

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾಲಯ



Bengaluru
City University

BENGALURU CITY UNIVERSITY

NEW SYLLABUS 2019-20

B.B.A (REGULAR) DEGREE

(CBCS - SEMESTER SCHEME)

DEPARTMENT OF COMMERCE

CENTRAL COLLEGE, BENGALURU-1



REGULATIONS PERTAINING TO B.B.A (REGULAR) DEGREE **(CBCS - SEMESTER SCHEME) 2019-20**

I. OBJECTIVES:

- To prepare students to pursue careers in Finance function of a company with special reference to SME sector
- To prepare students to pursue careers in Marketing function of a company with special reference to SME sector
- To prepare students to pursue careers in Human Resource function of a company with special reference to SME sector.
- To develop Ethical Managers with inter disciplinary knowledge
- To develop Entrepreneurs
- To develop IT enabled global middle level managers for solving business problems
- To develop Business Analysts for Companies, Capital Markets and Commodity Markets
- To prepare students to take up Higher Education to become Business Scientists, Researchers, Consultants and Teachers, with core competencies
- To develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission, etc.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two years Pre–University course of Karnataka State or its equivalent are eligible for admission into this course as notified by the University from time to time.

III. DURATION OF THE COURSE:

The course of study is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. A Student successfully completing three (03) years of the course will be awarded Bachelor's Degree in Business Administration (B.B.A).

IV. MEDIUM OF INSTRUCTION:

The medium of instruction and examination shall be in English.

V. CLASS ROOM STRENGTH OF STUDENTS:

There shall be Maximum of 60 students in each section.

VI. ATTENDANCE:

- a. For calculating attendance, each semester shall be taken as a Unit
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75 percentage in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

VII. COURSE MATRIX:

See Annexure – 1 for B.B.A Degree (Regular) Course Matrix

VIII. TEACHING AND EVALUATION:

M.Com/MBA/MBS graduates with B.Com/B.B.M/BBA/BBS as basic degree from a recognized university are only eligible to teach and to evaluate the subjects (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

IX. SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION:

- a. In every semester, the student should maintain a Record Book in which the exercises given under each subject are to be recorded. This Record has to be submitted to the faculty for evaluation at least 15 days before the end of each semester.
- b. Every student should also submit the practical record book/report/presentation in which Part 3 of the course called “Business Skill Development Course” (BSDC)* of every semester should be incorporated and submitted to the faculty for evaluation, at least 15 days before the end of each semester. The tasks, marks and the credits to be awarded are indicated under course matrix of each semester.
- c. The BOE is authorized to make random surprise visits to the colleges and verify practical records and marks awarded.

X. SCHEME OF EXAMINATION:

PART 1: SCHEME OF EXAMINATION FOR ALL SUBJECTS ACROSS ALL SEMESTERS EXCEPT ELECTIVE GROUP - BUSINESS ANALYTICS

- a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.
- b. 30 marks will be for internal assessment carried out by the college. The internal assessment of 30 marks shall be allocated as follows:
 - 10 marks for attendance.
 - 20 marks from two tests, which are to be conducted during the semester.
 - i) For First test of 20 marks (1-hour duration), questions to be given from the syllabus component (any of the units).

- ii) For Second test of 20 marks (1-hour duration), questions to be given from the skill development component of the syllabus.
- iii) The average of the two tests must be taken as a score for internal assessments
- c. The marks based on attendance shall be awarded as given below:
 - 76% to 80% = 05marks
 - 81% to 85% = 06marks
 - 86% to 90% = 08marks
 - 91% to 100% = 10marks
- d. With regards to Part-3 called “BUSINESS SKILL DEVELOPMENT COURSE” (BSDC)*, the marks allotment and procedure for marks allotment is given below the course matrix for each semester.

