stability.
- To integrate moral values.
- To attain higher level of consciousness.

COURSE CONTENT

UNIT I: Introduction to Yoga

Yoga: definition, Ashtanga Yogapathanjali, types of yoga, Ashtanga Yoga, Yoga education at colleges.

UNIT II: Uccharana – Yoga Mantras

UNIT III: Yama- Niyama, Guidelines for Yoga practice

UNIT IV: Surya Namaskar

UNIT V: Asanas

Standing, Sitting, Prone, Supine. (Reference Protocol Book)

UNIT: VI Relaxation Techniques

Instant Relaxation technique (IRT), Quick Relaxation technique(QRT), Deep Relation Technique (DRT), (Yoganidra)

UNIT: VII Pranayama & Yoga Mudras

UNIT- VIII Pratyahara Techniques, Dharana Techniques, Dyana, Sammadhi.

UNIT IX: Yoga for awareness, Concentration & eyesight Improvement – Krida Yoga, Eye exercises-
Cleansing, Preparatory & Trataka Techniques.

UNIT: X Guidelines for students.

REFERENCE BOOKS:

- Yoga: The Spirit and Practice of Moving into Stillness by Erich Schiffmann.
- Light on Yoga: The Bible of Modern Yoga.

Assessment of COs

IAT – 20%, CBT -15%, Teachers Evaluation - 25%, Semester End Exam-40%

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 20SC1201
TITLE OF THE COURSE : General English - II

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
3	3	0	0	3

COURSE AIM & DETAILS

English language enhancement activities enables on the practices of different ways of using the public language as a means of communication. For Commerce and Management students, it is important to be fluent in communication skills. The Organization behavior depends on the communication smartness of individuals. The course includes aspects to face real world challenges. This course is structured to give practice on listening, speaking, reading and writing abilities.

COURSE OBJECTIVE

- Read, analyze and understand the write up from different dimensions.
- Fluency with speech clarity.
- Prepare and present different styles of communication.
- Connect to the context and communication.
- Write or speak to complete the cycle of communication that is intended.

COURSE OUTCOME

- Understanding perspectives - Ideas – Level 2
- Confidence in written and spoken structures - Apply – Level 3
- Preparedness and presentation skills - Analyze – Level 3
- Identify and explain - Analyse – Level 3
- Connect to the context and communicate - Analyse & Describe – Level 4

COURSE CONTENT

Unit I: Poem - Neeru Neeru Neeru – The Measure of Water - by Chandrashekara Kambara (Translated)

Language Activity

- General introduction to communication
- Types of Communication, Verbal and Non-verbal (Spoken and Written)
- Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication
- Interview
- Debate

Unit II: How did Coffee reach India?

Language Activity

- Close Reading
- Comprehension – Objective/Subjective passages
- Summary Paraphrasing

Unit III: Biography - The Unsung Heroes

Language Activity

Reading and Understanding

- Close reading
- Comprehension

Unit IV: Poem – To a Student - by Kamala Vijairatnae

Language Activity

- Group Discussion
- Effective Communication/ Miscommunication
- Comprehension
- Barriers to Communication

Unit V: RTI – Right to Information Act

Language Activity

Writing Skills:

- Making notes
- Documenting
- RTI application filing

Extended Reading/Analysis

Any organization's profile, vision, mission, achievements, specialty that can be highlighted. – Assignment component (Ppt)

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : II SEM / I YR
COURSE CODE : 22SC1204
TITLE OF THE COURSE : KANNADA-II
L:T:P:C : 3:0:0:3

