

MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi) #14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru–560074











Bachelor of Business Administration

Scheme and Syllabus of I Semester (2025 Scheme)

VISION

To empower young minds through technology, research and innovation, to produce technically competent and socially responsible professionals in higher education.

MISSION

- 1. To deliver excellence in education through innovative teaching, impactful research, and continuous skill development, preparing students to meet global challenges with technical expertise and ethical responsibility.
- To foster a transformative learning environment that integrates technology, research and practical experience, empowering students to become skilled professionals and socially conscious leaders.
- 3. To cultivate a culture of lifelong learning and professional excellence by encouraging creativity, research, and community engagement, equipping students with the skills to thrive in a dynamic world.
- 4. To provide a holistic educational experience that combines advanced technology, hands-on research, and community-focused learning, shaping students into competent, ethical professionals who contribute positively to society.

QUALITY POLICY

Rajarajeswari College of Engineering is committed to imparting quality technical education that nurtures competent, ethical professionals with global relevance. We ensure academic excellence through a dynamic, outcome-based curriculum, experienced faculty, and cutting-edge infrastructure. Continuous improvement is driven by innovation, research and strong industry collaboration. We foster holistic development and a progressive environment that supports lifelong learning, teamwork, and professional growth.

CORE VALUES

Academic Excellence, Integrity, Innovation, Global Competence, Continuous Improvement.

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MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering (An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

Bachelor of Business Administration

Scheme of Teaching and Examinations – 2025 Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

(Effective from the Academic Year 2025-26)

Semester: I

					Te	aching H	ours / W	/eek	Examination			
S. No	S. No Course Category and Course Code		Course Title	TD / PSB	Lecture	Tutorial /SDA	Practical / Seminar	Credits	E Duration Hours	CIE Marks	SEE Marks	Total Marks
					\mathbf{L}	T/S	P		SEE 1	C	SE	To
1.	DSC	B25BBA101	Principles of Management	BBA	3	2	0	4	3	50	50	100
2.	DSC	B25BBA102	Fundamentals of Accounting	BBA	3	2	0	4	3	50	50	100
3.	DSC	B25BBA103	Statistics for Business Decisions	BBA	3	2	0	4	3	50	50	100
4.	MDEC/OEC	B25BBA104	Indian Business Environment	BBA	2	0	0	2	3	50	50	100
5.	VBC	B25BBA105	Business Ethics	BBA	2	0	0	2	3	50	50	100
6.	AEC	B25BBA106	Business Communication - I	BBA	2	0	0	2	3	50	50	100
7		B25BBA107A	Samskrutika Kannada		2	0		2	1	50	7 0	100
7.	AEC	B25BBA107B	Balake Kannada	Humanities	2	0	0	2		50	50	100
							ΓΟΤΑL	20		350	350	700

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

SEC- Skill Enhancement Courses, VBC-Value Based Course, MNC: Mandatory Non- Credit course(Students have to qualify for the award of the bachelor's degree).

HoD Principal **Dean-Academics**



(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

Department of Bachelor of Business Administration

SEMESTER-I						
PRINCIPLES OF MANAGEMENT						
		Category: DSC	_			
Course Code	:	B25BBA101	CIE	:	50 Marks	
Teaching Hours L: T: P	:	3:2:0	SEE	:	50 Marks	
Total Hours : 50 Total : 100 Marks						
Credits	:	4	SEE Duration	:	3Hrs	

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

Module-1: Introduction to Management	No. of Hours
Introduction to Management: Functions of Management - Principles of Management - Definitions of	
Management - Nature of Management - Evolution of Management Thought: Classical Approach and	10
Modern Approaches Organization Chart.	
Module-2: Planning and Decision-making	No. of Hours
Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in	
Planning Process - Objectives and Process of Planning - Strategies - Policies and Planning - Decision	10
Making: Introduction to decision making and Significance of decision making.	
Module-3: Organizing as a Function of Management	No. of Hours
Organization: Benefits of Organizing - Span of Management - Process of Organizing - Authority	
Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction -	10
Principles of Coordination - Types of Coordination.	
Module-4: Staffing and Direction	No. of Hours
Human Resource Management and Staffing: Human Resource Management and Selection -	
Recruitment, Training- Performance appraisal and career strategy - Leadership: Definitions and	
Meaning of Leadership – Leadership Theories – Leadership Styles – Leadership Qualities.	10
Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and	
Functions of a Supervisor, Effective Supervision, Direction and Supervision.	
Module-5: Controlling and Coordination	No. of Hours
Motivation and Controlling: Control Techniques - Steps in Control Process - Types of Control -	
Importance of controlling and levels of controlling - Motivation: Definitions and Meaning of	10
Motivation - Motivation Theories - Motivational Techniques - organizational Communication.	10
Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.	

