BAGALKOTUNIVERSITY

MudholRoad,Jamkhandi-587301Dist:Bagalkot

TheDraft

PROGRAM/COURSESTRUCTUREANDSYLLABUS
Asper
theChoiceBasedCreditSystem(CBCS)designedin

accordancewithLearningOutcomes-BasedCurriculum

Framework (LOCF) of National Education Policy

(NEP) 2020

FOR

Bachelor of Business Administration(BBA PROGRRAMME)

Asper NEP2020 and adapted from RCU Belagavi Applicable from the Academic Year 2023-24

PreambleforUGSyllabusofBagalkotUniversity

Bagalkot University Jamkhandi has been established by the Government of Karnataka and has started functioning from the academic year 2023-24. All the degree colleges other than engineering and medical collegesinthe districtof Bagalkote, are affiliatedtothisuniversityaspertheKarnatakaStateUniversitiesAct 2000, as modified bythe 26th Act of 2022. The students taking admission to anyof the colleges in the district of Bagalkote, from the academic year 2023-24 will be students of Bagalkot University. The Chancellor of the university, the honourable Governor of Karnataka, has instructed the Vice chancellor and the university to adapt, the rules and regulations of the parent university, Rani Channamma University, Belagavi for the immediate activities (Letter from the office of the Governor GS 01 BGU 2023 dated 17/05/2023).

Inthis connection, Bagalkot Universityhas adaptedthe undergraduate syllabus fromRCU, Belagavi for allthe 3/4 year degree programmes such as BA, BSC, BCOM, BCA, BSW etc. The syllabus follows the NEP 2020 format and the first year syllabus is being published. The higher semester syllabiwill be published in due course. The syllabus is being published as one electronic file for each degree and is self contained. Only the subject codes/ question paper codes are changed. The subject code format is described in the following.

SubjectCodeFormat

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Ver	Uni.Code		DEGREE			SEM		DISCIPLINE			SUB.TYPE			SL.NO.IN DISC.&S. TYPE		TH/ LAB /B/I NT.
1	2	6	B	S	C	0	1	P	H	Y	D	S	C	0	1	T
1	2	6	B	A	B	0	1	H	I	S	D	S	C	0	1	T

[1]TheVerinformationgivestheversionofthesyllabus.Itcantakevalues1,2..9,a,b,…[2-3]

TheUniversityUUCMSCode

[4-6]TheUGdegreecodestobeprovidedas

Sl.No	DegreeCode	Degree
1	BSC	BachelorofScience
2	BAB	BachelorofArts
3	BCM	BachelorofCommerce
4	BBA	BachelorofBusinessAdministration
5	BCA	BachelorofComputerApplications
6	BSW	BachelorofSocialWork

[7-8]TheSemesterInformationisprovidedas

Sl.No	Semester
1	„01
2	ʺ02
3	03
….	

[9-11]TheDisciplineInformationtobeprovidedas

SlNo	Degree	DisciplineCode
1	BCM-BCOM	XXX
2	BCA	XXX
3	BBA	XXX
4	BSW	XXX
5	BA	„HIS",GEO",ʺKAN",„HIN"etc.Thedetailedlististobeprovided
6	BSC	„PHY",ʺCHE",„BOT",ʺELN"etc.ThedetailedLististobeProvided

[12-14]TheSubjectTypetobeprovidedas

Sl.No.	TYPE	Description
1	DSC	DisciplineSpecificCore
2	DSE	DisciplineSpecificElective
3	OEC	OpenElectiveCourse
4	AEC	AbilityEnhancementCourse
5		

[15-16]TheRunning SerialNumberistobeprovidedforaparticulardisciplineandsubject type01 to 99

[17]Thischaracterspecifiesthecategoryofthesubjectnamely,T=theory,L-Lab,P-Project,I-Internship, B- Bothe theory and Lab

Bachelor of Business Administration

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multifaceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completing the program the student will be able to:

- Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- Identify business opportunities, design and implement innovations in workspace.
- Possess a sturdy foundation for higher education

3.   ProgramSpecificOutcomes(PSO):

OnthesuccessfulcompletionofB.B.A.,thestudentswillbeableto:

PSO1: AacquirePracticallearningthroughsummerinternship,industrialvisitandBusinessPlanetc.

PSO2: Demonstrateanalyticalandproblem-solvingskillsthroughspecializationinFinance, Human Recourse, and Marketing to solve the business issues.

PSO3: Understandanddevelopthenewdimensionsofknowledgethroughopenelectivestocaterthe need of the industry.

PSO4: Comprehendthecoreconcepts,methodsandpracticesinmanagement.

PSO5: Ventureintohis/herownbusinessorexcelinexecutiverolesinprivate/governmentsector.

PSO6: Demonstratetheabilitytocreatebusinessplans

PSO7: Developanunderstandingofbusinessthatreflectsthemoralresponsibilityofbusinesstoallrelevant stakeholdersand thenaturalenvironment.

PSO8: MaturedIndividualsandresponsibleCitizenstothecountry

PSO9: DemonstrateAbilityto work in Groups

1.CourseStructure ofBBA(ISemesterandII Semester):

					SEMESTER–I				
Sl. No	CourseCode	TitleoftheCourse	Category of the Course	TeachingHoursper Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	126BBA01XXXDSC01T	Managementprinciples&practice	DSC1	4+0+0	60	40	100	4
2	126BBA01XXXDSC02T	Fundamentalsofbusiness Accounting	DSC2	3+0+2	60	40	100	4
3	126BBA01XXXDSC03T	Marketingmanagement	DSC3	4+0+0	60	40	100	4
4.	126BBA01XXXOEC01T 126BBA01XXXOEC02T	1)PersonalityDevelopment* 2)E-Commerce*	OEC1	3+0+0	60	40	100	3
5	126COM01XXXSEC01T	EnvironmentalStudies	SEC1	1+0+2	30	20	50	2
6	126COM01XXXVBC01B	Physicaleducation&Yoga	VBC 1	0+0+2	-	25	25	1
7	126COM01XXXVBC02T	Health&wellness	VBC 2	0+0+2	-	25	25	1
8	126BBA01LANAEC01T	Kannada						
9	126BBA01LANAEC02T	FunctionalKannada	L1	3+1+0	70	30	100	3
10	126BBA01LANAEC03T	English						
11	126COM01LANAEC03T	Hindi						
12	126COM01LANAEC04T	Sanskrit	L2	3+1+0	70	30	100	3
13	126COM01LANAEC05T	Marathi						
14	126COM01LANAEC06T	Urdu						
15	126COM01LANAEC07T	Arabic						
		TOTAL			**410**	**290**	**700**	**25**

*XXXrepresentsDiscipline,*COMCommonforallUGCourses*LANLangauges
Note:StudentscanselecteitherDigitalFluencyorEnvironmentalStudies:126COM01XXXAEC01T

				SEMESTER–II					
Sl. No	CourseCode	TitleoftheCourse	Categ oryofthe Cours e	Teaching Hoursper Week (L+T+P)	SEE	CIE	TotalMarks	Credits
1	126BBA02XXXDSC04T	CorporateAccount ing&Reporting	DSC4	3+0+2	60	40	100	4
2	126BBA02XXXDSC05T	Human Reso urce Management	DSC5	4+0+0	60	40	100	4
3	126BBA02XXXDSC06T	BusinessEnvironment	DSC6	4+0+0	60	40	100	4
4.	126BBA02XXXOEC03T 126BBA02XXXOEC04T	1Tourism&Hospita lity Management * 2RetailManagement*	OEC2	3+0+0	60	40	100	3
5	126COM02XXXAEC01T	DigitalFluency	AEC1	2+0+0	30	20	50	2
6	126COM02XXXVBC03B	PhysicalEducatio n– Sports	VBC3	0+0+2	-	25	25	1
7	126COM02XXXVBC04B	NCC/NSS/R&R (S&G)/ Cultural	VBC4	0+0+2	-	25	25	1
8	126BBA02LANAEC09T	Kannada	L3	3+1+0	70	30	100	3
9	126BBA02LANAEC10T	Functional Kannada						
10	126BBA02LANAEC11T	English	L4	3+1+0	70	30	100	3
11	126COM02LANAEC12T	Hindi						
12	126COM02LANAEC13T	Sanskrit						
13	126COM02LANAEC14T	Marathi						
14	126COM02LANAEC15T	Urdu						
15	126COM02LANAEC16T	Arabic						
		TOTAL			410	290	700	25

*XXX-REPRESENTSDISCIPLINE,*LAN-REPRESENTSLANGUAGES,*COM-REPRESENTSCOMMANSUBJECTS
Note:StudentscanselecteitherDigitalFluencyorEnvironmentalStudies:126COM01XXXAEC01T

1) BBAISTSEMESTEROEC

1	126BBA01XXXOEC01T	1)PersonalityDevelopment	OEC1	3+0+0	60	40	100	3
	126BBA01XXXOEC02T	2)E-Commerce						

2)BBAIINDSEMESTEROEC

2	126BBA02XXXOEC03T	1)Tourism&Hospitality Management	OEC2	3+0+0	60	40	100	3
	126BBA02XXXOEC04T	1)RetailManagement						

AcronymsExpanded

- AECC : AbilityEnhancementCompulsoryCourse
- DSCC : DisciplineSpecificCore(Course)
- SEC : SkillEnhancementCourse
- SB/VB : SkillBased/ValueBased
- OEC : OpenElectiveCourse
- DSE : DisciplineSpecificElective
- SEE : SemesterEndExamination
- CIE : ContinuousInternalEvaluation
- L+T+P : Lecture+Tutorial+Practical(s)

5. Pedagogy:

In additiontoConventionalTime-Tested Lecture Method,the following approachesmaybe adopted as and when found appropriate and required:

1. **Case Based Learning:** PracticalexposurecanbegiventostudentsthroughCasebasedlearning/critical learningtool. It enhances skills ofstudentsin analyzingtheorganizational problems and learningto arrive at critical decisions. They learn to apply concepts, principles andanalytical skills to solve the real situation problems.

2. **Experiential/Live Projects/Grass Root Projects**: To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

3. **Team Spirit and Building:** To internalize the core curriculum, working inteams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

4. **ICT Teaching with global touch:** With the use of modern ICT technology students" learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over theworld and whobring real-timeinsights fromtheirindustries, theircustomers,happenings in their local place and environment.

5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

6. Suggestive Guidelines For Continuous Internal Evaluation And Semester End Examination

TheCIE and SEE will carry40% and 60% weightage each, to enable the courseto be evaluated fora totalof 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No.	Parameters for the Evaluation	Marks
1.Continuous Internal Evaluation(CIE)		
A.	Continuous&ComprehensiveEvaluation(CCE)	20Marks
B.	InternalAssessmentTests(IAT)	20Marks
	TotalofCIE(A+B)	40Marks
2.Semester End Examination(SEE)		
C.	SemesterEndExamination(SEE)	60Marks
	TotalofCIEandSEE(A+B+C)	**100Marks**

a. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) oftotalmarks ofa course.Beforethe startofthe academic session ineachsemester, a facultymember shouldchoosefor his/her course, minimumoffour ofthe followingassessment methods with five marks each:

i. IndividualAssignments

ii. Seminars/ClassRoomPresentations/Quizzes

iii. GroupDiscussions/ClassDiscussion/GroupAssignments

iv. Casestudies/Caselets

v. Participatory&Industry-IntegratedLearning/Filedvisits

vi. Practicalactivities/ProblemSolvingExercises

vii. ParticipationinSeminars/AcademicEvents/Symposia,etc.

viii. MiniProjects/CapstoneProjects

ix. Anyotheracademicactivity

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

c. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

7. SuggestiveTemplateforIAT

InternalAssessmentTestBachelor/MasterofBusinessAdministration(BBA/MBA.)Course
Code: Name of the Course:

Duration:1Hour **TotalMarks:25**
SECTION-A
I. Answeranytwoofthefollowingquestions.Questionsareaskedon
Remembering. **(2x2=4)**
1.
2.
3.

SECTION-B
II. Answeranytwoofthefollowingquestions. Questionsareasked on
UnderstandingandApplying. **(2x5=**
10)
4.
5.
6.

SECTION-C
III. Answeranyoneofthefollowingquestions.Questionsareaskedonanalyzingandevaluating.
(1x11=11)
7.
8.
Note:InternalTest questionpapersformat ispreparedbasedonRevisedBloom‟sTaxonomy**.**
(https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

8. SemesterEndExamination(SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE ofthe course shall be conducted after fulfilling theminimumattendance requirement as per the Universities/Institutes‟ norms.

BBA IST SEMESTER

SYLLABUS

NameoftheProgram: BachelorofBusinessAdministration(BBA) **CourseCode:126BBA01XXXDSC01T** **NameoftheCourse:**ManagementPrinciples&Practice		
CourseCredits	**No.ofHoursperWeek**	**TotalNo.ofTeachingHours**
4Credits	**4Hrs**	**56Hrs**

Pedagogy: Classroomlecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldworketc.,

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate
- Theabilitytounderstandconceptsofbusinessmanagement,principlesandfunctionof management.
- Theabilitytoexplaintheprocessofplanninganddecisionmaking.
- The ability to create organization structures based on authority, task and responsibilities.
- Theabilitytoexplaintheprinciplesofdirection,importanceofcommunication,barrierofcom munication, motivation theories and leadership styles.
- Theabilitytounderstandtherequirementofgoodcontrolsystemandcontrol techniques.