ಪರಿವಿಡಿ

ಭಾಗ 1: ಕಾಯಕ

1. ಬೆಟ್ಟದಿಂದ ಬಟ್ಟಲಿಗೆ - ಡಾ. ಎಚ್. ಎಲ್. ನಾಗೇಗೌಡ / 1
ಪೂರಕ ಪಠ್ಯ - ಮಗ್ಗನ ಧ್ಯಾನದ ಅಪ್ಪ... - ರೂಪ ಶಾಸನ / 6
2. ನಂಗೆ ಕೆಲಸ ಸಿಕ್ಕು - ಸುಗೃಹಲೆಪಂಕಜ / 10
ಪೂರಕ ಪಠ್ಯ - ನೌಕರಿ ಬೇಕೆ? - ಎಚ್. ಬಿ. ಸೋಮಶೇಖರ ರಾವ್ / 16
3. ನನ್ನ ಬಂಗಾರಿ - ಮಾಲತಿ ಪಟ್ಟಣ ಶೆಟ್ಟಿ / 20
ಪೂರಕ ಪಠ್ಯ - ಹೆಣ್ಣುಮಕ್ಕಳೂ ಹಳ್ಳಿಯ ಕೈಗಾರಿಕೆಗಳು -
ಸಂ. ವಿಜಯಾದಿತ್ಯ / 25

ಭಾಗ 2: ಸಾಮರಸ್ಯ

1. ರುದ್ರಪ್ರಸನ್ನ ವಿಡ್ - ಕುಂ. ವೀರಭದ್ರಪ್ಪ / 28
ಪೂರಕ ಪಠ್ಯ: ಕೆರೆಗೆ ಹಾರ / 34
2. ಕಳೆದು ಹೋಗಿಲ್ಲ ಮಗು - ಕಂ. ನಾಡಿಗಾ ನಾರಾಯಣ / 37
ಪೂರಕ ಪಠ್ಯ: ಇಬ್ಬರು ಮುಸಲ್ಮಾನ ಬಂಧುಗಳು / 4
3. ಬಸವಣ್ಣ, ಅಂಬೇಡ್ಕರ್, ಸಮಾನ ಚಿಂತನೆಗಳು:
ಡಾ. ಕೆ. ಮರುಳಸಿದ್ದಪ್ಪ. / 50
ಪೂರಕ ಪಠ್ಯ - ಭಾವೈಕ್ಯದ ಆಚರಣೆ ತುರ್ತುಮತ್ತು ಶಿಸ್ತು
- ಪ್ರೊ. ಬಿ.ಆರ್. ಪೂಲೀಸ್‌ಪಾಟೀಲ / 56

ಭಾಗ 3: ಅಂತಃಕರಣ

1. ಶಾಕುಂತಲ: ಕಣ್ಣರ ಪ್ರಸಂಗ - ಪಿ.ಕೆ. ರಾಜಶೇಖರ / 60
ಪೂರಕ ಪಠ್ಯ - ಎಮ್ಮಮನೆಯಂಗಳದಿ-ವಿ. ಸೀತಾರಾಮಯ್ಯ / 65
2. ಕಣ್ಣೆ ಕಿತ್ತ ಹಸು - ಸುಧಾಕರ / 68
ಪೂರಕ ಪಠ್ಯ - ವಿಯೋಗ - ಕರೀಗೌಡ ಬೀಚನಹಳ್ಳಿ / 80
3. ಮನುವಿನ ರಾಣಿ - ಕೊಡಗಿನ ಗೌರಮ್ಮ / 84
ಪೂರಕ ಪಠ್ಯ - ತನುವಿನೊಳಗನುದಿನವಿದ್ಯು - ಪುರಂದರದಾಸರು / 92

ಭಾಗ 4: ಸಂಕೀರ್ಣ ಲೇಖನ

1. ಟಾಟಾ ಸ್ಟೀಲ್ ಮುಖ್ಯಸ್ಥನಾಗಿ - ಮ.ಸು. ಮನ್ಸೂರ್ ಕೃಷ್ಣರಾವ್ / 95
ಪೂರಕ ಪಠ್ಯ - ಡಾ. ಆರ್. ಎನ್. ಶೆಟ್ಟಿ ಒಂದು ಧೀಮಂತ ವ್ಯಕ್ತಿತ್ವ -
ಎನ್.ಎಂ.ಹಗಡೆ / 102
2. ಸಂದರ್ಶನವೆಂಬ ಅಗ್ನಿ ಪರೀಕ್ಷೆ - ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ / 106
ಪೂರಕ ಪಠ್ಯ - ಕುಸಿಯದಿರಲಿ ಆತ್ಮವಿಶ್ವಾಸ - ಅರವಿಂದ ಚೊಕ್ಕಾಡಿ / 112
3. ಕೂಲಿ ಮಾಡುತ್ತಿದ್ದಾಕೆ ಸಾಫ್ಟ್ ವೇರ್ ಕಂಪನಿಯ ಸಿಇಒ -
ಎ. ಆರ್. ಮಣಿಕಾಂತ್ / 116
ಪೂರಕ ಪಠ್ಯ - ಔದ್ಯೋಗಿಕ ರಂಗದಲ್ಲಿ ಮಹಿಳೆ - ಪದ್ಮಾ ಶೇಷಾದ್ರಿ / 122