PART 2: SCHEME OF EXAMINATION FOR ELECTIVE GROUP – BUSINESS ANALYTICS

- a. There shall be a University Examination at the end of 5th & 6th semester. The maximum marks in each paper in this group shall be 100 marks, of which 50 marks will be a university examination, 30 marks internal assessment and remaining 20 marks will be Practical Examination conducted by an Internal & External Examiners who are in the panel of examiners as identified by the respective colleges and approved by the BoE Chairperson. Duration of Practical Examination will be one and half hours. Duration of theory exams will be two hours carrying 50 marks.
- b. Practical records will be evaluated as part of Practical Examination by both Internal and External Examiners.
- c. In Practical Examination, students will be assessed on the basis of Process Knowledge, Skill Operations involved, Results/Calculations and Reporting.
- d. Internal Assessment of 30 marks shall be allocated as follows:
 - 10 marks for attendance.
 - 20 marks from two tests, which are to be conducted during the semester.
 - i) For First test of 20 marks (1-hour duration), questions to be set from the syllabus.
 - ii) For Second test of 20 marks to be based on lab exercises.
 - iii) The average of the two tests must be taken as a score for internal assessment.
 - iv) Marks based on attendance shall be awarded as given below:
 - 76% to 80% = 04marks
 - 81% to 85% = 06marks
 - 86% to 90% = 08marks
 - 91% to 100% = 10marks

XI. APPEARANCE FOR THE EXAMINATION:

- a. A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
- b. A candidate who has passed any language under Part-I shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.

- c. Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the University.
- d. A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects, which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XII. MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 25 marks out of 70 marks of the theory examination) and 40% in aggregate (i.e. total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
 - a. First Class: Those who obtain 60% and above of the total marks of parts I, II, III and IV.
 - b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II, III and IV.
 - c. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II, III and IV.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course including part I, II, III and IV as a whole.
3. Class and ranks shall be declared based on the aggregate marks obtained by the candidate in all the subjects of the first to six semesters of degree course as a whole. However, only those candidates who have passed each semester public examination in the first attempt only shall be eligible for the award of ranks. The first 10 ranks only shall be notified.

XIV. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XV. TERMS AND CONDITIONS:

- a. A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- b. Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XVI. PATTERN OF QUESTION PAPER:

For all subjects across all semesters except Elective Group - Business Analytics

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours (except Business Analytics elective group which shall be of 2 hours). The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

SECTION-A 1. a,b,c,d,e,f,g	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5.	(Analytical questions) Answer any THREE	(03 X 05 = 15 Marks)
SECTION-C: 6,7,8,9.	(Essay type questions) Answer any THREE	(03 X 15 = 45 Marks)
Total		70 Marks

For Elective Group – Business Analytics

SECTION-A 1. a,b,c,d,e,f,g	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4.	(Analytical questions) Answer any THREE	(02 X 05 = 10 Marks)
SECTION-C: 6,7,8.	(Essay type questions) Answer any THREE	(02 X 15 = 30 Marks)
Total		50 Marks

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVIII. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

ANNEXURE-1



BBA (REGULAR) DEGREE COURSE (CBCS - SEMESTER SCHEME) 2019-20 COURSE MATRIX

I SEMESTER – BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit/ Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi /Hindi	1.1	4	3	30	70	100	2
	Language II: English	1.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	1.3	4	3	30	70	100	2
	Principles of Management	1.4	4	3	30	70	100	2
	Corporate Administration	1.5	4	3	30	70	100	2
	Production and Operations Management	1.6	4	3	30	70	100	2
Part 3	Business Skill Development Course(BSDC)* Industrial Visits	-	-	-	100	-	100	2
Part 4	Foundation Course*	-	3	2	30	70	100	2
	CC and EA*	-	-	-	50	-	50	1
Total Credits								17

(Note: Students will have to do community service during the vacation between First and Second semester.)