Syllabus:	Hours
ModuleNo.1:INTRODUCTIONTOMANAGEMENT	**10**
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, ClassicalManagementEra,Neo-Classical ManagementEra, ModernManagementEra;Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
ModuleNo.2:PLANNINGANDDECISIONMAKING	**08**
Nature,ImportanceandPurposeofPlanning -PlanningProcess;Objectives;Typesofplans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
ModuleNo.3:ORGANIZINGANDSTAFFING	**12**
NatureandpurposeofOrganization;PrinciplesofOrganizing;DelegationofAuthority; TypesofOrganization- Departmentation,Committees;CentralizationvsDecentralizationofAuthority and Responsibility, Span of Control; Nature and importance of Staffing	
ModuleNo.4: DIRECTINGANDCOMMUNICATING	**12**
Meaning and Natureof Direction,Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome CommunicationBarriers,TypesofCommunication;Motivationtheories –Maslow'sNeed HierarchyTheory,Herzberg'sTwoFactor Theory,Mc.Gregor'sXand Ytheory.Leadership – Meaning,FormalandInformalLeadership,CharacteristicsofLeadership;LeadershipStyles– AutocraticStyle,DemocraticStyle,ParticipativeStyle,LaissezFaireLeadershipStyles, Transition Leadership, Charismatic Leadership Style.	
ModuleNo.5: COORDINATINGANDCONTROLLING	**10**
Coordination–Meaning,ImportanceandPrinciples.Controlling- Meaningandstepsincontrolling,EssentialsofEffectiveControlsystem,TechniquesofControl (inbrief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	**04**
BusinessSocialResponsibility-Meaning,ArgumentsforandagainstBusinessSocial Responsibility;Greenmanagement-Meaning,GreenManagementActions;Managerial Ethics–Meaning- ImportanceofEthicsinBusiness,FactorsthatdetermineEthicalorUnethicalbehavior.	

SkillDevelopmentsActivities:
1. Twocasesonthe abovesyllabusshouldbe analyzedbytheteacherintheclassroom and the same needs to be recorded by the student in the Skill Development Book.
2. DraftdifferenttypesofOrganizationstructure.
3. DraftControlcharts.

TextBooks:

1. StephenP.Robbins,Management,Pearson
2. KoontzandO‟Donnell,Management,McGrawHill.
3. LMPrasad,Principlesofmanagement,SultanChandandSons
4. V.S.PRao/Bajaj,Managementprocessandorganization,ExcelBooks.GH25
5. AppanniahandReddy,Management,HPH.
6. T.Ramaswamy:PrinciplesofManagement,HPH.

Note:Latesteditionoftextbooksmaybeused.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: 126BBA01XXXDSC02T
Name of the Course: Fundamentals of Business Accounting

CourseCredits	No.ofHoursperWeek	TotalNo.ofTeachingHours
4Credits	4Hrs	56Hrs

Pedagogy: Classrooms lecture, tutorials, and problem solving.

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate
- Understandtheframeworkofaccountingaswellaccountingstandards.
- TheAbilitytopassjournalentriesandprepareledgeraccounts
- TheAbilitytopreparesubsidiariesbooks
- TheAbilitytopreparetrialbalanceandfinalaccountsofproprietaryconcern.
- Constructfinalaccountsthroughapplicationoftally.

Syllabus:	Hours
ModuleNo.1: INTRODUCTIONTOFINANCIALACCOUNTING	**08**
Introduction –Meaning andDefinition –ObjectivesofAccounting –FunctionsofAccounting – Users ofAccountingInformation–Limitationsof Accounting– AccountingCycle- Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards–objectives-significanceofaccountingstandards.ListofIndianAccounting Standards.	
ModuleNo.2: ACCOUNTING PROCESS	**12**
MeaningofDoubleentrysystem-ProcessofAccounting-KindsofAccounts-Rules- TransactionAnalysis-Journal-Ledger-BalancingofAccounts-TrialBalance-ProblemsonJournal, Ledger Posting and Preparation of Trial Balance.	
ModuleNo.3: SUBSIDIARYBOOKS	**14**
Meaning-Significance-TypesofSubsidiaryBooks-PreparationofPurchasesBook,Sales Book, PurchaseReturnsBook,SalesReturnBook,BillsReceivableBook,BillsPayableBook.TypesofCashBook -SimpleCashBook,DoubleColumnCashBook,ThreeColumnCash BookandPettyCashBook(ProblemsonlyonThreeColumnCashBookandPetty Cash Book),BankReconciliationStatement-PreparationofBankReconciliationStatement (ProblemsonBRS)	
ModuleNo.4:FINALACCOUNTSOFPROPRIETARYCONCERN	**10**
PreparationofStatementofProfitandLossandBalanceSheetofaproprietaryconcernwith specialadjustments like depreciation, outstandingandprepaid expenses, outstanding and received inadvance ofincomes, provision for doubtful debts, drawings and interest on capital.	
ModuleNo.5: ACCOUNTING SOFTWARE	**12**
Introduction-meaning of accounting software, types accounting software-accounting softwareTally-MeaningofTallysoftware-Features-Advantages,CreatingaNew Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info- master configuration -voucher entryconfiguration.WorkinginTally:Groups,Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, LedgerAccounts,GroupSummary,Sales RegisterandPurchaseRegister,JournalRegister, StatementofAccounts,andBalanceSheet**.**	

SkillDevelopmentsActivities:

1. Listouttheaccountingconceptsandconventions.
2. PrepareaBankReconciliationStatementwithimaginaryfigures
3. Collectthefinancialstatementofaproprietaryconcernandrecordit.
4. Prepareafinancialstatementofanimaginarycompanyusingtallysoftware.

TextBooks:

1. HanifandMukherjee,FinancialAccounting,McGrawHillPublishers
2. Arulanandam&Raman;AdvancedAccountancy,HimalayaPublishingHouse
3. S.AnilKumar,V.RajeshKumarandB.Mariyappa–FundamentalsofAccounting,
4. HimalayaPublishingHouse.
5. Dr.S.N.Maheswari,FinancialAccounting,VikasPublication
6. SPJainandK.L.Narang,FinancialAccounting,KalyaniPublication
7. RadhaswamyandR.L.Gupta,AdvancedAccounting,SultanChand
8. M.C.ShuklaandGoyel,AdvacedAccounting,SChand.

Note:Latesteditionoftextbooksmaybeused.

NameoftheProgram:BachelorofBusinessAdministration(BBA)		
CourseCode:126BBA01XXXDSC03T		
NameoftheCourse:MarketingManagement		
CourseCredits	No.ofHoursperWeek	TotalNo.ofTeachingHours
4Credits	4Hrs	56Hrs

Pedagogy: Classroomslecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldworketc.,

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate
- Understandtheconceptsandfunctionsofmarketing.
- Analysemarketingenvironmentimpactingthebusiness.
- Segmentthemarketandunderstandtheconsumerbehaviour
- Describethe4p'sofmarketingandalsostrategizemarketingmix
- Describe7p'sofservicemarketingmix.

Syllabus:	Hours
ModuleNo.1: INTRODUCTIONTOMARKETING	10
MeaningandDefinition,ConceptsofMarketing,ApproachestoMarketing,Functionsof Marketing.**RecenttrendsinMarketing**-E-business,Tele-marketing,M-Business,GreenMarketing,RelationshipMarketing,ConceptMarketing,DigitalMarketing,socialmedia marketingandE-tailing(Meaningonly).	
ModuleNo.2: MARKETING ENVIRONMENT	10
MicroEnvironment–Thecompany,suppliers,marketingintermediariescompetitors,public andcustomers;**MacroEnvironment**-Demographic,Economic,Natural,Technological, Political, Legal, Socio-Cultural Environment.	
ModuleNo. 3: MARKETSEGMENTATIONANDCONSUMER BEHAVIOUR	10
MeaningandDefinition,BasesofMarketSegmentation,RequisitesofSoundMarket Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying DecisionProcess.	
ModuleNo.4:MARKETINGMIX	20
Meaning,ElementsofMarketingMix(FourP's)–Product,Price,Place,Promotion. Product-ProductMix,ProductLine,ProductLifecycle,NewProductDevelopment,ReasonsforFailure of New Product, Branding, Packing and Packaging, Labeling, Pricing–Objectives,FactorsinfluencingPricingPolicy,MethodsofPricing; PhysicalDistribution–Meaning,FactorsaffectingChannelSelection,TypesofMarketingChannels. Promotion–MeaningandSignificanceofPromotion,PersonalSellingandAdvertising(MeaningOnly)	
ModuleNo.5: SERVICESMARKETING	06
Meaninganddefinitionofservices,differencebetweengoodsandservices,featuresofservices,seven P's of services marketing (concepts only).	
SkillDevelopmentsActivities: 1. Twocasesontheabovesyllabusshouldbeanalyzedandrecordedintheskill development 2. Designalogoandtaglineforaproductofyourchoice 3. Developanadvertisementcopyforaproduct. 4. Prepareachartfordistributionnetworkfordifferentproducts.	

TextBooks:

1. PhilipKotler,MarketingManagement,PrenticeHall.
2. LovelockChristopher,ServicesMarketing:People,Technology,Strategy,PHI
3. WilliamJ.Stanton,MichaelJ.Etzel,BruceJWalker,FundamentalsofMarketing,McGraw Hill Education.
4. BoseBiplab,MarketingManagement,HimalayaPublishers.
5. J.C.Gandhi,MarketingManagement,TataMcGrawHill.
6. RameshandJayantiPrasad:MarketingManagement,I.K.International
7. Sontakki,MarketingManagement,KalyaniPublishers.
8. PNReddyandAppanniah,MarketingManagement

Note:Latesteditionoftextbooksmaybeused.

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BBAI SEMESTEROEC

NOTE-
StudentsfromOtherDepartments/SubjectsmaychooseoneOEcourse
from BBA department.

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NameoftheCourse:1.PERSONALITYDEVELOPMENT		
CourseCredits	No. ofHoursper Week	TotalNo.ofTeachingHours
3Credits	**3+0+0**	**42Hrs**

Pedagogy: Classroomlecture,Casestudies,Groupdiscussion,Seminar&fieldworketc.,

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswillbeableto

1. Studentswillpossessthepersonalitydevelopmenttechniquesandcommunicationskills
2. Studentswillbeabletoacquiretheskillstomanagestressandconflict.
3. GroomtheirpersonalityandprovethemselvesasgoodSamaritansoftheSociety.
4. Developanunderstandingofandpracticepersonalandprofessionalresponsibility.
5. Demonstrateknowledgeofpersonalbeliefsandvaluesandacommitmenttocont inuing personal reflection and reassessment.

Module	Syllabus	Teaching Hours
I	**INTRODUCTION**: Meaning and concept of personality - Dimensions of personality - Theories of Freud& Erickson - Significance of personality development- Concept of success and failure: Hurdles in achieving success-Overcominghurdles- Factors responsible for success - Failure: Causes of failure- SWOT analysis.	8
II	**ATTITUDE&MOTIVATION:** Attitude:Concept-Significance-Factorsaffectingattitudes –Positive attitude - Advantages- Negative Attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude- Motivation: Significance - Internal and External motives - Importanceofself-motivation-Factorsleadingtode-motivation.	10
III	**SELFESTEEM:** Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertivebehavior–Lateralthinking.	8
IV	**OTHERASPECTSOFPERSONALITYDEVELOPMENT:** Leadership - Qualities of a successful leader - Body language - Problem- solving - Conflict and Stress Management - Decision making skills -Character building -Team work - Time management - Work ethics- Good manners and etiquette.	8
V	**EMPLOYABILITYQUOTIENT:** Resumebuilding-TheartofparticipatinginGroupDiscussion – Acingthe Personal(HR&Technical)Interview-Frequentlyaskedquestions- Psychometric Analysis - Mock interview sessions.	8

SkillDevelopmentsActivities:

- ➤ PrepareaSWOTanalysisofyourself.
- ➤ Readthebiographyofanytwogreatpersonalitiesandidentifyuniquetraits.
- ➤ Visitanyorganizationandidentifythefactorswhichmotivatestheemployees
- ➤ Conductanactivitytodemonstratetheinterpersonalrelationshipandidentify different types of behavior.
- ➤ Conductgroupdiscussionondifferenttopicsintheclassroom.
- ➤ Anyotheractivities,whicharerelevanttothecourse.

NameoftheProgram:BachelorofBusinessAdministration(BBA) Course Code: 126BBA01XXXOEC01T
NameoftheCourse:E-Commerce

CourseCredit	No.ofHourperWeek	TotalNo.ofTeachingHours
3Credits	3Hours	45Hours

Pedagogy: Classroomlecture,Tutorials,Groupdiscussion,Seminar,Casestudies&Fieldworketc

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate:
- Tofacilitatethestudentstogainknowledgeaboutdifferentaspectsofcommerceandtrends

Syllabus	Hours
Module1:INTRODUCTIONTOE-COMMERCE	**8 Hours**

E-Commerce-meaning,nature,concepts-types;e-commercebusiness modelsB2Bconcept -majoractivities-types of B to B market (independent, buyer oriented, supplier oriented - e- market place, B2C portals, e-tailor - content provider - transactionbroker -reallifeexamples ofB2C,C2C,C2B,etc.;forcesbehinde-commerce –e- Governance meaning - types - significance - real life examples.

Module2:ELECTRONICPAYMENTSYSTEM	**10Hours**

Methods of e-payments Debit Card, Credit Card, Smart Cards, eMoney, electronic or digital wallet, digitalsignature(concepts),paymentgatewaysCoreBankingSolutionorCBS,MobilePayment,UPI,NCPI, International Payments - Social Commerce - Digital Marketing - E-CRM – SCM

Module3:COMPUTERAPPLICATIONINBUSINESS	**12Hours**

WordOpeningScreenElements,Creating,OpeningandSavingofWordDocument,Formatting,Margin,Paper Selection,Undo-Redo,SpellCheck,Alignment,InsertTable,MailMerge;MS-WordShortcutKeys.Features, Advantages, MS-Excel Program, Window Elements, Managing Workbooks, Create, Open, Save and Close, Managing,Worksheets -Naming,Inserting,Moving,CopingandDeleting.NavigationinMS-Excel;Standard Toolbar Elements; Types of Cell Data etc.

Module4:E-COMMERCEAPPLICATIONS	**8 Hours**

E-commerceapplicationsinvariousindustries,Emergingtrendsine-commerce,Mobilecommerce,Economic, Technological Framework

Module5:SECURITYISSUESINE-COMMERCE	**7 Hours**

NeedandConcepts,Electroniccommerce,Securityenvironment,Securitythreatsine-commerceenvironment,basics of encryption and decryption.