SEMESTER/YEAR : II SEM / I YR
COURSE CODE : 22SC1202
TITLE OF THE COURSE : FRENCH- II
L:T:P:C : 3:0:0:3

Course Summary

In French Communication a student will learn Basics of the language starting from the alphabet. The difference between the French and English pronunciation. They will learn about the French numerals, days of the week, months of the year and basic grammar to enable them to start reading French text or using French terminology in day to day communication. They will be able to create minor sentences in French and their corresponding ones in English. As they progress over four semesters they will develop ability to comprehend, converse and write in the language depending upon the effort dedicated to learning.

Course Objectives & Outcomes:

Over the entire course of four semesters, the students will gradually achieve:

1. Basics of French language at beginners level learning alphabet, numerals and minor words
2. To be able to differentiate the sounds / phonetics of French pronunciation
3. Ability to use French words in day to day communication and minor messaging
4. Ability to read & strike simple conversations with French speaking people
5. Ability to comprehend text and create meaningful written communication in French

Approach to Learning	<ul style="list-style-type: none"> ● Lectures ● Readings ● Active student participation and classroom exercises
Assessment Strategy	<p>Participants will be assessed on both conceptual understanding and business application of communication practices by way of:</p> <ul style="list-style-type: none"> ● Individual assignments ● Oral exam ● Written Exam

Course Syllabus

<u>Sem</u>	<u>Syllabus Details</u>	<u>Teaching Hours</u>
Sem I	Se presenter Donner le numéro de téléphone en lettres Les expressions avec faire Décrire une personne Parler de la famille Les prépositions Décrire une maison ou un appartement Les verbes irreguliers et reguliers Les nombres ordinaux et cardinaux L'interrogation (intonation, est-ce que, inversion) L'adjectif tout Les adjectifs possesifs	30 Hours per semester, spread over four semesters

	Les adjectifs interrogatifs Les prépositions de lieu Les adjectif démonstratifs Les adverbess de quantité (trop de, peu de etc.)	
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SEMESTER/YEAR : II SEM / I YR
COURSE CODE : 22SC1203
TITLE OF THE COURSE : GERMAN- II
L:T:P:C : 3:0:0:3

UNIT 1: Kontakte Termine absprechen/ Anleitungen verstehen und geben/ Briefe verstehen und beantworten/ über Sprachenlernen sprechen/ Informationen in Texten finden/ Gesprächssituationen erkennen/ Gespräche verstehen.

UNIT 2: Meine Wohnung Wohnungsanzeigen verstehen/ eine Wohnung beschreiben/ die Wohnungseinrichtung planen/ eine Einladung schriftlich beantworten/über Wohnformensprechen/ einen Text über eine Wohnung schreiben/ eigene Wohnung beschreiben.

UNIT 3: Alles Arbeit? einen Tagesablauf beschreiben/ über Vergangenes sprechen/ Stellenanzeigen verstehen/ Meinung über Jobs äußern, Blogs über Jobs verstehen/ ein Telefongespräch vorbereiten/ telefonieren und nachfragen/ über Jobs sprechen.

UNIT 4: Kleidung und Mode über Kleidung sprechen/ chat über einen Einkauf verstehen/ über Vergangenes berichten/ Gespräche beim Kleiderkauf führen/ sich im Kaufhaus orientieren/ Informationen über Berlin verstehen und recherchieren.