PART-3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*INDUSTRIAL VISITS

Objectives

- To make students aware of Industrial Process and Practices
- To make students understand the Flow of Operations in an Organization

Guidelines to the Institution

1. The BBA department of the college shall organize visit to two business establishments (Manufacturing /Financial/ Banking/Service establishment), in the first semester for the students.
2. The students will have to record the learning from visiting these organization in a record book.
3. For every organizational visit, information captured shall include -Profile of the organization consisting of Vision and Mission, Board of Directors, Department details, HR details, Manufacturing Process, Organization Structure, Turnover, Capital, No. of branches, Products/Services Marketed and so on.

Marks Allocation

- a. Each visit should be documented in a practical record book, the BBA department to award 30 marks per visit, the total of which comes to 60 Marks (30 marks X 2).
- b. Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College, for 40 Marks (20 + 20 marks), to assess the learning outcome of the two visits.
- c. After assessment, marks scored by the candidate to be sent to BCU along with IA Marks.

II SEMESTER – BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit/ Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi /Hindi	2.1	4	3	30	70	100	2
	Language II: English	2.2	4	3	30	70	100	2
Part 2 Optional	Corporate Accounting	2.3	4	3	30	70	100	2
	Quantitative Analysis	2.4	4	3	30	70	100	2
	Organizational Behavior	2.5	4	3	30	70	100	2
	Marketing Management	2.6	4	3	30	70	100	2
Part 3	Business Skill Development Course(BSDC)* Community Service	-	-	-	100	-	100	2
Part 4	Foundation Course	-	3	2	30	70	100	2
	CC and EA	-	-	-	50	-	50	1
Total Credits								17

PART 3 BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*

COMMUNITY SERVICE

Objectives:

- To sensitize the students towards community service
- To enable students to learn about social entrepreneurship

Guidelines to the institution:

1. Each student will have to work in a Social /Charitable Trust /NGO / Red Cross Society/ or any other social service organization / association for THREE WEEKS during the vacation (after the first semester exam).
2. The entire batch of students to be divided equally among the BBA department faculty members. The faculty members to help students in the process of community service and preparation of the Community Service report.
3. The students to submit the Certificate of Community Service issued by the organization to the college along with a brief report of not less than 30 pages during the second semester.
4. The report should contain a brief profile of the organization, nature of service provided by them, a write up on the learning outcome of the student from the community service carried out by them.

Marks Allocation:

The marks for community service is to be allocated as follows:

- 50 marks for the service + 30 marks for the report + 20 marks for the viva-voce exam. Viva-Voce exam shall be conducted at the end of the semester, by the panel of internal faculty identified by the department and approved by the Principal. The Institution shall send the marks scored by the candidate to BCU along with IA Marks scored by them in the II Semester.

III SEMESTER – BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit/ Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi /Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills -I	3.2	4	3	30	70	100	2
	Cost Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Financial Markets and Services	3.5	4	3	30	70	100	2
	Business Data Analysis	3.6	4	3	30	70	100	2
	Corporate Financial Management	3.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Case Study Analysis	-	-	-	100	-	100	2
Part 4	Foundation Course	-	3	2	30	70	100	2
	CC and EA	-	-	-	50	-	50	1
Total Credits								19

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*CASE STUDY ANALYSIS

Objectives:

- To develop thinking and analytical skills
- To develop managerial skills

Guidelines to the Institution:

1. Case Study Analysis Record Book should be prepared by the student during the third semester.
2. Five cases relating to subjects studied in the first three semesters have to be analyzed and recorded in the Case Study Analysis Record Book.
3. Students should submit Record Book 15 days before the completion of the third semester for which the marks shall be awarded by the BBA Department of the college.

Marks Allocation:

- 100 marks for Case Study Analysis Record Book for FIVE cases analyzed by the students (5 X 20 =100 marks)
 - 15 X 5 = 75 for case study analysis report
 - 5 X 5 = 25 for presentation and Viva-Voce examination
 - Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- These marks should be sent to BCU along with IA marks at the end of the third semester.