Course	Course Outcomes: At the end of the course, the students will be able to						
CO1	Demonstrate understanding of the role of managers in an organization.						
CO2	Summarize the elementary concepts, principles and theories of management.						
CO3	Understand the managerial functions having an impact on the organizational effectiveness.						
CO4	Identify the contemporary issues and challenges in management.						

Text Bo	Text Books						
1.	Essential of Management - Horold Koontz and IteinzWeibrich						
2.	Essential of Business Administration - K. Aswathapa						
3.	Principles & practice of management - Dr. L.M.Parasad						
4.	Management: Concept and Strategies - J. S. Chandan						
5.	Principles of Management - Tripathi						

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/107/110107150/



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Department of Bachelor of Business Administration

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks	
Theory	Internal Assessment1	50	Average of Best two Assessments,		
	Internal Assessment2	50	scale down to		
	Internal Assessment3	50	40	50	
CCA	Two Assignments / Seminar	20	10		
	Presentation				
SEE	Semester End Examination	100	50	50	
Grand Total					

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelor of Business Administration

SEMESTER-I						
FUNDAMENTALS OF ACCOUNTING						
		Category: DSC	1		,	
Course Code	:	B25BBA102	CIE	:	50 Marks	
Teaching Hours L: T: P	:	3:2:0	SEE	:	50 Marks	
Total Hours	:	50	Total	:	100 Marks	
Credits	:	4	SEE Duration	:	3Hrs	

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

Module-1: Introduction to Accounting	No. of Hours
Introduction - Meaning, Definition, Need for and Objectives of accounting, Nature of Accounting, Accounting as measurement discipline and Accounting an information system, Accounting process. Users of accounting information, Limitations of accounting, Book keeping, Accounting and Accountancy, Accounting framework, Accounting Concepts and Conventions, Generally Accepted Accounting Principles, Accounting Standards—IFRS, INDAS, Basic Terminologies in accounting.	10
Module-2: Recording of Transactions	No. of Hours
Introduction to business transactions, Capital and Revenue expenditures, Capital and Revenue receipts, Contingent assets and contingent liabilities, Systems of Accounting, Double entry system, Accounting equation, Types of Accounts, Rules of double entry book keeping, Journal – Meaning and features, preparation of journal. Subsidiary books – Meaning and Need for Subsidiary books, Types of Subsidiary books, Preparation of various subsidiary books except cash book. Ledger – Meaning and features, Preparation of Ledger accounts.	10
Module-3: Cash book and Bank Reconciliation statement	No. of Hours
Trial Balance – Meaning and features, Need for Trial balance, Preparation of trial balance. Meaning and need for Cash book, Types of cash book, Preparation of single column, double column, and three column cash book. Bank reconciliation statement - Need for reconciliation, Preparation of bank reconciliation statement.	10
Module-4: Rectification of Errors	No. of Hours
Introduction - Meaning of errors and rectification of Errors in accounting, Need for rectification of errors, Types of errors, Process of rectification and accounting entries for rectification, Preparation of suspense account.	10
Module-5: Final Accounts	No. of Hours
Meaning of Final Accounts and Financial Statements, Need and importance of Financial Statements, Types of Financial statements. Trading and Profit and Loss account. Balance Sheet, Closing and Adjustment Entries, Adjusted Trial balance, Preparation of Trading and Profit and Loss account and Balance Sheet of Sole proprietorship.	10

Course	Course Outcomes: At the end of the course, the students will be able to				
CO1	Classify business transactions based on principles of accounting.				
CO2	Make journal, ledger and trial balance.				
CO3	Prepare cash book, bank reconciliation statement and rectify the accounting errors				
CO4	Prepare financial statements of sole proprietorship form of businesses.				