TextBooks:

1. P.T.Joseph,E-Commerce:AnIndianPerspective,PHILearning

2. HenryChan,RaymondLeeandothers,E-Commerce:FundamentalsandApplications

3. Wiley,Landon,E-Commerce,PearsonEducationIndia

4. SchneiderG.,E-Business,CengagePublications

5. Bhaskar,B.,E–Commerce,McGrawHill

6. DaveChaffey–E-BusinessandE-CommerceManagement–Strategy,ImplementationandPractice,Pearson Education

7. SchneiderGray–ElectronicCommerce–CengageLearning

Common Syllabusforall UG Programmes

BBA1.4–DigitalFluency(SEC)			
CourseeCredits	02	TotalContactHours	30
InternalAssessmentMarks:15		SemesterEndExaminationMarks:35	

DigitalFluency

SkillEnhancementCourse-1

CourseCode-126COM01XXXSEC01T

CourseContent

Semester:B.Com/B.Sc/BCA1stSemesterandBA/BBA/BSW2ndSemester

CourseTitle:**DigitalFluency**	CourseCredits:2
TotalContactHours:15hoursof theoryand30hoursofpracticals	DurationofExam:1hour
FormativeAssessmentMarks:**25marks**	SummativeAssessmentMarks:**25marks**

CourseOutcomes(COs):

Aftercompletingthiscoursesatisfactorily,astudentwillbeableto:

- Toperformandgetknowledgeaboutapplications,virtuallearningandinternetfundamentals.
- Developholisticallybylearningessentialskillssuchaseffectivecommunication,problem-solving, design thinking, and teamwork.

CourseContent:

Content	Hours
Unit–1	
IntroductiontoComputerandEmergingTechnology: An Overview ofComputer, BlockDiagram of Computer, EvolutionandGenerations of Computers, Software and its types, Operating Systems, types of operating systems, major functions of the operating systems. Introduction to emerging technologies and its applications- Artificial Intelligence, IoT, Cloud Computing, Machine learning, Big Data.	05
Unit–2	
OfficeAutomationToolsandGoogleApps: **Officeautomationtools:**MS-Word,MS-ExcelandMS-Powerpoint,creatinganemail-ID, working with e-mail, addressing with cc and bcc, **Working with Google Apps**: Googleforms:Creating and analysisof response,GoogleDocs– creating GoogleDocs and posting, Google Sheets- Creating and Editing, Google Drive- uploading and sharing of files and folders, working with Google Meet.	05
Unit–3	

E-learning,E-commerceandSecurityAspects: **E-learning-**Introductiontoe-learningplatformssuchasSwayamandMOOC. **E-Commence:** Basic Web Commerce Concept, **E- payment methods: E-c**ash Payment System, Credit Payment System, Types of Electronic Payment Systems: Credit Card • Debit Card • Smart Card • E-Money •Electronic Fund Transfer (EFT). **Cyber Security:** Threats and Prevention, Viruses and its types, Antivirus, HTTP vs HTTPS,Firewall, Cookies, Hackers and Crackers.	05

➢ **LaboratoryActivities(Performthefollowingassignments):** • Identifyingtheconfigurationandversionofacomputersystem (PC),laptop, and a mobile phone. • ObservingfilesonOSbooting • FindingthebackgroundandforegroundprocessesonTaskmanager. • TranslatingKannadawordintoEnglishinGoogleembeddedwithAI. • UseGoogleassistantonanyandroidsmartphonetodictatecommands and tolaunch apps • Downloadingyoure-aadhar. • CreatingresumeinWordprocessor. • Creatingpowerpointpresentationforyourcollegeintroductionand applytransitions and animations. • CreateyourmarksheetinMicrosoftExcel. • Simplecomputationusingspreadsheet. • Createanemail-IDandsendingandforwarding. • Attachingfilesanddownloadingfilesinemail. • CreatingaGoogleformandsendittoTenusers. • SchedulingavirtualmeetandinvitepeoplestojointheGooglemeet. • Creatingahotspotfromamobilephone,andallowingothersto usethehotspot. • Signinandcreateaccounte-learningplatformssuchasSwayam andMOOC. • Creatinganaccountintherailwayreservationwebsite,IRCTC, and findingtrainsfrom Belagavi to Bangalore. • Demoofonlineorderplacingforbookusingflipkart/amazon,etc. • Installanyantivirusappinyourmobileandscan. • Demonstrateunsecured(HTTP)andsecured(HTTPS)websites.	30
TextBooks: 1. Fundamentalsofcomputers-V.Rajaraman-Prentice-HallofIndia. 2. ComputerFundamentals-P.K.SinhaPublisher:BPBPublications.	

ReferenceLinks:

- Digital101CourseofferedbyFutureSkillPrimePlatform
  https://learn.futureskillsprime.in/
- OperatingSystems:https://ftms.edu.my/v2/wpcontent/uploads/2019/02/csca0101_ch06.pdf
- NineDotsinGoogle.com
- GmailCreatinglinks:
  https://clubrunner.blob.core.windows.net/00000000961/en-ca/files/homepage/how-to-create-a-gmail-account/HowtoCreateaGmailAccount.pdf
- GoogleForms:https://pdst.ie/sites/default/files/Google%20Drive_1.pdf
- GoogleMeet:https://edvance.hawaii.hawaii.edu/wp-content/uploads/Google-Meet-Tutorial-Getting-Started-and-Recording-a-Lecture.pdf
- Swayam:https://www.aicte-india.org/bureaus/swayam
- SecurityAspects-https://ncert.nic.in/textbook/pdf/lecs112.pdf
- E-Commence:http://www.aagasc.edu.in/cs/msccs/ECommerce%20Unit%201.pdf
- E-paymentmethods:http://www.dspmuranchi.ac.in/pdf/Blog/e%20business%20UnitIII,%20%202020.pdf

CourseeCredits	02	TotalContactHours	30
InternalAssessmentMarks:15		SemesterEndExaminationMarks:35	

CommonSyllabusforallUGProgrammes

Semester-I
SkillEnhancementCourses(SEC-1)
TitleoftheCourse:
PHYSICALEDUCATIONandYOGA
(*BA/BSc/BCom/BBA/BCA&allotherUGCourses)*

CourseCode:126COM01XXXVBC01B

Course Code	Theory/ Practical	Credits	No. Of Teaching Hours/W eek	TotalNo. Of Teachin gHours	Duratio n of Examin hrs	Internal Assessme nt Marks	Semester EndExam Marks	Total Marks
PEP-SEC1-1 **Sub TotalA**	Physical Education andYoga	1	2	28	-	25	-	25
PET+PEP-SEC1-2 **Sub totalB**	Health and Wellness	1	2	14+14	-	25	-	25

ContentofPractical Course	`28Hrs
Unit1:-PhysicalEducation ● General&Specificwarmupexercises ● RecreationGamesandFitness ● Any1MajorGameandoneminorgame(Astudent canchoose any 1 major game based on the availabilityoffacilitiesinthecollege,ifnotanytwo minor games.) **Unit2:-Yoga** ● ShitalikarnaVyayama ● Suryanamaskara(Compulsory) ● BasicSetofYogaAsanas ● BasicSetofPranayama&Meditation	**28**

Formative Assessment	
K2Assessmenttype	WeightageinMarks
Practicals	InternalAssessment-25
Total	25 Marks

Pedagogy-ThecourseshallbetaughtthroughLecture,Practicals,Interactive,Sessions,Materials,Assignments, Seminars, Intramural & Extramural.

References:

1. Russell,R.P.(1994).HealthandFitnessThroughPhysicalEducation.USA: Human Kinetics.

2. Uppal,A.K.(1992).PhysicalFitness.NewDelhi:FriendsPublication.

3. Nagendra,H.R.&Nagarathna,R.(2002).SamagraYogaChikitse.Bengaluru: SwamiVivekanandaYoga Prakasana.

4. Kumar,Ajith.(1984)YogaPravesha.Bengaluru:RashtrothannaPrakashana.

5. D.MJyoti,YogaandPhysicalActivities(2015)lulu.com3101,Hillsborough,NC2 7609,UnitedState

CourseCode:126COM01XXXVBC02T

ContentofCourse (1+0+1)	14+14 Hrs
Unit1:-Introduction 1. Meaning,DefinitionanddimensionsofHealthandWellness. 2. FactorsaffectingFitnessandWellness 3. RoleofFitnessinmaintainingHealthandWellness 4. ImportanceofHealthEducationandWellness **Unit2:-MethodstoMaintainHealthandWellness** 1. RoleofPhysicalActivitiesandRecreationalGamesforHealthand Wellness 2. RoleofYogaasanasandMeditationinmaintainingHealthandWellness 3 NutritionforHealth&Wellness **Unit3:-Anxiety,StressandAging** 1. MeaningofAnxiety,StressandAging 2. TypesandCausesofStress 3. StressreliefthroughExerciseandYoga	**28**

Formative Assessment	
Assessmenttype	**WeightageinMarks**
TheoryandPractical	InternalAssessment 25Marks

Total   25 Marks

Pedagogy-ThecourseshallbetaughtthroughLecture,Practicals,Interactive,Sessions,Materials, Assignments,Seminars, Intramural & Extramural.

References

1. AAPHERD"HealthrelatedPhysicalFitness TestManual."1980PublishedbyAssociation drive Reston Virginia
2. Bucher.C.A(1979)foundationofPhysicalEducation (5thedition MissouriCVM osby Co.)
3. Puri.k.ChandraS.S(2005)"HealthandPhysical Education "New Delhi:SurjeetPublication
4. ThomasDFaheyandothers.Fitandwell:6thEdition New York:Mc GrawHill Publishers, 2005
5. DixitSuresh(2006)SwasthyaShikshasportsPublicationsDelhi.
6. UppalAK&GautamGP(2008)HealthandPhysical Education. FriendsPublication New Delhi
7. Pinto John and Roshan Kumar (2021) "Introduction to Physical Education",LouisPublication.Mangalore
8. ShantiKY(1987)"TheScienceofYogicBreathier" (Pranayama) DBBombay
9. ZieglerEF(2007)"AnIntroductiontoSportsand Physical Education"Philosophy Delhi
10. PintoJohnandRamachandraK(2021)Kannada Version"DahikaSikshanadaParichaya"Louis publications. Mangalore

BBA-ISEMESTER LANGUAGES

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ಬಾಗಲಕೋಟ ವಿಶ್ವವಿದ್ಯಾಲಯ

(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ರಾಜ್ಯ ಸಾರ್ವಜನಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ)
ಮುಧೋಳ ರಸ್ತೆ, ಜಮಖಂಡಿ–587301 ಬಾಗಲಕೋಟೆ ಜಿಲ್ಲೆ

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ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ವಿಭಾಗ
ಕನ್ನಡ ಪಠ್ಯಕ್ರಮ
ಮೊದಲ ಸೆಮಿಸ್ಟರ್ ಬಿ.ಎಸ್ಸಿ
(Ability Enhancement Compulsory Course)

Language-1

ಕನ್ನಡ ಭಾಷಾ ವಿಷಯದ ಪಠ್ಯಕ್ರಮ ಹಾಗೂ ಆಂತರಿಕ ಮತ್ತು ಥಿಯರಿ ಪರೀಕ್ಷಾ ವಿಧಾನವು ಮೊದಲ ವರ್ಷಕ್ಕಾಗಿ ಅಂದರೆ 2021–22ನೇ ಸಾಲಿನ ಮೊದಲ ಮತ್ತು ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್ ಕನ್ನಡ ಭಾಷಾ ವಿಷಯದ ಪಠ್ಯಕ್ರಮ ಹಾಗೂ ಪರೀಕ್ಷಾ ವಿಧಾನವು ಈ ಮುಂದಿನಂತಿರುತ್ತದೆ.

1. ಆಂತರಿಕ ಅಂಕಗಳ ಮಾದರಿ ಮತ್ತು ನೀಡುವ ವಿಧಾನ : ಸಮಗ್ರ ಮತ್ತು ನಿರಂತರ ಮೌಲ್ಯಮಾಪನ ಮಾದರಿಯನ್ನು ಅನುಸರಿಸಬೇಕಾಗಿರುತ್ತದೆ. ರಚನಾತ್ಮಕ ಮೌಲ್ಯಮಾಪನ (**Formative Assessment**) ಅಂತಿಮ ಹಂತದಲ್ಲಿ ಸಂಚಿತ ಮೌಲ್ಯಮಾಪನ (**Summative Assessment**) ಕ್ರಮದಂತೆ ಆಂತರಿಕ ಅಂಕಗಳನ್ನು ನಿರಂತರ ಮೌಲ್ಯಮಾಪನದ ವರದಿ ಮತ್ತು ಸಂಚಿತ ಮೌಲ್ಯಮಾಪನದ ವರದಿಯ ಆಧಾರದ ಮೇಲೆ ನೀಡುವುದು.

   i.   ಪತ್ರಿಕೆ ಒಟ್ಟು 100 ಅಂಕಗಳು

   ii. ಘಟಕ 1ರ (**Component 1- C1**) ನಿರಂತರ ಮೌಲ್ಯಮಾಪನಕ್ಕೆ 20 ಆಂತರಿಕ ಅಂಕಗಳು (ಸೆಮಿಸ್ಟರ್‌ನ ಮೊದಲೆರಡು ತಿಂಗಳು)

   iii. ಘಟಕ 2ರ (**Component 2- C2**) ನಿರಂತರ ಮೌಲ್ಯಮಾಪನಕ್ಕೆ 20 ಆಂತರಿಕ ಅಂಕಗಳು (ಸೆಮಿಸ್ಟರ್‌ನ ನಂತರದೆರಡು ತಿಂಗಳು)

   iv. ಸೆಮಿಸ್ಟರ್ ಅಂತ್ಯದ ಪರೀಕ್ಷೆಗೆ 60 ಅಂಕಗಳು.