IV SEMESTER – BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit/ Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi /Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills -II	4.2	4	3	30	70	100	2
	Business Research Methods	4.3	4	3	30	70	100	2
	Banking Law and Operations	4.4	4	3	30	70	100	2
	Entrepreneurship Development	4.5	4	3	30	70	100	2
	Management Accounting	4.6	4	3	30	70	100	2
	Customer Relationship Management	4.7	4	3	30	70	100	2
Part 3	Business Skill Development Course(BSDC)* Preparation of Business Plan for Start Ups	-	-	-	100	-	100	2
Part 4	Foundation Course	-	3	2	30	70	100	2
	CC and EA	-	-	-	50	-	50	1
Total Credits								19

(Note: Students shall conduct a Field Study in the area of business, during the vacation between Fourth and Fifth semester. The respective guideline for Field Study is provided under the Fifth Semester Course Matrix. Related marks will be awarded in the Fifth Semester)

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)* PREPARATION OF BUSINESS PLAN FOR START-UPS

Objectives:

- To provide exposure for Start-ups and New Age Business Models.
- To develop entrepreneurial mindset among students.

Guidelines to the institution:

1. Each student shall prepare hypothetical/imaginary entrepreneurship project report by indicating products/services that will be produced, marketed, key resources that will be used, customer segment that will be targeted to, the investment that will be required, funds that will be raised, cost which will be incurred, turnover that will be achieved and profit that will be attained from the business.
2. Entrepreneurship Project Record Book should be submitted to the college 15 days before completion of the Fourth Semester.

Marks allocation:

- 75 marks for Business Plan Report and 25 marks for Presentation & Viva-Voce examination.
- Viva-Voce examination shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- These marks should be sent to the University along with IA marks at the end of the **Fourth semester**.

V SEMESTER – BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Income Tax - I	5.1	4	3	30	70	100	3
	Business Regulations	5.2	4	3	30	70	100	3
	Indirect Taxes	5.3	4	3	30	70	100	3
	Information Technology for Business – I	5.4	4	3	30	70	100	3
	Elective 1	5.5	4	3	30	70	100	3
	Elective 2	5.6	4	3	30	70	100	3
Part 3	Business Skill Development Course(BSDC)* A. Field Study	-	-	-	100	-	100	2
	B. Skill Enhancement Course (SEC)** Employability Skills Training (Aptitude and GD Training)	-	2	-	100	-	100	2
Part 4	Ability Enhancement Compulsory Course (AECC)	-	3	2	30	70	100	2
Total Credits								24

(Note: Students will have to undergo Internship with any Business Organization during the vacation between Fifth and Sixth semester.)

PART 3A

BUSINESS SKILL DEVELOPMENT COURSE (BSDC) *FIELD STUDY

Objectives:

- To enhance the classroom learning
- To support the students in contextual and experiential learning

Guidelines to the institution:

1. Every student should have taken up field study during the vacation between fourth and fifth semester in the area of Marketing/Human Resource Management/Business Development/Finance/Entrepreneurship or any other aspect of business organization, for example:

- a. Market survey for a product or service
- b. A study on problems and challenges of small entrepreneurs
- c. A study on awareness about various banking services
- d. Student satisfaction survey about the quality of education
- e. Employee satisfaction survey
- f. Any other aspect related to business that can be covered under field study.

2. The Field Study report should essentially include:

- a. Introduction
- b. Design of the Study
- c. Analysis
- d. Findings and Conclusions.

3. The faculty members shall guide the students in field study process and preparation of the report.

Marks allocation:

- 75 marks for the Field Study Report and 25 marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The marks should be sent to the University along with IA marks at the end of the Fifth semester.

PART 3B **SKILL ENHANCEMENT COURSE: EMPLOYABILITY SKILLS TRAINING**Objective:**

To enable the student to prepare for corporate placements

Guidelines to the Institution:

1. BBA department should conduct Aptitude and GD training for the students of BBA for minimum of two hour per week.
2. The students should be trained in the areas of quantitative aptitude and group discussion.