UNIT 5: Gesund und munter. Persönliche Angaben machen/ Körperteile nennen/ einer Sportübung verstehen und erklären/ Aufforderungen wiedergeben/ Gespräche beim Arzt führen/ Anweisungen verstehen und geben/ Gesundheitstippsverstehen und geben/ Wörter erschließen.

UNIT 6: Ab in der Urlaub ! Vorschläge für eine Stadttour verstehen/ einen Weg beschreiben/ eine Postkarte schreiben/ das Wetter beschreiben/ Reiseberichte verstehen/ Probleme im Hotel beschreiben/ sich im Hotel beschweren/über Reisezielesprechen.

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 22BB1201
TITLE OF THE COURSE : COST ACCOUNTING

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	3	1	0	4

COURSE AIM & DETAILS

This course aims to equip the students to be cost-conscious and understand the importance of various elements of cost.

COURSE OBJECTIVE

- An ability to understand the core discipline of cost accounting.
- An ability to apply the knowledge of cost accounting in real life.
- An ability to realize and follow professional principles.
- An ability to demonstrate commitment to continuous learning.
- An ability and desire for higher education in Commerce

COURSE OUTCOME

On successful completion of the course the students shall be able to:

- Understand the basics of cost accounting
- Discuss the Preparation of Cost Sheet and Statement of Cost
- Understand the Contract and Job costing, operating costing.
- Apply the Process Costing in real life.
- Explain the process of marginal costing

COURSE CONTENT

Unit-I Cost Accounting

Meaning, Concept and Classification. Elements of Cost, Nature & Importance, Material Costing. Methods of Valuation of Material issue. Concept and material control and its techniques. Labour Costing, Methods of Wages payments.

Unit- II: Unit Costing

Preparation of Cost Sheet and Statement of Cost (Including calculation of tender price) Overhead costing, (Including calculation of machine hour rate.)

Unit – III: Contract and Job costing, operating costing.

Unit – IV: Process Costing (Including Inter process profit and Reserve)

Reconciliation of Cost and Financial Accounts

Unit – V: Marginal Costing

Profit – Volume Ratio, Break – Even Point, Margin of Safety, Application of Break-even Analysis. Cost Audit – Meaning, Importance and Techniques of Cost Audit, Cost Audit Programme.

Recommended text books

Practical Costing by – Khanna Pandey Ahoja & Arora

Recommended reference books

Cost Accounting by B. Mariyappa

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 22SC1205
TITLE OF THE COURSE : ORGANIZATIONAL BEHAVIOUR

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	3	1	0	4

COURSE AIM & DETAILS

This course provides a comprehensive analysis of individual and group behaviour in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. The topic include organisational behaviours models, Individual behaviour, group behaviour, leadership theories, Organisational culture ,climate, managing change and resistance to change among employees and gender sensitive workplace.

COURSE OBJECTIVES

- To develop an understanding on basic elements that shape human behaviour and provide an in-depth look at key factors essential for the successful execution of managerial roles and responsibilities.
- To learn the implication of OB in today’s organization work life.
- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions and understand why they exhibit such behaviour.
- To provide the students to analyse specific strategic human resources demands for future action.

COURSE OUTCOMES

- Develop a better understanding of how individual and group behavior play a predominant role in organizational work-life - Develop– Level 3
- Apply the skills to manage individual and group behavior steering towards organizational effectiveness challenges faced and coping strategies adopted by managers while introducing changes in the organization Apply – Level 3
- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization - Demonstrate – Level 3
- Analyze the complexities associated with management of the group behavior in the organization – Analyze – Level 4

COURSE CONTENT

UNIT – 1: FOCUS AND PURPOSE

Definition, need and importance of organizational behavior-Nature and scope – Frame work – Organizational behavior models – Application in Management Contributions of other disciplines to OB–Emerging issues in Organizational Behavior.

UNIT -2: INDIVIDUAL BEHAVIOUR

Personality – types – Factors influencing personality – Approaches to understanding personality – The Big Five Model, DISC and FIRO-B, John Holland Test and other related approaches. Learning – Types of learners – Learning process – Learning theories – Organizational behaviour modification. Emotions – Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement. perception, Impression Management.