2. **Evaluation process of IA marks shall be as follows:**

   a) The first component (C1) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, project work etc. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within 45 working days of semester program.

   b) The second component (C2) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, internship / industrial practicum / project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.

   c) During the 17th – 19th week of the semester, a semester end examination shall be conducted by the University for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.

   d) In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the Program Coordinator / Principal. The Program Coordinator / Principal in consultation with the concerned teacher shall decide about the genuineness of the case and decide to conduct special test to such candidate on the date fixed by the concerned teacher but before commencement of the concerned

semester end examinations.

e) For assignments, tests, case study analysis etc., of C1 and C2, the students should bring their own answer scripts (A4 size), graph sheets etc., required for such tests/assignments and these be stamped by the concerned department using their department seal at the time of conducting tests / assignment / work etc.

f) The outline for continuous assessment activities for Component-1 (C1) and Component -2 (C2) of a course shall be as under

Activities	C1	C2	Total Marks
Session Test	10% marks	10% marks	20%
Seminars/Presentations/Activity	10% marks		10%
Case study /Assignment / Field work / Project work etc.		10% marks	10%
Total	20% marks	20% marks	40%

Conduct of Seminar, Case study / Assignment, etc. can be either in C1 or in C2 component at the convenience of the concerned teacher.

Semester & Course	Course	Course Outcome
1st Semester Language-1	ಕನ್ನಡ	ಬಿ.ಎಸ್ಸಿ. ಕನ್ನಡ ಪಠ್ಯಕ್ರಮವು ಕನ್ನಡ ನಾಡು–ನುಡಿ ಪ್ರಜ್ಞೆ, ಭೂಮಿ, ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ ಮತ್ತು ಸಂಕೀರ್ಣಗಳೆಂಬ ನಾಲ್ಕು ಥೀಮ್‌ಗಳನ್ನು ಭೂಮಿಕೆಯನ್ನಾಗಿಟ್ಟುಕೊಂಡು ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ. ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಮರ್ಥ್ಯ ಸಂವರ್ಧನೆಗೆ ಅಗತ್ಯವಿರುವ ಭಾಷಿಕ, ಬೌದ್ಧಿಕ, ಶೈಕ್ಷಣಿಕ, ವ್ಯವಹಾರಿಕ, ನೈತಿಕ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಕಾಳಜಿಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಮಾನವೀಕರಣ ಪ್ರಕ್ರಿಯೆಯ ಉಪಕ್ರಮವಾಗಿ ಚರ್ಚೆಗೆ ಚೌಕಟ್ಟನ್ನು ಕಲ್ಪಿಸಿಕೊಡಲಾಗಿದೆ. ಅಧ್ಯಾಪಕರುಗಳು ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆಸಕ್ತಿ ಮೂಡಿಸಲು ವಿಭಿನ್ನ ಬೋಧನೋಪಕರಣಗಳನ್ನು ಹಾಗೂ ಜ್ಞಾನದ ಇತರ ಸಾಮಗ್ರಿಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳಲು ಔಚಿತ್ಯವಾದ ವಾತಾವರಣವನ್ನು ಸೃಷ್ಟಿಸಲಾಗಿದೆ.

Model Question Paper

Max Marks: 60 Max   **Time: 2 hrs**

1. ಪ್ರತಿ ಘಟಕದಿಂದ ಒಂದರಂತೆ ನಾಲ್ಕನ್ನು ಕೇಳಿ ಮೂರಕ್ಕೆ ಉತ್ತರಿಸಲು ಹೇಳುವುದು.   10X3=30

2. ಪ್ರತಿ ಘಟಕದಿಂದ ಒಂದರಂತೆ ನಾಲ್ಕನ್ನು ಕೇಳಿ ಮೂರಕ್ಕೆ ಉತ್ತರಿಸಲು ಹೇಳುವುದು.   5X3=15

3. ಎಲ್ಲ ಘಟಕಗಳಿಂದ ಒಟ್ಟು ಏಳು ಪ್ರಶ್ನೆಗಳನ್ನು ಕೇಳಿ (ಲಘು ಪ್ರಶ್ನೆ ಅಥವಾ ಟಿಪ್ಪಣಿ ಅಥವಾ ಸಂದರ್ಭದ ಸ್ವಾರಸ್ಯ ಅಥವಾ ಕಾವ್ಯದ ಅರ್ಥವ್ಯಾಖ್ಯಾನ, ಸಾರಾಂಶ) ಐದಕ್ಕೆ ಉತ್ತರಿಸಲು ಹೇಳುವುದು.   3X5=15

FUNCTIONALKANNADA
COURSECODE:126BBA02LANAEC02T

ಎಲ್ಲಾ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ ಕನ್ನಡೇತರರಿಗೆ ಕನ್ನಡ ವಿಷಯ

(Ability Enhancement Compulsory Course)

Language-1

(ವಾರಕ್ಕೆ 4ಗಂಟೆಗಳ ಪಾಠ, 3 ಕ್ರೆಡಿಟ್‌ಗಳ ಪತ್ರಿಕೆ, ಒಟ್ಟು ಅಂಕಗಳು–100, ಥಿಯರಿ ಪರೀಕ್ಷೆಗೆ–60 ಅಂಕಗಳು, ಆಂತರಿಕ ಗುಣಾಂಕಗಳಿಗೆ–40 ಅಂಕಗಳು, ಸೆಮಿಸ್ಟರ್ ಅಂತ್ಯಕ್ಕೆ 2 ಗಂಟೆಗಳ ಪರೀಕ್ಷೆ, ಆಂತರಿಕ ಗುಣಾಂಕಗಳ ಕುರಿತು ನೀಡಿದ ನಿರಂತರ ಮೌಲ್ಯಮಾಪನ ಪದ್ಧತಿಯನ್ನು ಮೇಲೆ ತಿಳಿಸಿರುವಂತೆ ನಡೆಸುವುದು.)

ಮೊದಲನೆಯ ಸೆಮಿಸ್ಟರ್

ಭಾಗ–1

1. ಕನ್ನಡ ಅಕ್ಷರ ಮಾಲೆ
2. ಕಾಗುಣಿತ ಮಾಲೆ
3. ಒತ್ತಕ್ಷರಗಳು
4. ಅಂಕಿಗಳು
5. ನಾಮಪದ ಹಾಗೂ ಸರ್ವನಾಮಗಳು
6. ಕ್ರಿಯಾಪದಗಳು
7. ಕೆಲ ದಿನ ಬಳಕೆಯ ದಿನಸಿ ಪದಾರ್ಥಗಳು
8. ಮನೆಯ ಕೈಬಳಕೆಯ ಕೆಲ ವಸ್ತುಗಳು
9. ಸಂಬಂಧವಾಚಕ ಪದಗಳು
10. ಮಾನವ ಹಾಗೂ ಪ್ರಾಣಿ–ಪಕ್ಷಿಗಳ ಶಾರೀರಿಕ ವಾಚಕ ಪದಗಳು
11. ತಿಂಡಿ–ತಿನಿಸು ಆಹಾರ ಪದಾರ್ಥಗಳು
12. ಪಶು, ಪಕ್ಷಿ ಹಾಗೂ ವೃಕ್ಷವಾಚಕ ಪದಗಳು

ಭಾಗ–2

1. ಕರ್ನಾಟಕದ ಭೌಗೋಳಿಕ ಲಕ್ಷಣ
2. ಕರ್ನಾಟಕದ ಜಿಲ್ಲೆಗಳು
3. ಪ್ರವಾಸಿ ತಾಣಗಳು
4. ವನ್ಯ ಸಂಪತ್ತು
5. ಐತಿಹಾಸಿಕ ತಾಣಗಳು
6. ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು
7. ಬೆಳೆಗಳು
8. ಕನ್ನಡದ ಪ್ರಸಿದ್ಧ ಕವಿಗಳು ಹಾಗೂ ಅವರ ಕೃತಿಗಳು
9. ಪ್ರಸಿದ್ಧ ಕಲಾವಿದರು
10. ಕರ್ನಾಟಕದ ಪ್ರಸಿದ್ಧ ಅರಸು ಮನೆತನಗಳು

ಸೂಚನೆ : ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ಸಂಸ್ಥೆಯ ಅಭ್ಯಾಸ ಮಂಡಳಿಯು ಡಾ. ವಿ. ಎಸ್. ಮಾಳಿ ಹಾಗೂ ಡಾ. ಬಿ. ಎಂ. ಪಾಟೀಲ ಅವರು ಸಿದ್ಧಪಡಿಸಿರುವ E-bookನ್ನು ಇದರೊಟ್ಟಿಗೆ ಲಗತ್ತಿಸಿದೆ. ಅಧ್ಯಾಪಕರುಗಳು E-bookನ್ನು ಅಥವಾ ಸ್ವತಂತ್ರ ಅಧ್ಯಯನ ಸಾಮಗ್ರಿಗಳನ್ನು ಬಳಸಿಕೊಂಡು ಪಠ್ಯಬೋಧನೆಯನ್ನು ಮಾಡಲು ಅವಕಾಶ ಕಲ್ಪಿಸಿಕೊಡಲಾಗಿದೆ.

SemesterI

ENGLISH

Bachelor of Business Administration, B.B.A. (Basic/Hons.) / Bachelor of Commerce,B.Com.(Basic/Hons.)withBusinessAdministration/Commerce as Programme Core
BachelorofHotelManagementwithHotelManagementasProgrammeCoreSubject

Year	2021	CourseCode:126BBA01LANAEC03T		Credits	3
Sem.	I	CourseTitle:English		Hours	4

CoursePre-requisites,ifany	NA	
FormativeAssessmentMarks:40	SummativeAssessmentMarks:60	

Course Outcomes	Attheendofthecoursethestudentshouldbeableto: 1. AcquiretheLSRW(Listening,Speaking,Reading,andWriting)skills. 2. Learntoappreciateliterarytexts. 3. Obtaintheknowledgeofliterarydevicesandgenres. 4. Acquiretheskillsofcreativitytoexpressone'sexperiences. 5. Knowhowtousedigitallearningtools. 6. Beawareoftheirsocialresponsibilities. 7. Developcriticalthinkingskills. 8. Developgendersensitivity 9. Increasereadingspeed,analyticalskillsanddeveloppresentationskills. 10. Becomeemployablewithrequisiteprofessionalskills,ethicsandvalues		

UnitNo.	CourseContent	SuggestedPedagogy	60 Hours
UnitI	1. RiteshAgarwal–Karan 2. MyLostDoller–StephenLeacock 3. HowEconomicGrowthhasBecomeAnti-Life-VandanaShiva	Lectures Tutorials GroupDiscussion	15hrs
UnitII	1. Vachana820(SpeakingofShiva)byA.K.Ramanujan 2. PunishmentinKindergarten-KamalaDas 3. OnKillingaTree-GievePatel	Lectures Tutorials GroupDiscussion	9hrs
UnitIII	IntroducingOneself,Introducingothers,Requests,Offeringhelp, Congratulating, Enquiries, Seeking permission Giving instructions to do atask,	Lectures Tutorials GroupDiscussion RolePlay	16hrs

withPractical

UnitIV	1. Wordclass(Nouns,Adjectives,Verbs,andAdverbs) 2. UseofArticles 3. UseofPrepositions(Place,Time,Position) 4. AskingYes/NoQuestions, 5. AskingWhQuestions 6. UsingIndirectQuestionsforPoliteEnglish 7. AskingTagQuestions:foraffirmation 8. AskingNegativeQuestions:forConfirmation.	Lectures Tutorial s GroupDiscussion	20hrs
**RecommendedLearning Resources**
Print Resource s	1. VijayFNagannawarandS.B.Biradared.NewHorizon,TextbookprescribedforB.A.and BSWProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 2. VijayFNagannawarandS.B.BiradaredEnglishStars,TextbookprescribedforBComand BBAProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 3. Dr.S.B.BiradarandProf.VijayFNagannawared.EnglishGems,TextbookprescribedforB.Sc.and BCAProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 4. QuirkRandolph,SidneyGreenbaum,GeoffreyLeech&JanSvartvik.AComprehensiveGrammarof theEnglish Language General Grammar. Longman. 5. Herring,Peter.CompleteEnglishGrammarRules.CreatespaceIndependentPub,California,2016. 6. JainCharul,PradyumnasinhRaj&YunusKarbharj.EnglishSkillsforAcademicPurposes. MacmillanEducation.London,2017		
Digital Resource s	http://orelt.col.org/module/unit/4-grammar-improving-composition- skillshttps://www.academia.edu/26724441/A_Concise_Grammar_for_English_Language_Teachers.https://www.efluniversity.ac .in/EnglishPro.php https://www.britishcouncil.in/.		