Marks Allocation

- a) The Relevant marks should be awarded to the students on completion of the training based on Aptitude Test (50 marks) and Mock Group Discussion (50 marks).
- b) The evaluation shall be done by the panel of internal examiners, identified by the department and approved by the principal.
- c) The Institution should send the marks to the University along with IA Marks scored by them in the Fifth Semester.

VI SEMESTER - BBA

Subjects		Paper	Instruction Hours	Duration of Exam	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Income Tax - II	6.1	4	3	30	70	100	3
	Strategic Management	6.2	4	3	30	70	100	3
	International Business	6.3	4	3	30	70	100	3
	Information Technology for Business – II	6.4	4	3	30	70	100	3
	Elective 3	6.5	4	3	30	70	100	3
	Elective 4	6.6	4	3	30	70	100	3
Part 3	Business Skill Development Course(BSDC)* A. Internship with Business Organisation	-	-	-	100	-	100	2
	B. Skill Enhancement Course (SEC)** Placement Training	-	2	-	100	-	100	2
Part 4	Ability Enhancement Compulsory Course (AECC)	-	3	2	30	70	100	2
Total Credits								24

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*

A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

Objectives:

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to professional context

Guidelines to the institution:

1. Each student will have to work in a Business Organization for three weeks during the vacation between fifth and sixth semester.
2. The entire batch of students to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report to contain a brief detail of the organization, nature of business, a write up on the learning outcome from the internship carried out by them.

Marks Allocation:

- 75 marks for the Internship Report and 25 marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

B. SKILL ENHANCEMENT COURSE - PLACEMENT TRAINING**

Objective:

To prepare the student for corporate placements

Guidelines to the Institution:

1. BBA department shall conduct placement training for a minimum of two hours per week.
2. The students should be trained in the areas of personal interview, resume preparation, email etiquette, corporate etiquette and work discipline.

Marks Allocation

- a) The Relevant marks to be awarded to the students on completion of the training. IA marks shall be awarded on the basis of Practical Record (25 marks), Mock Personal Interview (25 marks) and Test on Resume preparation & Etiquettes (50 marks).
- b) The evaluation shall be done by the panel of internal examiners, identified by the department and approved by the principal.
- c) The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

ELECTIVE GROUPS

FINANCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	FN 5.5	Advanced Corporate Financial Management
	FN 5.6	Security Analysis and Portfolio Management
VI	FN 6.5	Risk Management and Derivatives
	FN 6.6	International Finance

MARKETING ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	MK 5.5	Consumer Behavior
	MK 5.6	Integrated Marketing Communication
VI	MK 6.5	Digital Marketing
	MK 6.6	Supply Chain and Logistics Management

HUMAN RESOURCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	HR 5.5	Industrial Relations and Employee Legislation
	HR 5.6	Compensation and Performance Management
VI	HR 6.5	International Human Resources Management
	HR 6.6	Organization Development and Change Management

DATA ANALYTICS ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	DA 5.5	Business Analytics
	DA 5.6	Marketing Analytics
VI	DA 6.5	Financial Analytics
	DA 6.6	HR Analytics

FOUNDATION COURSE / SKILL DEVELOPMENT / SKILL ENHANCEMENT COURSE (SEC) / ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) / INTERDISCIPLINARY COURSES

- ❖ Common for all programs, MCQ type of question paper shall be used and use of modern teaching aids and supply of study material is recommended.
 - Constitution of Indian and Human Rights
 - Environmental Science
 - Computer Applications and Information Technology
 - Business Entrepreneurship and Management
 - Philosophy, Psychology and Life Skills
 - Personality Development and Leadership
 - Culture, Diversity and Society
 - Research Methodology
 - Education and Literacy / Science and Society
 - Human Resource Development / Management
 - Any one Foreign Language
 - Commodity & Stock Market
 - Mathematics in finance.
 - Any other Course prescribed by the University from time to time