Text Bo	Text Books				
1.	Jain S.P., &Narang K L., Basic Financial Accounting 1, Kalyani publishers, New Dehli				
2.	Maheshwari, S.N., &Maheshwari, S.K., Advanced Accountancy1, Jain Book Agency, New Delhi.				
3.	Radhaswamy, M & Gupta, R.L., Advanced Accountancy 2, Sultan Chand & Sons, New Delhi.				
4.	Reddy, A., Fundamentals of Accounting, Himalaya Publishing House, New Delhi.				

Web links and Video lectures (e-Resources)	
https://archive.nptel.ac.in/courses/110/101/110101131/	



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Department of Bachelor of Business Administration

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CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	Internal Assessment1	50	Average of Best two Assessments,	
	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10	
	Presentation			
SEE	Semester End Examination	100	50	50
Grand Total				

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelor of Business Administration

SEMESTER-I						
STATISTICS FOR BUSINESS DECISIONS						
		Category: DSC				
Course Code	:	B25BBA103	CIE	:	50 Marks	
Teaching Hours L: T: P	:	3:2:0	SEE	:	50 Marks	
Total Hours : 50 Total : 100 Marks					100 Marks	
Credits	:	4	SEE Duration	:	3Hrs	

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

Module-1: Introduction to Statistics	No. of Hours
Meaning, Definition, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data including tally marks, methods of classifying data - quantitative, qualitative, geographical, chronological, Discrete and continuous frequency distribution.	10
Module-2: Measures of Central Tendency	No. of Hours
Meaning, measures of Central Tendency- Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (only theory) and partition values- quartiles, deciles, percentiles.	10
Module-3: Measures of Dispersion and Skewness	No. of Hours
Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness.	10
Module-4: Time Series	No. of Hours
Meaning, Components of time series, Calculation of Secular Trend-Moving Average method – odd and even period moving average and method of Least Squares.	10
Module-5: Correlation and Regression	No. of Hours
Meaning, Definition and Use of Correlation, Scatter diagram, Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines –X on Y, Yon X, Regression Equations and Regression Coefficients.	10

Course	Course Outcomes: At the end of the course, the students will be able to			
CO1	CO1 Demonstrate data handling skills with clarity.			
CO2	Outline the relevant concepts of Statistics to a given context/business scenario.			
CO3	CO3 Organize a problem/business data and conduct statistical treatment.			

Text Bo	Text Books				
1.	Sharma J. K., Business Statistics, Vikas Publishing House, Delhi.				
2.	Levin R. I. & Rubin D. S., Statistics for Management. Pearson Education, Delhi.				
3.	Pillai & Bagavathi, Statistics - Theory and Practice, S Chand Publishing, New Delhi.				
4.	S P Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi.				
5.	S C Gupta. Fundamentals of Statistics, Himalaya Publishing House.				

Web links and Video	lectures (e-Resources)
https://archive.nptel.ac	c.in/courses/110/107/110107114/



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ASSESSMENT STRUCTURE:

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CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	Internal Assessment1	50	Average of Best two Assessments,	
	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10	
	Presentation			
SEE	Semester End Examination	100	50	50
Grand Total				

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelor of Business Administration

SEMESTER-I						
INDIAN BUSINESS ENVIRONMENT						
		Category: MDEC/OF	<i>.</i> C			
Course Code	:	B25BBA104	CIE	:	50 Marks	
Teaching Hours L: T: P	:	2:0:0	SEE	:	50 Marks	
Total Hours	:	30	Total	:	100 Marks	
Credits	:	2	SEE Duration	:	3Hrs	