QuestionPaperPattern

I.	10objectivequestions5fromUnitIand5fromUnitII	10x01=10
II.	01essaytypequestionoutof2fromUnitI	01x10=10
III.	01essaytypequestionoutof2fromUnitII	01x10=10
IV.	02questionsoutof4:fromUnitIII	02x05=10
V.	04LanguageActivityoutof6:fromUnitIV	04x05=20
Total		**60**

SemesterI

Hindi

COURSECODE:126COM01LANAEC03T

SyllabusofB.B.A./B.C.A./B.S.W./C.C.J.AbilityEnhancementcompulsoryCourse

AECC

TitleoftheSubject/Discipline:A1साहित्यककृविधा:कहानीसंकलन+व्याकरण				
Year	1	CourseCode:126COM01LANAEC04T	Credits	3
Sem.	1	CourseTitle/Discipline: CollectionofShortstories+Grammer Text:श्रेवणकहानिया(कहानीसंकलन)लोकभारतीप्रकाशन, प्रयागराज-211001	Hours	4
FormativeAssessmentMarks:30SummativeAssessmentMarks:70			DurationofESA:64hrs.	
Learning Outcomes	1.कहानी केपठनपाठनमेंरुचिउत्पन्नहोगा। 2.आधुनिकहिन्दीकहानी केविकासक्रमसेपरिचितहोगा। 3.भाषायी शब्दताकेप्रतिरुचिनिर्माणहोगा। 4.लेखनकौशलमेंवृद्धिकिसकेगा। 5.भाषाकेनियमनमेंसक्षमहोगा			

UnitNo.	CourseContent	SuggestedPedagogy	Hours L/P/L
UnitI	श्रेवण[कहानिया(कहानीसंकलन)केकहानीनो.1,2,3	1.कृप्तव्याख्यान 2.संवादएवंबहस 3.सामूहिकचर्चा 4.रचनात्मक गतिविधि भूमिकाभ्य	16
UnitII	श्रेवण[कहानिया(कहानीसंकलन)केकहानीनो.4,5,6		16
UnitIII	श्रेवण[कहानिया(कहानीसंकलन)केकहानीनो.7,8,9		16
UnitIV	शब्दभेद-संज्ञा,सर्वनाम,विशेषण		16
RecommendedLeaningResources			
Print Resources	1. श्रेवणकहानिया(कहानीसंकलन),लोकभारतीप्रकाशन,प्रयागराज-211001 2. हिन्दीव्याकरणरचना:संपादकग.म.दाभलकर,ड.अशोककामत,गुरुकुलप्रतिष्ठान,पुणे 3. विद्यार्थीहिन्दीव्याकरण:संपादकड.नागाप्पा,राजपालअॅण्डसंन्स,दिल्ली		

Digital Resources	https://hi.wikipedia.org/wiki/fहिंदk कहान

Semester I
SANSKRIT

COURSECODE:126COM01LANAEC04T

Title:SanskritPoetry,GrammarandComprehension

CourseCode:**126COM01LANAEC05T**

Semester	AbilityEnhancementcompulsorycourse(L+T)	Marks	Credits
I	a. IntroductiontoClassicalSanskritPoetry b. SelectedPortionofaSanskritPoeticcomposition- **ValmikiRamayana,BalakandaSarga-I**	45	3
	a. SimpleSanskritSentenceformation b. Swarasandhi c. ComprehensioninSanskrit	15	
	ContinuousEvaluation:Attendance,Assignment,InternalTest, CreativeWriting,ConversationinSanskrit	40	
	Total	100	3

SchemeofExamination

1.Essaytypequestions	(1of2)	1x10=10
2.Shortnotes	(2of4)	2x5=10
3.TranslationandexplanationofShlokas	(3of5)	3x4=12
4.Referencetocontext	(2of4)	2x4=08
5.Grammar(ShouldbeansweredinSanskritonly)		
a)SimpleSanskritSentenceformation	(5of8)	5x1=05
b)IdentifyingLinga,Vibhakti&Vachana	(5of8)	5x1=05 5x2=10
6.ComprehensioninSanskrit		

Booksforstudy&Reference:

1. ValmikiRamayana:-Vid.RanganathaSharma
2. ValmikiRamayana:-GeethaPress,Gorakpur.
3. HistoryofClassicalSanskritLiteraturebyM.Krishnamachariar.
4. BhashaShastraMattuSamskrutaSahityaCharitre(kannada)editedbyDr. K.Krishnamurthy,VidwanRanganathaSharmaandvidwanH.K. Siddagangaiah.
5. HistoryofClassicalSanskritLiterature-S.Rangachar
6. SamskrutaSahityaSameekshe(Kannada)Dr.M.ShivakumaraSwamy
7. HigherSanskritGrammar-M.R.Kale.
8. SubhodhaSamskruthaVyakarana–D.N.Shanbhag.

SemesterI
MARATHI
COURSECODE:126COM01LANAEC05T

SyllabusofB.B.A./B.C.A./B.S.WEtc.
AbilityEnhancementCompulsoryCourse(AECC)

TitleoftheSubject/Discipline:MARATHI					
Year	1	**CourseCode:126COM02LANAEC06T**		Credits	3
Sem.	I	**L-2:MARATHI(BBA,BCA,BSWetc.)** CourseTitle:Discipline:वायकाि:कथा+पाकािःिता (Wangmayaprakar:Katha+Patrakarita) Text-'**गावाकड** **ाग** '-व्या ंकटेशमाडगळकर,उ षय काशन,पण ं(वनवडककथा-ब T,स न्याच माड , करण,मार्ंतराया,कालागत,भ ताचापदर,ववलायतक बाड,ब ंत,वहाण ा,फक् कडग)		Total Hours	64

FormativeAssessmentMarks:40	SummativeAssessmentMarks:60	DurationofESA:4Hrs.

Learning Outcomes	1. Introducing to the seminal practitioners of Marathi literature and laying the foundation for contextualising specific texts against definite literary backdrops 2. To analysing the artof story-telling and the various structural elementsof a short story 3. Tounderstandthebasicsofshortstoryasaliteraryform&nationalism 4. ToacquirewritingskillsforNewspaper&media 5. To understand the importance of advertisement writing skills and marketing system insociety.

UnitNo.	CourseContent/ िसघ uक	SuggestedPedagogy ि4ापनशा™	Hours U/P/L
I	मरा ठकथाआवणव् या ंकटेशमाडगळकर	1. LectureMethod	12
II	'ग ािव ाकडा ग ्मध लDन् ाटिटरे ा	2. Assignment 3. Individualandgroup presentation 4. Virtualmode	13
III	'गावाकडाग ्'च वा?ं मयन व ंवश ्य	5. PPTPresentation 6. ClassSeminar 7. TopicDiscussion	13
IV	मरा ठभाषाआवणपत् रकाररता	8. VisittoPrintMedia& PublicityCentre	13
V	िव्हरातल े नकलाआवणववपणन		13

RecommendedLearningResources	
PrintResources	1.मरा ठतलकथाTVप -रा.ग.ि ाधव,स न्हवध्ययनकाशन,पण े 2.मरा ठ कथा:म आवण ्हास- क.पुनाप ्र,लवलतकाशन,मा ंबई 3.मरा ठ कथा:परापरााआवणनवता-अशाकब ेडळ ,रा ि तकाशन,मा ंबई 4.मरा ठ भावषककशल ्य ंववकास-सा ंपा.प ् रा ि तर,अथवयकाशन,ध ्ळ े 5.Dि्व्हाररकमरा ठ -ल.रा.नाव सराबादकर,फडक े काशन,कल ्हापर

Digital Resources	**http://vishwakosh.marathi.gov.in** **http://marathivishwakosh.orghtt** **p://marathi.pratilipi.com** **http//:mr.vikaspedia.in** **http://www.maayboli.comhttp://** **esahity.comwww.bbc.com**

SemesterI
URDU

COURSECODE:126COM01LANAEC06T

SyllabusofB.B.A./B.C.A/B.S.WEtc.

AbilityEnhancementCompulsoryCourse(AECC)

Title of the subject/discipline: URDU				Credit	30
Year	I				
Sem.	I	**CourseCode:126COM01LANAEC07T** CorseTitle: Discipline:**کہانیانمختصراورڈرام**(Drama aur mukhtasar kahaniyan) **Text:Anwar-e-Adab,(Vol1Part–1)ByDr.AA.Mulla PublishedbyMRPublication**		Total Hours	64
FormativeAssessmentMarks:40		SummativeAssessmentMarks:60		DurationofESA:4Hrs.	
Outcomes:		1. BriefKnowledgeaboutUrduLanguage 2. BriefKnowledgeaboutUrduLiterature 3. DevelopmentofUrduReading&WritingSkills			

UnitNo.	Course Content	Suggested Pedagogy	Hours L/P/L
UnitI	Waqt(Akhlakiyat) Mainnayaisakyon kiya MaulanaMuhammadAli JoharDirectorkaKutta Urdu Zuban	i) Lecturemethod, ii) Assignments, iii) Individual andGroup Presentations andactivities iv) VirtualMode v) Power Point Presentation	21
UnitII	AsarUskoZaraNahihuta HurJamalaunkoYadAati HaiSamneyUnkyTadap		21
UnitIII	Masjid Qurtaba Banjaranama Saraye Fani ODeshseaneywalebata		21
UnitIV	Hontaunkebhiun keAb ke Bichade MainGautamNahihun		21
UnitV	JadeedIlam-E-Science (First two lessons only)(Page No. 5 to 75)		21
RecommendedLearningResources			

Print Resources	1. Anwar-e-Adab,(Vol1Part–1), Dr.SyedAleemullaHusaini,Dr.AbdurrahimA.Mulla 2. JadeedIlam-e-Science ByWazaratHussain,EducationalBookHouse,Aligarh
Digital Resources	1. http://www.urdubazar.com 2. http://www.rekhta.org 3. http://kitabghar.com

SemesterI
ARABIC

COURSECODE:126COM01LANAEC07T

SyllabusofB.B.A./B.C.A/B.S.W.CCJEtc.

AbilityEnhancementCompulsoryCourse(AECC)

Titleofthesubject/Discipline:ARABIC					
Year	I			Credit	30
Sem.	I	CorseCode:**126COM02LANAEC08T** **ARABIC(B.B.A./B.C.A/B.S.W)** CorseTitle:Discipline:القصيرةالقصة(**AlQissaAlQaseera**) فذحالدب ٰكنوحانٓع"بان ك"ٰوٰ:Text		Total Hours	64
FormativeAssessmentMarks:40		SummativeAssessmentMarks:60		DurationofESA:4Hrs	

Learning Outcomes	1. BriefKnowledgeaboutArabic Language 2. BriefKnowledgeaboutArabicLiterature 3. DevelopmentofArabicReading&WritingSkills 4. CommunicationinArabicLanguage 5. DevelopmentofTranslationSkills

UnitNo.	CourseContent	Suggested Pedagogy	Hours U/P/L
UnitI	اي بانغ ٰبمفالرهش,ل ل ٰٰٰب بالعذ,هَذخ ُُ ، أوص بف اُ ن بطواُدبانهى،انطجُعفهث ة،ايشاح خبدعخ	i) Lecturemethod, ii) Assignments, iii) Individual andGroup Presentations andactivities	12
UnitII	عسحانم ٰٰٰبخ،عسحانضذى	iv) VirtualMode v) Power Point Presentation	30
UnitIII	انط بانش،انكزبات، ٰشدحانع ٰٰذ،انهى، آش ى دحانص ج ٰح		30
UnitIV	انعصشانج بهه ٰٰ انفصماالول وٰض ٰ ٰرٰ)		30
UnitV	ض ٰٰبنش،ان ٰٰجزداوانخجش،اعبا الش بسح،انزٰٰٰف وانزك ٰٰش		30
RecommendedLearningResources			
Print Resources	1-فذحالدبنس ٰذ ٰدانسيا ٰ ك ٰٰرآ ٰبي 2-انفرانكرى 3-بخرار اخاالدبنس كٰٰٰلٰ بذار ٰٰخاالدبانعرت ٰٰ ٰألصراراٰ د ٰٰٰ"ددط ٰانشرٰخ 5-اٰ ٰن ٰذناصاضح)انجسٰ،الول(انعٰ ه ٰٰ ٰانجارووبصطفاٰي ٰٰٰ		

Digital Resources	1. http://www.almaany.com 2. http://naseemalsham.com 3. http://m.marefa.org

BBA II SEMESTER

BBASECONDSEMESTER

<table>
<tr><td colspan="3" align="center">NameoftheProgram:BachelorofBusinessAdministration(BBA)
CourseCode:126BBA02XXXDSC04T
NameoftheCourse:CorportingAccountingandReporting</td></tr>
<tr><td align="center">CourseCredits</td><td align="center">No.ofHoursperWeek</td><td align="center">TotalNo.ofTeachingHours</td></tr>
<tr><td align="center">4Credits</td><td align="center">4Hrs</td><td align="center">56Hrs</td></tr>
<tr><td colspan="3">Pedagogy:Classroomslecture,tutorials,andProblemSolving.</td></tr>
<tr><td colspan="3">CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate
Theabilitytopreparefinalaccountsofpartnershipfirms
Theabilitytounderstandtheprocessofpublicissueofsharesandaccountingforthe same
Theabilitytopreparefinalaccountsofjointstockcompanies.
Theabilitytoprepareandevaluateverticalandhorizontal analysisoffinancial statements
Theabilitytounderstandcompany'sannualreports.</td></tr>
</table>

Syllabus:	Hours
ModuleNo.1: FINALACCOUNTSOFPARTNERSHIPFIRM	**10**
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss AppropriationAccount,PartnerscapitalaccountandBalancesheet.Goodwill-Nature, Factorsinfluencinggoodwillandmethodsofvaluationofgoodwill(Averageandsuperprofit methods)	
ModuleNo.2:ISSUEOFSHARES	**08**
Meaning of Share, Typesof Shares– Preferencesharesand Equity shares– Issueof Sharesatpar, at Premium,atDiscount:Pro-RataAllotment;JournalEntriesrelatingtoissueofshares; Preparationofrespectiveledgeraccounts;PreparationofBalanceSheetintheVerticalform (PracticalProblems).	
ModuleNo. 3: FINALACCOUNTSOFJOINTSTOCK COMPANIES	**12**
Statutory Provisions regarding preparation ofCompany Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures,Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).	
ModuleNo.4: FINANCIALSTATEMENTSANALYSIS	**12**
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; CommonsizeStatements–CommonSizeIncomeStatement,CommonSizeBalanceSheet–Trend Percentages. (Analysis and Interpretation)	
ModuleNo.5:CORPORATEFINANCIALREPORTING PRACTICES	**10**

CorporateFinancialReporting-meaning,types,characteristicsofCorporatefinancialreport, usersof corporatefinancialreport;Componentscorporatefinancialreport–generalcorporateinformation, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report;SignificantAccounting Policies; Corporate GovernanceReport;CorporateSocialResponsibilityReport(DiscussonlyRoleandSignificanceof above components of corporate financialreport).

SkillDevelopmentsActivities:
1. Collectfinancialstatementofacompanyforfiveyearsandanalysethesameusingtrend analysis.
2. Referannualreportsoftwocompaniesandlistoutthecomponents.
3. DraftapartnershipdeedasperPartnershipAct.
4. Listouttheaccountingpoliciesinannualreportofthecompany

TextBooks:
1. StephenP.Robbins,Management,Pearson
2. KoontzandO"Donnell,Management,McGrawHill.
3. LMPrasad,Principlesofmanagement,SultanChandandSons
4. V.S.PRao/Bajaj,Managementprocessandorganization,ExcelBooks.GH25
5. AppanniahandReddy,Management,HPH.
6. T.Ramaswamy:PrinciplesofManagement,HPH.

Note:Latesteditionoftextbooksmaybeused.

NameoftheProgram:BachelorofBusinessAdministration(BBA)
CourseCode:126BBA02XXXDSC05T
NameoftheCourse:HumanResourceManagement

CourseCredits	No.ofHoursperWeek	TotalNo.ofTeachingHours
4Credits	4Hrs	56Hrs

Pedagogy: Classroom'slecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldworketc.,

CourseOutcomes:Onsuccessfulcompletionofthecourse,thestudentswillbeableto demonstrate

- Abilitytodescribetherole andresponsibilityofHumanresources management functions on business
- AbilitytodescribeHRP,RecruitmentandSelectionprocess
- Abilitytodescribetoinduction,training,andcompensationaspects.
- Abilitytoexplainperformanceappraisalanditsprocess.
- AbilitytodemonstrateEmployeeEngagementandPsychologicalContract.