CO-CURRICULAR AND EXTENSION ACTIVITIES (CC & EA)

A student shall opt for any one of the following activities in the first four semesters offered in the college

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indians in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Any other Co- curricular and Extra-curricular activities leading to Student Development as prescribed by the University.
-

Evaluation of Co-curricular and Extra Curricular Activities as per the procedure evolved by the University from time to time

1.3 FINANCIAL ACCOUNTING

OBJECTIVES:

- To enable the students to have a comprehensive understanding of Financial Accounting
- To know the conceptual frame work of accounting cycle
- To understand and prepare Final Accounts of Proprietary Concerns.

UNIT 1: INTRODUCTION TO ACCOUNTING

8Hrs.

Accounting- meaning, definition, objectives, scope, basic terms, Accounting Principles, Concepts and Conventions, Accounting Equations, Accounting Standards- meaning, definition, objectives, role of ASB, List of Accounting Standards issued by ICAI.

UNIT 2: ACCOUNTING PROCEDURE

12Hrs.

Double entry system – meaning, importance, rules of debit and credit; Journal –meaning, importance of journal entries, journalizing (Practical Problems); Ledger - meaning, importance, posting entries (Practical Problems).

UNIT 3: CASH BOOK AND BANK RECONCILIATION

12Hrs.

Cashbook, Types of Cashbook-single column, double column and petty cashbook (Practical Problems); Bank Reconciliation - meaning, causes of differences, importance, preparation and presentation of BRS (Practical Problems).

UNIT 4: TRIAL BALANCE, FINAL ACCOUNTS OF PROPRIETARY CONCERN

16Hrs.

Trial Balance- objectives, preparation, errors and rectification (Theory only); Preparation of Profit and Loss Account and Balance Sheet (Vertical Form).

UNIT 5: ACCOUNTING SOFTWARE

8Hrs.

Introduction to Tally - Company Creation, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing vouchers, voucher entry, making different types of vouchers, correcting sundry debtors and sundry creditors accounts, preparation of Trail Balance; Accounts books- Cash Book, Bank Books, Ledger Accounts, Group Summary, Journal Register, Statement of Accounts and Balance Sheet.

SKILL DEVELOPMENT

- Maintaining practical record for the accounting exercises executed during tally classes.

BOOKS FOR REFERENCE

1. Jawaharlal and Seema Srivastava: Financial Accounting, HPH
2. Anil Kumar, Rajesh Kumar and Mariyappa, Financial Accounting, HPH
3. Dr. S.N. Maheswari, Financial Accounting, HPH
4. Dr. Venkataraman R. and others, Fundamentals of Accounting, VBH5.
5. Grewal and Gupta, Advanced Accounting, Sultan Chand.
6. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.
7. Soundrarajan A and K. Venkataramana, Financial Accounting, SHB Publishers.
8. Manjunath, GunduRao – Computer Business Applications, HPH.
9. Sudaimuthu and Anthony: Computer Applications in Business, HPH

1.4 PRINCIPLES OF MANAGEMENT

OBJECTIVES: To familiarize the students with concepts and principles of management

UNIT 1: INTRODUCTION TO MANAGEMENT

10 Hrs.

Introduction –Meaning, Evolution of Management thought, pre-scientific management era, classical management era, neo-classical management era, modern management era; Nature and Characteristics of Management - Scope and functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.

UNIT 2: PLANNING AND DECISION MAKING

08 Hrs.

Nature, importance and purpose of planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- importance and steps; MBO and MBE (Meaning only)

UNIT 3: ORGANIZING AND STAFFING

12 Hrs.

Nature and purpose of organization; Principles of organizing; Delegation of authority; Types of organization- Departmentation, Committees; Centralization v/s Decentralization of authority and responsibility, Span of Control; Nature and importance of staffing

UNIT 4: DIRECTING COMMUNICATING AND COORDINATING

10Hrs.