UNIT -3: GROUP BEHAVIOUR

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT- 4: LEADERSHIP AND POWER

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT-5: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction–Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

Recommended text book

K .Aswathappa: Organizational Behaviour, Himalayan Publishing House ,12th Edition

Recommended reference books

1. Stephen P Robbins, et al: Organizational Behavior, Pearson Publication
2. John W Newstrom& Keith Davis: Organizational Behaviour, McGraw Hill.
3. P G Aquinas: Organizational Behaviour, Excel Books.

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 22SC1206
TITLE OF THE COURSE : MANAGERIAL ECONOMICS

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	4	0	0	4

COURSE AIM & DETAILS

This course helps students in understanding the basics of economic concepts from business point of view. Basics of monetary and fiscal policies are also covered.

COURSE OBJECTIVES

- To introduce the concept of micro economics and its basic concepts which will be the platform for further topic in business economics
- To inculcate and educate the students on important areas of macroeconomics which are crucial to study the issues related to economic growth and development along with introducing students to the popular measures to overcome such economic issues.

COURSE OUTCOMES

- Students will be able to learn and relate important concepts of micro-economics with issues relating to macro-economic or economic growth of the nation as a whole.
- Students will be able to think and apply concepts towards solving problems related to economy. Skill set of learners
- Students will be acquainted to the concepts and calculation of national income, GDP, Inflation and gain knowledge about measures covered under Monetary and fiscal policy to solve instability in economy.

COURSE CONTENT

Unit-1 Introduction to Micro-Economics and Utility Theory

Introduction to economics- definitions and concepts Utility theory-Cardinal and ordinal utility, Law of diminishing marginal utility, substitution and income effect, Indifference curve.

Unit-2 Demand Supply and production function

Concept of demand – law of demand, determinants of demand, Supply –law of supply, equilibrium of demand and supply, concept of elasticity of demand and supply. Forms of Markets-Meaning & Characteristics, Price and Output Determination- Equilibrium for firm and industry under Perfect competition, Monopoly, Monopolistic Competition. Factors of production, economies of scale, production function. Cost and Production analysis, Cost and revenue analysis, Types of Costs, short-run cost, Long-run cost, what is revenue.

Unit-3 Introduction to Macro-Economics

Concepts of National income, GDP, Components of GDP, NDP, NNP, Inflation-Meaning, Causes, Types of Inflation, Impact of inflation on economy, techniques to overcome inflation, consumer price index.

Unit-4 International trade and international balance of payment

Trends in international trade, balance of trade and balance of payment, causes and types of equilibrium, measures to correct disequilibrium.

Unit-5 Business Cycle and economic reforms in India

Characteristics of business cycles, forecasting business cycle, development and planning, Economic reforms in India, Present scenario of Indian economic reforms.

Recommended text book

K P M Sundharam: Business Economics, Sultan Chand & Sons.

Recommended reference books

1. B S Raman: Business Economics, United Publishers.
2. M M Gupta: Managerial Economics, Sindhu Publications.
3. R L Varshney&K L Maheshwari: Managerial Economics, Sulthan Chand and Sons. Mark Hirschey: Fundamentals of Managerial Economics, Cengage Learning.

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 22BB1202
TITLE OF THE COURSE : BUSINESS ETHICS AND CORPORATE GOVERNANCE

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
4	2	2	0	4

COURSE AIM & DETAILS

This course introduces Business ethics and corporate governance as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations. This course is an important contribution to increasing standards of business as the students are future executives of organizations.

COURSE OBJECTIVES

- To familiarise the graduates with knowledge on the concepts of ethics, types, importance & the need for CSR with reference to best practices.
- To explain the graduates about Personal ethics, promotion of honesty, happiness & practice of Karma Yoga.
- To familiarise the graduates with the different aspects of ethics in HR, Finance technology & professional management.
- To expand the graduates knowledge towards the role of Corporate Culture in business & cross cultural issues in ethics.
- To learn about the various concepts of examining and appreciating contemporary reports on the various committees in Indian context.