Syllabus:	Hours
ModuleNo.1:IntroductiontoHumanResourceManagement	10

Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices

ModuleNo.2:HumanResourcePlanning,Recruitment&Selection	14

HumanResourcePlanning:MeaningandImportanceofHumanResourcePlanning,Processof HRP
HRDemandForecasting-MeaningandTechniques(MeaningsOnly)andHRsupplyforecasting.
SuccessionPlanning–MeaningandFeatures
JobAnalysis:MeaningandUsesofJobAnalysis,ProcessofJobAnalysis–JobDescription,Job Specification**,** Job Enlargement, Job Rotation, Job Enrichment (Meanings Only)
Recruitment–Meaning,MethodsofRecruitment,FactorsaffectingRecruitment,Sourcesof Recruitment
Selection–Meaning,StepsinSelectionProcess, PsychometrictestsforSelection,Barriersto effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features

ModuleNo.3: **Induction,TrainingandCompensation**	10

Induction: Meaning,ObjectivesandPurposeofInduction,ProblemsfacedduringInduction,Inductio n Program Planning.
Training:Needfortraining,Benefitsoftraining,AssessmentofTrainingNeedsandMethodsof Training and Development; Kirkpatrick Model; Career Development.
Compensation: DirectandIndirectformsofCompensation(MeaningOnly),CompensationStructur e.

ModuleNo.4: **PerformanceAppraisal,Promotion&Transfers**	14

Performanceappraisal: MeaningandDefinition,ObjectivesandMethodsofPerformance Appraisal– UsesandLimitationsofPerformanceAppraisal,ProcessofPerformance Appraisal
Promotion:MeaningandDefinitionofPromotion,PurposeofPromotion,BasisofPromotion

Transfer:MeaningofTransfer,ReasonsforTransfer,TypesofTransfer,RightSizingof WorkForce,NeedforRightSizing	
ModuleNo.5: EmployeeEngagementandPsychologicalContract	**08**

EmployeeEngagement(EE):MeaningandTypesofEE,DriversofEngagement-Measurement of EE, Benefits of EE.
Psychologicalcontract:Meaningandfeatures

SkillDevelopmentsActivities:
1. PreparationofJobDescriptionsandJobspecificationsforaJobprofile
2. ChooseanyMNCandpresentyourobservationsontrainingprogram
3. Developaformatforperformanceappraisalofanemployee.
4. DiscussionofanytwoEmployeeEngagementmodels.
5. Analysis of components of pay structure based on the CTC sent by theCorporatetotheinstituteforthevariousjobsofdifferentsectors.

Textbooks:

Aswathappa,HumanResourceManagement,McGrawHill

EdwinFlippo, Personnel Management, McGraw HillC.B.Mamoria,

Personnel Management, HPH

SubbaRao,PersonnelandHumanResourcesManagement,HPH Reddy

&Appanniah, Human Resource Management, HPH Madhurimalal,

Human Resource Management, HPH

S.Sadri & Others: Geometry of HR, HPH

Rajkumar:HumanResourceManagementI.K.Intl

MichaelPorter,HRMandHumanRelations,Juta&Co.Ltd.

K.Venkataramana,HumanResourceManagement,SHBP

CharteredAccountantsofIndia,New Delhi.
Note:Latesteditionoftextbooksmaybeused.

NameoftheProgram:BachelorofBusinessAdministration(BBA)		
CourseCode:126BBA02XXXDSC06T	
NameoftheCourse:BUSINESSENVIRONMENT	
CourseCredits	No.ofHoursperWeek	TotalNo.ofTeachingHours
4Credits	4Hrs	56Hrs

Pedagogy: Classroomslecture,tutorials,Groupdiscussion,Seminar,Casestudies.

CourseOutcomes:OnsuccessfulcompletionStudentwilldemonstrate

- AnUnderstandingofcomponentsofbusinessenvironment.
- Abilitytoanalysetheenvironmentalfactorsinfluencingbusinessorganisation.
- AbilitytodemonstrateCompetitivestructureanalysisforselectindustry.
- Abilitytoexplaintheimpactoffiscalpolicyandmonetarypolicyonbusiness.
- Abilitytoanalysetheimpactofeconomicenvironmentalfactorsonbusiness.

Syllabus:	Hours
ModuleNo.1:INTRODUCTIONBUSINESSENVIRONMENT	**12**
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment ofbusiness (social, cultural,economic, political, legal technological and natural)Impactofthesefactorsondecisionmakinginbusiness,Environmentalanalysis,and CompetitivestructureanalysisofBusiness.	
ModuleNo.2: GOVERNMENTANDLEGALENVIRONMENT	**16**
Government Functionsof the State, Economic role of government, State intervention in business-reasonsforandtypesofstateinterventioninbusiness.ImpactofMonetarypolicy, Fiscal policy, Exim policy and industrial policy on business. **Legalenvironment-**VariouslawsaffectingIndianbusinesses	
ModuleNo.3:ECONOMICENVIRONMENTANDGLOBAL ENVIRONMENT	**13**
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. **Globalisation of business;**meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, ImpactofGlobalisation onIndianbusinesses,Formsofglobalisation ofbusinesses -MNCs,TNCsetc..	
ModuleNo.4: TECHNOLOGICAL ENVIRONMENT	**10**
Meaning and features; types of innovation, Impact of Technological changes on business,TechnologyandSociety,TechnologicalAcquisitionmodes,ITrevolutionand business, Management of Technology.	
ModuleNo.5: NATURALENVIRONMENT	**05**
Meaningandnatureofphysicalenvironment.ImpactofNaturalenvironmentonbusiness.	

SkillDevelopmentsActivities:

a) ListoutkeyfeaturesofrecentMonetarypolicypublishedbyRBIimpactingbusi nesses.
b) Giveyourobservationastohowtechnologyhashelpedsociety.
c) DraftFiveForcesModelforImaginarybusiness.
d) IdentifythebenefitsofDigitaltransformationinIndia.

TextBooks:

1. Dr.KAshwatappa:EssentialsOfBusinessEnvironment
2. Sundaram&Black:TheInternationalBusinessEnvironment;PrenticeHall
3. Chidambaram:BusinessEnvironment;VikasPublishing
4. Upadhyay,S:BusinessEnvironment,AsiaBooks
5. Chopra,BK:BusinessEnvironmentinIndia,EverestPublishing
6. SureshBedi:BusinessEnvironment,ExcelBooks
7. EconomicEnvironmentofBusinessbyM.Ashikary.
8. BusinessEnvironmentbyFrancisCherrinulam

Note:Latesteditionoftextbooksmaybeused.

1. Dr.KAshwatappa:EssentialsOfBusinessEnvironment
2. Sundaram&Black:TheInternationalBusinessEnvironment;PrenticeHall
3. Chidambaram:BusinessEnvironment;VikasPublishing
4. Upadhyay,S:BusinessEnvironment,AsiaBooks
5. Chopra,BK:BusinessEnvironmentinIndia,EverestPublishing
6. SureshBedi:BusinessEnvironment,ExcelBooks

BBA IISEMESTEROEC

NOTE-
 **StudentsfromOtherDepartments/SubjectsmaychooseoneOEcourse
from BBA department.**

NameoftheProgram:BachelorofBusinessAdministration(BBA)		
CourseCode:**126BBA02XXXOEC02T**(OEC)		
NameoftheCourse:RETAILMANAGEMENT		
CourseCredits	**No.ofHoursperWeek**	**TotalNo.ofTeachingHours**
3Credits	**3Hrs**	**45Hrs**

Pedagogy: Classroom'slecture,tutorials,Groupdiscussion,Seminar,Casestudies.

CourseOutcomes:OnsuccessfulcompletionStudentwilldemonstrate;
   a) AnunderstandingofthetypesandformsofRetailbusiness.
   b) AbilitytoexamineConsumerBehaviourinvariousenvironment.
   c) AbilitytoanalysevariousRetailoperationsandevaluatethem.
   d) Abilitytoanalysevariousmarketingmixelementsinretailoperations.
   e) AnunderstandingofInformationTechnologyinretailbusiness.

Syllabus:	Hours
ModuleNo.1: INTRODUCTIONTORETAILBUSINESS	**08**
Definition–functionsofretailing-typesofretailing–formsofretailbusinessownership. Retailtheories–WheelofRetailing–Retaillifecycle.RetailbusinessinIndia:Influencingfactors–present Indian retail scenario.	
ModuleNo.2: CONSUMERBEHAVIOURINRETAILBUSINESS	**08**
Buyingdecisionprocessanditsimplicationonretailing–Influenceofgroupandindividualfactors,Customer shopping behaviour, Customer service and customer satisfaction.	
ModuleNo.3: RETAILOPERATIONS	**08**
FactorsinfluencinglocationofStore-Marketareaanalysis–Tradeareaanalysis–Rating Planmethod-Siteevaluation.RetailOperations:StoresLayoutandvisualmerchandising, Storesdesigning,Spaceplanning,Inventorymanagement,MerchandiseManagement, CategoryManagement.	
ModuleNo.4: RETAILMARKETINGMIX	**14**
Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel–SCMprinciples–Retail logistics –computerizedreplenishment system–corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.	
ModuleNo.5: INFORMATIONTECHNOLOGYINRETAILING	**07**
Nonstoreretailing(e-retailing) - The impactofInformationTechnologyinretailing - Integrated systemsandnetworking –EDI–Barcoding–Electronicarticlesurveillance–Electronicshelflabels – customer database management system.	

SkillDevelopmentsActivities:

   1. Drawaretaillifecyclechartandlistthestages
   2. Drawachartshowingastoreoperations
   3. Listoutthemajorfunctionsofastoremanagerdiagrammatically
   4. Listoutthecurrenttrendsine-retailing
   5. ListouttheFactorsInfluencinginthelocationofaNewRetailoutlet

TextBooks:
1. SujaNair;RetailManagement,HPH
2. Karthic–RetailManagement,HPH
3. S.K.Poddar&others–RetailManagement,VBH.
4. R.STiwari;RetailManagement,HPH

Note:Latesteditionoftextbooksmaybeused.

CourseCode:126BBA02XXXOEC02T(OEC)

NameoftheCourse: TourismAndHospitalityManagement

CourseCredit	No.ofHoursperWeek	TotalNo.ofTeachingHours
3Credits	3Hours	45Hours

Pedagogy: Classroomlecture,Tutorials,Groupdiscussion,Seminar,Casestudies&Fieldworketc

CourseOutcomes:Onsuccessfulcompletionofthecourse,theStudentswilldemonstrate:
- Topreparethelearnerswiththeknowledgeandskillsessentialtoknowwhatistourism,itstypesandthe Nations contribution to the industry
- Gainanoverviewaboutthehospitalityandtourismindustry
- Identifythemajorareasofcoverageofhospitalityindustry
- Describethehospitalityindustryfromvariousperspectivesofhotel,tourism,travelandtransport

Syllabus	Hours
Module1:INTRODUCTION	**7 Hours**

Tourism – Definitions and Concepts - Components of Tourism, Geographic components of tourism – Types of Tourists, Visitor,TravelerandExcursionist –Roleandfunctions of International agenciesinHospitality Industry

Module2:TOURPLANNING	**8 Hours**

Tour Packagingand Costing – Importance ofTour Packaging – ClassificationofTour Packages – Componentsof Package Tours –Conceptof Costing –Typesof Costs– Components ofTour Costs –Preparation of Cost Sheet –Tour Pricing – Calculation of Tour Price – Pricing Strategies

Module3:TOURISMMANAGEMENT	**10Hours**

TourismInfrastructure–TourismOrganization–TravelMotivators–LeisureorHolidayTourism,VisitingFriendsand Relatives (VFR) – Cultural Tourism – Adventure Tourism – Sports Tourism – Religious Tourism – Business Tourism – Medical Tourism – Alternative Forms of Tourism – Tourism Products and Types

Module4:HOSPITALITYINDUSTRY	**10Hours**

OriginandGrowth– TourismIndustry– ImportanceofTourism– FactorsaffectingHospitalityandTourism Industry–DefinitionofTourism-Features –TypesofTourists –TourismActivities –ComponentsofTourism Infrastructure – Employment opportunities in Hospitality

HotelIndustry–ClassificationofHotels–MajorDepartmentsofHotel–StarRatingsofHotels–GlobalStandardsforHotels

Module5:TRAVEL&TRANSPORT	**10Hours**

History,GrowthandPresentStatusofTravelAgency–TravelFormalities–LinkagesandarrangementswithHotels, Airlines and Transport Agencies – Transport System – Different Types of Transport

HospitalityanditsRelatedSectors–ThemeParks–Conventions–Cruising–SpecialEvents–Recreationandleisure– Tourism and Hospitality in 21st Century.

SkillDevelopmentActivities:
1. VisitanylocalTourism/TravelAgencyandprepareareportonitstourplan
2. Visittoahotelandstudytheirworking
3. Visittoatouristplaceandstudyingtheenvironment
4. Studyingthemapandcreatingatourplanwithabudget

TextBooks
1. RajatGupta,NishantSingh,IshitaKirar&MaheshKumarBairwa,Hospitalityand Tourism, VikasPublishing House Pvt Ltd
2. FosterDennisL.,TheBusinessofTravelAgencyOperationsand Administration (1993)Macmillan/McGraw, Singapore
3. TourismOperationsandManagement,SunetraRoday,ArchanaBiwal&Vandana Joshi, OxfordUniversity Press
4. Clayton W. Barrows, Tom Powers and Dennis Reynolds (2012) Introduction to Management in theHospitality Industry, TenthEdition.JohnWiley&Sons,Inc
5. LockwoodA&MedlikS,Tourism&Hospitalityinthe21stCentury,Elsevier,2001
6. JhaS.M.(2008)HospitalManagement,HimalayaPublishingHouse

References
TourismPrinciplesandPractices,SampadKumarSwain&JitendraMohanMishra,OxfordUniversityPress

Common Syllabus for all UG Programmes

BBA2.4–EnvironmentStudies(AECC)			
CourseeCredits	02	TotalContactHours	30
InternalAssessmentMarks: 15		Semester End ExaminationMarks:35	

ENVIRONMENTALSTUDIES

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

COURSECODE:126COM01XXXAEC01T

NumberofTheoryCredits	Numberoflecturehours+fieldwork
2	45

ContentofENVIRONMENTALSTUDIES–AECC		45 Hours

Unit1	**Introduction to Environmental Studies:** Multidisciplinary nature of environmental studies. Scope and importance; Concept of sustainability and sustainable development.
	