Meaning and nature of direction, Principles of direction; Communication -Meaning and importance, Communication process, Barriers to Communication, Steps to overcome communication barriers, Types of Communication; Coordination–Meaning, importance and Principles

UNIT 5: CONTROLLING

10 Hrs.

Meaning and steps in controlling, Essentials of Effective Control system, techniques of control (in brief).

UNIT 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS:

4 Hrs.

Business Social responsibility-meaning, arguments for and against business social responsibility; Green management- meaning, Green management actions; Managerial Ethics - Meaning-importance of ethics in business, factors that determine ethical or unethical behavior.

SKILL DEVELOPMENT

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development book.
- Different types of Organization structure.
- Draft Control charts for different industries / business groups.

BOOKS FOR REFERENCE

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

1.5 CORPORATE ADMINISTRATION

OBJECTIVE: To familiarize the students with the existing Company Law and Administration.

UNIT 1: INTRODUCTION TO COMPANY

08 Hrs.

Meaning and Definition – Features – Steps in formation of Joint Stock Company, High Lights of Companies Act 2013 - Kinds of Companies – One Person Company, Private Company, Public Company, Company limited by Guarantee, Company limited by Shares, Holding Company, Subsidiary Company, Government Company, Associate Company, Small Company, Foreign Company, Global Company, Body of Corporate, Listed Company (Meaning only)

UNIT 2: FORMATION OF A COMPANY

14 Hrs.

Promotion Stage - Meaning of Promoter, Position of Promoter and Functions of Promoter; Incorporation Stage – meaning and contents of Memorandum of Association and Articles of Association, Difference between Memorandum of Association and Articles of Association, Certificate of Incorporation; Subscription Stage – meaning and contents of Prospectus, Statement in lieu of Prospects and Book Building; Commencement Stage – Documents to be filed, e-filing, Registrar of Companies, Certificate of Commencement of Business.

UNIT 3: COMPANY ADMINISTRATION

18 Hrs.

Key Managerial Personnel – Managing Director, Whole Time Directors, Company Secretary, Chief Financial Officer, Resident Director, Independent Director; Auditors–Appointment, Powers, Duties and Responsibilities; Managing Director–Appointment, Powers, Duties and Responsibilities; Audit Committee; CSR Committee; Company Secretary - Meaning, Types, Qualification, Appointment, Position, Rights, Duties, Liabilities and Removal or dismissal.

UNIT 4: CORPORATE MEETINGS

08 Hrs.

Corporate Meetings - Types of Meetings, Annual General Meeting, Extraordinary General Meetings, Board Meeting; Requisites of a valid meeting; resolutions and kinds of resolution; preparation Agenda and minutes.

UNIT 5: WINDING UP OF COMPANIES

08 Hrs.

Meaning – Modes of Winding up; Official Liquidator-Powers and Duties; Consequences of Winding up

UNIT 6: CSR LEGISLATION IN INDIA

04 Hrs.

Meaning of CSR, Scope for CSR Activities under schedule VII of the Companies Act, 2013, Provisions of CSR mandate.

SKILL DEVELOPMENT

- Record specimen copy of Memorandum of Association and Articles of Association of any company.
- Drafting Notice of Company Meetings – Annual, Special, Extraordinary and Board meetings.
- Two cases related to corporate governance to be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development record book.
- Write CSR summary of any two companies.

BOOKS FOR REFERENCE

1. N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand and Sons.
2. M.C. Shukla and Gulshan, Principles of Company Law, S. Chanda and Co.
3. C.L. Bansal, Business and Corporate law, Excel Books.
4. S.S Gulshan, Company Law, New Age International.
5. Maheshwari and Maheshwari, Elements of Corporate Laws, Himalaya Publishers
6. Dr. P.N. Reddy and H.R. Appanaiah, Essentials of Company Law and Secretarial Practice, Himalaya Publishers.
7. Pradeep K. Shinde, Corporate Environment, VBH.