COURSE OUTCOMES

- To **define** the basic concepts in ethics, types, importance & the need for CSR with reference to best practices - 1-Knowledge.
- To **describe** the role and importance of personal ethics, the role of emotional honesty & the values of Karma Yoga - 1-Knowledge.
- To **demonstrate** the various process, aspects of ethics in HR, Finance technology & professional management towards the role of Corporate Culture in business - 2- Comprehension.
- To **examine** the critical path on the various concepts of examining and appreciating contemporary reports on the various committees in Indian context - 2- Comprehension.

COURSE CONTENT

UNIT-1: BUSINESS ETHICS

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Ethical Concepts and Theories - Morals and Values - Distinction between values and ethics - Kohlberg's six stages of moral development (CMD), Meaning and Nature of values; Holistic view of life and its value, Values impact in Business - Indian Value System - Teachings from scriptures and traditions- The Six Systems of Thought.

UNIT-2: HUMAN VALUES & PERSONAL ETHICS

Human Values, Different meaning of human values: foundational human values - Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, Secular and Spiritual values - Introduction to personal ethics – Meaning – features of personal ethics-Emotional Honesty – Virtue of humility – Promote happiness – Karma Yoga.

UNIT-3: ORGANIZATIONAL ETHICS

Ethical Corporate Behaviour, Ethical Leadership, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination- Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management- Technology Ethics and Professional ethics.

UNIT-4: ROLE OF CORPORATE GOVERNANCE

Corporate Governance: Meaning, objectives, significance, Business ethics and corporate governance Structure and process of corporate governance, advantages & Issues in corporate governance, the emerging trends in corporate governance- Corporate governance in India & Major defects of corporate governance in India.

UNIT-5: ETHICAL ISSUES IN INDIAN & INTERNATIONAL BUSINESS PRACTICE

Indian Perspective: Meaning, scope, composition of BODs, functions of BOD's, Cadbury Committee, Reports of Various Committees on Corporate Governance (i) Confederation of Indian Industry Code. (ii)Kumar Mangalam Birla Report (2000). (iii) Naresh Chandra Committee on Corporate Audit and Governance. (iv) N. R. Narayan Murthy Committee on Corporate Governance- Role of international trade and business organizations in developing business ethics and CSR, Legal compliance - Sarham Oxley Act (SOX) - Kyoto Protocol concern of global warming- Home and host country's regulations and compulsions of international agencies.

Recommended Reading

1. C.S.V Murthy, "Business Ethics- Text and Cases", Himalayan Publishing House, 2010.
2. Luura P.Hartman Joe Des Jardins, Business Ethics, Mc Hill Education, 2013.

Reference Books

1. Larue Tone Hosmer, "The Ethics of Management", Richard D. Irwin Inc., 2010.
2. Joseph A. Petrick and John F. Quinn, "Management Ethics - integrity at work' Response Books: New Delhi, 1997.
3. W.H. Shaw, "Business Ethics", Cengage Learning, 2016.
4. Sturdevant, F.D. , "Business and Society" A Managerial Approach, 1990.
5. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam-40%

SEMESTER/YEAR : II SEM/ I YR
COURSE CODE : 22SC1207
TITLE OF THE COURSE : SUSTAINABLE DEVELOPMENT

1. Course Size and Instruction Method

Credits	L	T	P	Hours/Week
2	2	0	0	2

COURSE AIM & DETAILS

This course enables the students to gain comprehensive knowledge about the business and surrounding. It also enriches the students' ability in understanding the importance of green business and sustainable development.

COURSE OBJECTIVE

- To enable students to understand the role of environmental sustainability in upholding high standards of corporate governance and administration.

COURSE OUTCOME

- Evaluate sustainability requirements associated with corporations - Evaluate – Level 2
- Learning concepts- structures and processes of sustainable operations - Practice – Level 3
- Analyzing various policies and practices that are followed by companies - Analyze – Level 1
- Assess the principles of green business - Assess – Level 3
- Conceptualize, and gain knowledge of sustainable aspects of business for companies - Describe – Level 1

COURSE CONTENT

UNIT – 1: INTRODUCTION TO THE CORPORATE SUSTAINABILITY MANAGEMENT

Meaning and definition, Features, dimensions, processes, principles and output, Implications, origin of business sustainability

UNIT – 2: SUSTAINABLE DEVELOPMENT THEORY AND PRACTICES

Globalization, sustainability challenges, barriers to e knowledge of sustainability, GSSD strategies to reduce e- barriers, Industry and agriculture links, creating structures for responsible business. Restructuring the organization.