	Ecosystems: What is an ecosystem? Structure and function ofecosystem;Energyflowinanecosystem:foodchains,food websandecologicalsuccession.Case studiesofthefollowing ecosystems:
	
	    a) Forestecosystem
	    b) Grasslandecosystem
	    c) Desertecosystem
	
	Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
	
	Natural Resources: Renewable and Non-Renewable Resources
	
	Land resources and land-use change; Land degradation, soil erosion and desertification.
	
	Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
	
	Water: Use and over-exploitation of surface and ground water,floods,droughts,conflictsover water (International&Inter-state).
	
	Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.
		15

Unit2	**Biodiversity and Conservation:** Levels of biological diversity: Genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of	**12**

	biodiversity:In-situandEx-situconservationofbiodiversity. Ecosystemandbiodiversityservices:Ecological,economic, social, ethical, aesthetic and Informational value. **Environmental Pollution:** Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclearhazardsandhumanhealthrisks. Solidwastemanagement,Controlmeasuresofurbanand industrial waste. Pollutioncasestudies.		
Unit3	**Environmental Policies and Practices:** Climate change, globalwarming,ozone layer depletion,acid rainand impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air (Prevention&ControlofPollution)Act;Water(Prevention andControlofPollution)Act;Wildlife(Protection)Act; ForestConservationAct.Internationalagreements:Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Naturereserves,tribalpopulationsandrights,andhuman wildlife conflicts in Indian context. **Human CommunitiesandtheEnvironment** Humanpopulationgrowth:Impactsonenvironment,human health and welfare. Resettlementandrehabilitationofprojectaffectedpersons; case studies. Disastermanagement:Floods,Earthquake,Cyclonesand Landslides. Environmentalmovements:Chipko,Silentvalley,Bishnoisof Rajasthan. Environmentalethics:RoleofIndianandotherreligionsand cultures in environmental conservation. Environmentalcommunicationandpublicawareness,case studies (e.g., CNG vehicles in Delhi). Fieldwork(5hours)	**18**	

Reference

Bharucha,E.(2015).*TextbookofEnvironmentalStudies*.

Carson,R.(2002).*SilentSpring*.HoughtonMifflinHarcourt.

ClimateChange:ScienceandPolitics.(2021).*CentreScienceandEnvironment*,New
    Delhi.

Gadgil,M.,&Guha,R.(1993).*ThisFissuredLand:AnEcologicalHistoryofIndia*. Univ.ofCaliforniaPress.

Gleeson,B.andLow,N.(eds.)(1999).*GlobalEthicsand Environment*,London, Routledge.

Groom,MarthaJ.,GaryK.Meffe,andCarlRonaldCarroll.(2006).*PrinciplesofConservation Biology*.Sunderland:SinauerAssociates.

Nandini,N.,SunithaN.,&SucharitaTandon.(2019).*AtextbookonEnvironmentalStudies (AECC)*. Sapna Book House, Bengaluru.

Odum,E.P.,Odum,H.T.&Andrews,J.(1971).   *FundamentalsofEcology*. Philadelphia:Saunders.

Pepper,I.L,Gerba,C.P.&Brusseau,M.L.(2011).Env*ironmentalandPollutionScience*. AcademicPress.

RajitSenguptaandKiranPandey.(2021).*StateofIndia'sEnvironment2021:InFigures*. CentreScienceandEnvironment.

Singh,J.S.,Singh,S.P.andGupta,S.R.(2014).*Ecology,EnvironmentalScienceand Conservation*. S. Chand Publishing, New Delhi.

Sodhi,N.S.,Gibson,L.&Raven,P.H.(Eds).(2013).Conse*rvationBiology:Voicesfromthe Tropics*. John Wiley & Sons.

Wilson,E.O.(2006).*TheCreation:AnappealtosavelifeonEarth*.NewYork:Norton.

WorldCommissiononEnvironmentandDevelopment.(1987).*OurCommonFuture*.Oxford UniversityPress.

	BBA2.6–PhysicalEducation-Sports/NCC/NSS/R&R(S&G)/Cultural (SEC)	
CourseeCredits	02	TotalContactHours	30
InternalAssessmentMarks:15	SemesterEndExaminationMarks:35

CommonSyllabusforallUGProgrammes

Semester-II
Titleofthe Course:
SkillEnhancementCourses(SEC-I1)
PHYSICALEDUCATION&SPORTS
(*BA/BSc/BCom/BBA/BCA&allotherUGCourses*)

COURSECODE:**126COM02XXXSEC03B**

Course Code	Practical	Credits	No.Of Teaching Hours/Week	TotalNo. Of Teaching Hours	Duration of Examin hrs	Internal Assessme ntMarks	Semeste rEnd Exam Marks	Total Marks
PEP-SEC2-1	Physical Educatio nand Sports	1	2	28	-	25	-	25
Total		**1** Co	tent o **2** f Practical Course	**28** 28	-	**2** `28 **5** s	r **-**	**2** **5**

Unit1:-PhysicalEducation&Sports

- Conditioningexercises

- Aerobics&Calisthenics

- OneMajorGameandOneIndigenousGame(BasicSkills)

- OneTrack/FieldEvent

- IntramuralCompetitions

28

FormativeAssessment	
Assessment type	**Weightagein Marks**
Practicals	Internal Assessment

	Marks-25
Total	25Marks

Pedagogy: The course shall be taught through Lecture, Practicals, Interactive,Sessions,Materials,Assignments,Seminars,Intramural&Extramural.

References:
1. Muller,J.P.(2000).Health,ExerciseandFitness.Delhi:Sports.
2. IAAFManual
3. Vanaik.A(2005)PlayFieldManual,FriendsPublicationNewDelhi
4. M.J Vishwanath, (2002) Track and FieldMarking and AthleticsOfficiatingManual

,SilverStarPublication,Shimoga

5. SteveOldenburg(2015)CompleteConditioningfor

Volleyball, HumanKinestics.

Note:SkillsofSportsandGames(GameSpecificbooks)maybereferred

BBA-IISEMESTER LANGUAGES

KANNADA

CourseCode:126BBA01LANAEC09T

Note–ToBeAploadedShortly

FUNCTIONALKANNADA
COURSECODE:126BBA02LANAEC10T

ಎಲ್ಲಾ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ ಕನ್ನಡೇತರರಿಗೆ ಕನ್ನಡ ವಿಷಯ

(Ability Enhancement Compulsory Course)

Language-1

(ವಾರಕ್ಕೆ 4ಗಂಟೆಗಳ ಪಾಠ, 3 ಕ್ರೆಡಿಟ್‌ಗಳ ಪತ್ರಿಕೆ, ಒಟ್ಟು ಅಂಕಗಳು–100, ಥಿಯರಿ ಪರೀಕ್ಷೆಗೆ–60 ಅಂಕಗಳು, ಆಂತರಿಕ ಗುಣಾಂಕಗಳಿಗೆ–40 ಅಂಕಗಳು, ಸೆಮಿಸ್ಟರ್ ಅಂತ್ಯಕ್ಕೆ 2 ಗಂಟೆಗಳ ಪರೀಕ್ಷೆ, ಆಂತರಿಕ ಗುಣಾಂಕಗಳ ಕುರಿತು ನೀಡಿದ ನಿರಂತರ ಮೌಲ್ಯಮಾಪನ ಪದ್ಧತಿಯನ್ನು ಮೇಲೆ ತಿಳಿಸಿರುವಂತೆ ನಡೆಸುವುದು.)

ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್

ಭಾಗ–1

1. ವಾಕ್ಯಗಳು
2. ವಾಕ್ಯ ಪ್ರಕಾರಗಳು
3. ಎರಡು ಸರಳ ಕಥೆಗಳು
4. ಎರಡು ಸರಳ ಕವಿತೆಗಳು
5. ಎರಡು ಚಲನ ಚಿತ್ರ ಗೀತೆಗಳು
6. ಪತ್ರಿಕಾ ಭಂಷಾಇಯಿಂ ಎರಡು ಮಾದರಿಗಳು
7. ಸಂಭಂಷಂಣಾಇಯಿಂ ಮೂರು ವಿಧಾನಗಳು
8. ಗಾದೆಯ ಮಾತುಗಳು
9. ಕನ್ನಡದ ಪ್ರಾದೇಶಿಕ ಭಂಷಇಗಿಂಳು

ಭಾಗ–2

1. ಕನ್ನಡ ಭಾಷೆ
2. ಸಂಸ್ಕೃತಿ
3. ಸಾಹಿತ್ಯ
4. ಜನಪದ ಸಾಹಿತ್ಯ
5. ಜ್ಞಾನಪೀಠ ಪುರಸ್ಕೃತ ಕನ್ನಡ ಸಾಹಿತಿಗಳು
6. ಕರ್ನಾಟಕದ ವಿಶ್ವಪರಂಪರೆಯ ತಾಣಗಳು
7. ಕರ್ನಾಟಕದ ಅದ್ಭುತಗಳು
8. ಕರ್ನಾಟಕದ ನದಿಗಳು
9. ಕರ್ನಾಟಕದ ಮಹಾನಗರಗಳು

ಸೂಚನೆ : ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ಸಂಸ್ಥೆಯ ಅಭ್ಯಾಸ ಮಂಡಳಿಯು ಡಾ. ವಿ. ಎಸ್. ಮಾಳಿ ಹಾಗೂ ಡಾ. ಬಿ. ಎಂ. ಪಾಟೀಲ ಅವರು ಸಿದ್ಧಪಡಿಸಿರುವ E-bookನ್ನು ಇದರೊಟ್ಟಿಗೆ ಲಗತ್ತಿಸಿದೆ. ಅಧ್ಯಾಪಕರುಗಳು E-bookನ್ನು ಅಥವಾ ಸ್ವತಂತ್ರ ಅಧ್ಯಯನ ಸಾಮಗ್ರಿಗಳನ್ನು ಬಳಸಿಕೊಂಡು ಪತ್ಯಬೋಧನೆಯನ್ನು ಮಾಡಲು ಅವಕಾಶ ಕಲ್ಪಿಸಿಕೊಡಲಾಗಿದೆ.

English

BachelorofBusinessAdministration,B.B.A.(Basic/Hons.)/BachelorofCommerce,B.Com.(Basic/Hons.)with Business Administration /Commerce as Programme Core
BachelorofHotelManagementwithHotelManagementasProgrammeCoreSubjectwithPractical

Year	2021	CourseCode:126BBA02XXXAEC11T	Credits	3
Sem.	II	CourseTitle:GenericEnglish–II	Hours	
CoursePre-requisites,ifany		NA		
FormativeAssessmentMarks:40		SummativeAssessmentMarks: 60		
Course Outcomes	Attheendofthecoursethestudentshouldbeableto: 1. AcquiretheLSRW(Listening,Speaking,Reading,andWriting)skills. 2. Learntoappreciateliterarytexts. 3. Obtaintheknowledgeofliterarydevicesandgenres. 4. Acquiretheskillsofcreativitytoexpressone'sexperiences. 5. Knowhowtousedigitallearningtools. 6. Beawareoftheirsocialresponsibilities. 7. Developthecriticalthinkingskills. 8. Developgendersensitivity 9. Increasereadingspeed,analyticalskillsanddeveloppresentationskills. 10. Becomeemployablewithrequisiteprofessionalskills,ethicsandvalues			
UnitNo.	Course Content		SuggestedPedagogy	60 Hours
UnitI	1ARoom10X8–K.S.Duggal 2. SpokenEnglishandBrokenEnglish–G.B.Shaw 3. AHeartBreakingRecountofDr.APJAbdulKalam's LastMoments - Srijan Pal Singh		Lectures Tutorials GroupDiscussion	15hrs

UnitII	1. TheDiameteroftheBomb-YehudaAmichai 2. IAmNotThatWoman-KishwarNaheed 3. Freedom-JayantaMahapatra	Lecture s Tutorial s GroupDiscussion	9hrs
UnitIII	1. ReadingpassagetogiveaTitle 2. ReadingforVocabularybuilding–synonyms,homonyms,	Lecture s Tutorial s	16hrs

	homophones,suffixes,prefixes,collocations,oftenconfusedwords. 3. ReadingpassagesonSpecificfieldsforVocabularybuilding. 4. Barriersforeffectivelistening1hrChapter 5. TypesofListening 6. Techniquestoimprovelisteningskills. 7. ListeningActivities-listeningtopre-recordedaudios&movies	Group DiscussionRole Play	
UnitIV	1. ReportedSpeech 2. Dialoguewriting 3. VerbalCommunicationandNon-verbalcommunication 4. Summarizing 5. SpeechWriting 6. EssayWriting 7. TranslationKannadaintoEnglishandEnglishintoKannada 8. Short Paragraphs based on themes with a message on nation, freedom fighters, and achievers. 15 short paragraphs with 5 – 6sentences as model paragraphs. (a) ParagraphTranslationsfromKannadatoEnglish (b) ParagraphTranslationsfromEnglishtoKannada	Lectures Tutorial s GroupDiscussion	20hrs
**RecommendedLearning Resources**		
Print Resource s	1. VijayFNagannawarandS.B.Biradared.NewHorizon,TextbookprescribedforB.A.and BSWProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 2. VijayFNagannawarandS.B.BiradaredEnglishStars,TextbookprescribedforBComand BBAProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 3. Dr.S.B.BiradarandProf.VijayFNagannawared.EnglishGems,TextbookprescribedforB.Sc.and BCAProgramme under CBCS, Rani Channamma University, Belagavi, 2021. 4. QuirkRandolph,SidneyGreenbaum,GeoffreyLeech&JanSvartvik.AComprehensiveGrammarof theEnglish Language General Grammar. Longman. 5. Herring,Peter.CompleteEnglishGrammarRules.CreatespaceIndependentPub,California,2016. 6. JainCharul,PradyumnasinhRaj&YunusKarbharj.EnglishSkillsforAcademicPurposes. MacmillanEducation.London,2017 7. GeoffreyLeechandSvartik.CommunicativeGrammarofEnglish,Pearson 8. GeoffreyLeech.EnglishGrammarforToday,Palgrave 9. PrasadP.TheFunctionalAspectsofCommunicativeSkills.		