UNIT -3: ACTIVITIES AND CONDITIONS TO SUSTAINABILITY PROBLEMS

Population, resources, technology and health effects, Global changes, air and water pollution, ecological effects. Defining business responsibility, Assessing corporate social performance.

UNIT- 4: SOLUTIONS AND STRATEGIES

Meaning and definition – green business, sustainability knowledge transition, sustainability as knowledge domain, barriers to knowledge on sustainability, solution to knowledge barriers. Strategies for reducing barriers.

UNIT – 5: GLOBALISATION AND SUSTAINABILITY ISSUES

Global system for sustainable development. Dimensions of globalisation, constitutive effects of globalisation, real and virtual complexities of globalisation. China case study.

Recommended text book

Oliver laasch/ Roger Conway, Sustainable Development

Assessment of COs:

IAT – 20%, CBT -15%, Teachers Evaluation - 25%. Semester End Exam- 40%

CONDUCT AND DISCIPLINE

At Dayananda Sagar University, we uphold a culture of respect, integrity, and responsibility. We believe that every student plays a crucial role in creating a harmonious and conducive learning environment. This Code of Conduct outlines the standards of behaviour and expectations that guide our interactions and actions within the university community. By adhering to these principles, we collectively contribute to fostering a positive and enriching educational experience for all.

- 1. Respect and Civility:** Treat fellow students, faculty, staff, and all members of the university community with respect, kindness, and consideration. Embrace diversity and practice inclusivity in all interactions.
- 2. Academic Integrity:** Maintain the highest standards of academic integrity. Avoid plagiarism, cheating, and any form of dishonesty. Cite sources properly, submit original work, and uphold the principles of honest scholarship.
- 3. Personal Responsibility:** Take ownership of your actions and decisions. Attend classes, complete assignments on time, and actively engage in your academic pursuits. Demonstrate a commitment to your personal growth and learning.
- 4. Professionalism:** Present yourself professionally in both appearance and behaviour. Uphold the university's image with pride, both on and off campus. Engage in discussions and debates with respect and open-mindedness.
- 5. Campus Facilities and Property:** Respect the university's facilities, equipment, and property. Use resources responsibly and ensure that shared spaces are clean and well-maintained.
- 6. Code of Conduct for Online Interactions:** Maintain respectful and ethical behavior in all online communications, including emails, forums, and social media platforms. Refrain from cyberbullying, offensive language, and any form of online harassment.
- 7. Non-Discrimination and Harassment:** Refrain from engaging in any form of discrimination, harassment, or offensive behaviour based on race, gender, religion, ethnicity, or any other characteristic. Report any incidents promptly and support a safe and inclusive environment.
- 8. Alcohol and Substance Use:** Adhere to the university's policies regarding the use of alcohol and substances. Respect the legal drinking age and refrain from using illegal drugs on campus or during university-related events.
- 9. Health and Well-being:** Prioritize your physical and mental well-being. Seek help if needed and support fellow students in their well-being journey.
- 10. Safety and Security:** Contribute to a safe campus environment by following safety protocols and guidelines. Report any safety concerns promptly to the appropriate authorities.
- 11. Environmental Responsibility:** Demonstrate care for the environment by conserving resources, participating in recycling programs, and promoting sustainable practices.

12. Participation in University Activities: Engage actively in extracurricular activities, clubs, and events that contribute to your personal and professional growth. Embrace opportunities to learn, lead, and collaborate with your peers.

13. Compliance with University Policies: Familiarize yourself with and adhere to all university policies, regulations, and guidelines. Ignorance of these policies will not be accepted as an excuse for non-compliance.

14. Reporting Violations: If you witness any violations of this Code of Conduct, report them promptly to the appropriate university authorities.



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