Digital Resources	http://orelt.col.org/module/unit/4-grammar-improving-composition-skillshttps://www.academia.edu/26724441/A_Concise_Grammar_for_English_Language_Teachers.https://www.efluniversity.ac.in/EnglishPro.php https://www.britishcouncil.in/

QuestionPaperPattern

I.	10objectivequestions5fromUnitIand5fromUnitII	10x01=10
II.	01essaytypequestionoutof2fromUnitI	01x10=10
III.	01essaytypequestionoutof2fromUnitII	01x10=10
IV.	02questionsoutof4:fromUnitIII	02x05=10
V.	04LanguageActivityoutof6:fromUnitIV	04x05=20
Total		**60**

HINDI

Syllabus of

B.B.A./B.C.A./B.S.W./C.C.J.Ability EnhancementcompulsoryCourseAECC

COURSECODE:126COM01XXXAEC12T

Hindi
Syllabus of B.B.A./B.C.A./B.S.W./C.C.J. Ability Enhancement compulsory Course
AECC

Title of the Subject/Discipline : A2 साहित्यिक विधा : गद्य संकलन+प्रयोजनमूलक हिंदी				
Year	1	Course Code : AECC-2-HINDI (B.B.A./B.C.A./B.S.W./C.C.J.)	Credits	3
Sem.	2	Course Title/Discipline : Collection of Prose+Functional Hindi Text : गद्य चयन (गद्य संकलन) भूमिका प्रकाशन, दिल्ली- 110051	Hours	4

Formative Assessment Marks :30   Summative Assessment Marks :70   Duration of ESA :64 hrs.

Learning Outcomes	1. हिंदी गद्य की विभिन्न विधाओं से परिचित होंगे। 2. हिंदी के गद्यकारों से परिचित होंगे। 3. भाषायी शुद्धता के प्रति रुचि निर्माण होगी। 4. लेखन कौशल प्राप्त कर सकेंगे। 5. हिंदी भाषा का महत्त्व तथा विविध रुप जान सकेंगे।

Unit No.	Course Content	Suggested Pedagogy	Hours L/P/L
Unit I	गद्य चयन (गद्य संकलन) के पाठ क्र.1,2,3	1. कक्षा व्याख्यान 2. सामूहिक चर्चा	16
Unit II	गद्य चयन (गद्य संकलन) के पाठ क्र.4,5,6	3. संवाद एवं बहस 4.रचनात्मक	16
Unit III	गद्य चयन (गद्य संकलन) के पाठ क्र.7,8	अभिव्यक्ति	16
Unit IV	हिंदी भाषा के विविध रुप		16

Recommended Leaning Resources	
Print Resources	1. गद्य चयन (गद्य संकलन), भूमिका प्रकाशन, दिल्ली-110051 2. प्रयोजनमूलक हिंदी : डॉ. रामप्रकाश, डॉ. दिनेश गुप्त, राधाकृष्ण प्रकाशन, नई दिल्ली-110002
Digital Resources	https://www.mpboardsolutions.com/mp-board-class-10th-special-hindi-gadya-ki-vividh-vidhaye/ https://youtu.be/CeC1o4YWKW8

SANSKRIT

CoursesIISemesterBA/BSW/BSc/BCOM./BBA/BCA/CCJ

Title:SanskritProseLiterature,GrammarandTranslation**SchemeofExamination**

Semester	AbilityEnhancementcompulsorycourse(L+T)	Marks	Credits
II	a. IntroductiontoSamskrutaGadyaKavya b. SelectedPortionofaSanskritProsecomposition-**VethalaPanchavimshathi(Selectedstories)**	45	3
	a. Correctionoferrors b. TigantaPrakaranam–LatLakara,LangLakara,LotLakara,VidhilingLakara, Lrut Lakara. c. TranslationfromSanskrittoKannada/English	15	
	ContinuousEvaluation:Attendance,Assignment,InternalTest,CreativeWriting,ConversationinSanskrit	40	
	Total	100	3

1.Essaytypequestions	(1of2)	1x10=10	
2.Shortnotes	(2of4)	2x5=10	
3.TranslationofProse	(1of2)	1x8=08	
4.Referencetocontext	(3of5)	3x4=12	
5.Grammar(shouldbeansweredinSanskritonly)			
a)Correctionoferrors	(5of8)	5x1=05	
b)IdentificationofLakara,Purusha&Vachana	(5of8)	5x1=05	
7.TranslationfromKannada/EnglishtoSanskrit		1x10=10	

Booksforstudy&Reference:
1. VethalaPanchavimshathi:PublishedbyChowkambaVidyabhavan.
2. HistoryofSanskritLiteraturebyM.R.Kale.
3. SamkrutaSahityadaItihasa(Kannada)S.RamachandraShastri-Prasaranga, Bangalore UniversityPublications.
4. BhashaShastraMattuSamskrutaSahityaCharitre(kannada)editedbyDr.K.Krishnamurthy,VidwanRanganathaSharmaandvidwanH.K.Siddagangaiah.
5. HistoryofSanskritLiterature-S.Rangachar
6. HistoryofClassicalSanskritLiterature-M.Krishnamachariyar
7. SamskrutaSahityaSameekshe(Kannada)Dr.M.ShivakumaraSwamy
8. HigherSanskritGrammar-M.R.Kale.

MARATHI

COURSECODE:126COM02XXXAEC14T

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Title of the Subject/ Discipline : MARATHI

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Year	1	**Course Code : AECC-2, L-2 : MARATHI (BBA,BCA,BSW etc.)**	Credits	3
Sem.	II	**Course Title : Discipline : वाङ्मयप्रकार : आत्मचरित्र + व्यावहारिक मराठी** (Wangmayaprakar : Atmacharitra + Vyavaharik Marathi) **Text-** प्रकाशवाटा'- *प्रकाश आमटे,* मनोविकास प्रकाशन, पुणे	Total Hours	64

Formative Assessment Marks : 40	Summative Assessment Marks : 60	Duration of ESA: 4 Hrs.

Learning Outcomes	1. To generate interest in modern Marathi literature 2. To understand the basics of autobiography as a literary form 3. Learn about the process of writing, brainstorm- ideas, write draft, revise, edit and share work 4. Be able to write effectively and with details about their personal history growth. 5. To understand the life struggle, nation building, research and work for humanity etc. from the autobiography. 6. To understand the importance of advertisement writing skills and marketing system in society.

Unit No.	Course Content/ अभ्यासघटक	Suggested Pedagogy अध्यापनशास्त्र	Hours U/P/L
I	मराठी आत्मचरित्र : स्वरूप आणि वाटचाल	1.Lecture Method	12
II	'प्रकाशवाटा' मधील जीवनानुभवाचे स्वरूप	2. Assignment 3. Individual and group presentation	13
III	'प्रकाशवाटा' ची वाङ्मयीन वैशिष्ट्ये		13
IV	प्रसारमाध्यमांसाठी लेखनकौशल्य	4. Virtual mode	13
V	जाहिरात मसुदालेखन आणि विपणन धोरण	5.PPT Presentation 6.Class Seminar 7.Topic Discussion 8.Visit to Media centers	13

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Recommended Learning Resources

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Print Resources	1. चरित्र - आत्मचरित्र - अ. म. जोशी, स्नेहवर्धन प्रकाशन, पुणे 2. अविस्मरणीय चरित्रे- आत्मचरित्रे - नारायण भोसले, अर्थव पब्लिकेशन, जळगाव 3. चरित्र आणि आत्मचरित्र - सदा कऱ्हाडे, लोकवाङ्मय गृह, मुंबई 4. व्यावहारिक मराठी - डॉ. लीला गोविलकर/ जयश्री पाटणकर, स्नेहवर्धन प्रकाशन, पुणे 5. व्यावहारिक मराठी - ल. रा. नसिराबादकर, फडके प्रकाशन, कोल्हापूर
Digital Resources	http://vishwakosh.marathi.gov.in http://marathivishwakosh.org http://marathi.pratilipi.com http://:mr.vikaspedia.in http://www.maayboli.com http://esahity.com

URDU

COURSECODE:126COM02XXXAEC15T

SyllabusofB.B.A./B.C.A/B.S.W.Etc.

AbilityEnhancementCompulsoryCourse(AECC)

		Titleofthesubject/discipline: URDU		Credit	30
Year	I				
Sem.	II	CorseCode:**AECC-2–Urdu(B.Com)** CorseTitle:Discipline:صحافاورمختصرکہانیاں(Sahafataurmukhtasar kahaniyan)**Text: Jadeed Ilam-e-Science-Wazarat Hussain Published***By***EducationalBookHouse,Aligarh**		Total Hours	64

FormativeAssessmentMarks:40	SummativeAssessmentMarks:60	DurationofESA:4Hrs.

Outcomes:	1. KnowUrduFictionandFictionwriters. 2. GetopportunitytolearnandwriteUrduGhazals. 3. LearnaboutfamousUrduelegiesandelegywriters 4. GetknowledgeaboutUrduQasidanigari(ode)andtheirwriters.

UnitNo.	CourseContent	Suggested Pedagogy	Hours L/P/L
UnitI	Hatim ki SakhawatBhola Achhi Kitaab Sardi ki Garma GarmiAdabKyaHai	i) Lecturemethod, ii) Assignments, iii) Individualand Group Presentationsand activities iv) VirtualMode v) Power Point Presentation	22
UnitII	Aankhaun me raha mainMir DariyaHai NaKisikiAnkhkanoorhun		20
UnitIII	Khake HindSamp MujhsePahlisiMuhabbat		20

UnitIV	Dawat-e-Inqlab HazaratHoorki ShahadatKhatirsay lihazhai		20	
UnitV	JadeedIlam-E-Science (Lessons 3, 4 & 5 only) (PageNo.76to130)		20	
RecommendedLearningResources				
Print Resources	1. Anwar-e-Adab,(Vol1Part–1), Dr.SyedAleemullaHusaini,Dr.AbdurrahimA.Mulla 2. JadeedIlam-e-Science ByWazaratHussain,EducationalBookHouse,Aligarh			
Digital Resources	1. http://www.urdubazar.com 2. http://www.rekhta.org 3. http://kitabghar.com			

ARABIC

COURSECODE:126COM02XXXAEC16T

Titleofthesubject/Discipline:ARABIC			
Year	I		Credit	30
Sem.	II	CorseCode:**AECC-2-ARABIC(B.B.A./B.C.A/B.S.W.ETC.)** (**AshsherulMuasir**)المعاصرالشعرCorseTitle:Discipline:"""خرارإخاألدبذُ س"ةُّذأُأتنراةُ"،"""جصاصشاعدانعبيو،د"ةُّذرأتاد:**Text**	Total Hours	64
FormativeAssessmentMarks:40		SummativeAssessmentMarks:60	DurationofESA:4Hrs	

| Learning Outcomes | 1. BriefKnowledgeaboutArabicLanguage
2. BriefKnowledgeaboutArabicLiterature
3. DevelopmentofArabicReading&WritingSkills
4. CommunicationinArabicLanguage
5. DevelopmentofTranslationSkills | | |

UnitNo.	CourseContent	Suggested Pedagogy	Hours U/P/L
UnitI	جضاءعِِ،ِّنُخعِ،،ِ،ِنُخيضهيبالعثروالكهان،ِ،ِ،ِّنُصخالعروانضعه ت،انصر،،،،ِ،ِنُمكان،،،،"ِّنُخهص،الُخالقان ،،،،"ِّنُخع انعيبيخ ألُوئِّخ	i) Lecturemethod, ii) Assignments, iii) Individual andGroup Presentations andactivities iv) VirtualMode v) Power Point Presentation	32
UnitII	عسحانرجشاد،عسح انجِ،،ِّنُخ		30
UnitIII	،ِ،ِنُش،،ِ،رالكنثقخانضنُِ،ِ،ِنُخالزبرخان،ِ،ِّنُكزخع،الُعزير واناناز، لنِ،،ِّنُجى،الُمِّنُوش		30
UnitIV	انعصشانجهُهه"،،،ِّنُ)القصمانضبنشرالشائع{		30
UnitV	اززكِ،،،ِّنُمواترِ،أوووِ،ِّنُشالزتشكِ،ِ،ِّنُخالزصِ،،،،ِّنُف،ِّنُوازدمهوج ،،"ِّنُع،،ِّنُع		30

	انج، "۔۔ مظلم۔۔خ	
	RecommendedLearningResources	

Print Resources	1-ﻓﻘﺪ ﺍﻟﺪﻳﻦ ﺑﻨﻲ ﺩﻳﻦ ﺳﻴﺎﻛﺮ ﻭﻻ 2-ﻏﺮﺍﺭ ﺍﺧﺎ ﺍﻟﺪﻳﻦ ﺑﻨﺲ ﺫﺍ ﺗﺬﺭ 3:ﺍﻟﻘﺮﺁﻥ ﺍﻟﻜﺮﻳﻢ- 4ﺫﺍ ﺭﺧﺎ ﺍﻟﺪﺑﺎ ﺗﻌﺮﺕ ﺍﻟﻀﺮﺍﺭ ﺍﺫﺍ ﺍﻟﺬﻧﻂ ﺍﻧﺲ ﺍﺧ 5-ﺍﻥ ﺳﺎﺽ(ﺳﺎﺽ) ﺍﻟﺠﺰء ﺍﻷﻭﻝ (ﻧﻌﻤﺎﻥ ﺟﺎﺭﻭ) ﺍﺻﻄﻔﻰ
Digital Resources	1. http://www.almaany.com 2. http://naseemalsham.com 3. http://m.marefa.org