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

Module-1: Introduction to Business Environment	No. of Hours	
Meaning, Nature of Business Environment, Internal and External Factors influencing business		
environment. Industrial policy of 1991, Liberalization, Privatization and Globalization- Policy on	6	
Foreign Direct Investment in India.		
Module-2: Economic Environment of Business	No. of Hours	
Significance and Elements of Economic Environment; Economic Systems, India as an Emerging		
Economy, India as a Mixed Economy, Economic Planning in India.	6	
Module-3: Monetory Policy and Fiscal Policy		
Fiscal Policy: Public Revenues, Public Expenditure, Public Debt, Development activities financed by		
Public Expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and	6	
credit policy, Recent trends- Role of Finance Commission.		
Module-4: Trade Policy		
India's Trade Policy, Magnitude and direction of Indian International trade, bilateral and multilateral		
trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major	6	
components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New	0	
Economic Policy on Balance of Payments.		
Module-5: WTO	No. of Hours	
Nature and scope - structure - trading blocks - role and functions of WTO in promoting world trade -		
Principles - TRIPS, TRIMS and GATS, Disputes settlement mechanism- Dumping and Anti-dumping	6	
measures.		

Course (Course Outcomes: At the end of the course, the students will be able to		
CO1	Outline various components of Business Environment.		
CO2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		
CO3	Understand Government policies for development and arising issues.		

Text Bo	Text Books		
1.	Justin Paul, Business Environment Text and Cases, TMH.		
2.	Fernando, Business Environment, IE, Pearson, 2011		
3.	Misra S. K & Puri V. K, Economic Environment of Business, Himalaya Publishing House.		

Web links and Video lectures (e-Resources)	
https://archive.nptel.ac.in/courses/109/103/109103171/	

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.



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CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	Internal Assessment1	50	Average of Best two Assessments,	
-	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10	
	Presentation			
SEE	Semester End Examination	100	50	50
	(Frand Total		100

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelor of Business Administration

SEMESTER-I					
BUSINESS ETHICS					
		Category: VBC			
Course Code	:	B25BBA105	CIE	:	50 Marks
Teaching Hours L : T : P	:	2:0:0	SEE	:	50 Marks
Total Hours	:	30	Total	:	100 Marks
Credits	:	2	SEE Duration	:	3Hrs

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

Module-1: Introduction to Business Ethics	No. of Hours	
ntroduction, Ethics and Business Ethics, The 3 C's of Business Ethics, Importance of Business Ethics,		
Ethical Concepts, Ethical Models, Ethical Principles, Forms of Ethical Theories.	ies.	
Module-2: Values, Norms, Beliefs and Standards	No. of Hours	
Introduction to VALUES, NORMS, BELIEFS AND STANDARDS, Nature of Values, Value System	6 6	
Formation, 'Secord and Backman' – Mythologies.		
Module-3: Ethical Dilemma and Ethical Decision Making		
Introduction to Ethical Dilemma, Features of Ethical Dilemma., Methods of Resolving Ethical		
Dilemmas, Approaches of Resolving Ethical Dilemmas Ethical Decision Making.	6	
Module-4: Ethical Leadership		
Introduction, Elements of Ethical Leadership, Impacts of Ethical Leadership, The 4-V Model of		
Ethical Leadership, Traits of an Ethical Leader, Ethical Corporate Behaviour.	6	
Module-5: Business Ethics & Functional Decision Marking		
Ethical Aspect in Marketing, Ethics in HRM, Ethical in Production and Operations Management,	6	
Ethics in Finance, Ethics in IT	0	

Course	Course Outcomes: At the end of the course, the students will be able to		
CO1	Demonstrate issues and challenges ethical business group.		
CO2	Outline Ethical and Moral issues concerning business.		
CO3	Understand right ethical practices in the conduct of business.		

Text Bo	oks
1.	R.K. Sharma, PuneetGoel & PoojaBhagwan. Business Ethics and Corporate Governance, Kalyani Publishers.
2.	A. C. Fernando. Business Ethics: An Indian Perspective, Pearsons India Limited.
3.	Satish Modh, Ethical Management: Text and Cases in Business Ethics and Corporate Governance, Macmillan
	Publishers India limited.

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/107/110107114/

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.



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CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	Internal Assessment1	50	Average of Best two Assessments,	
-	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar Presentation	20	10	
SEE	Semester End Examination	100	50	50
	(Grand Total		100

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelor of Business Administration

SEMESTER-I					
	BUSINESS COMMUNICATION-I				
		Category: AEC			
Course Code	:	B25BBA106	CIE	:	50 Marks
Teaching Hours L: T: P	:	2:0:0	SEE	:	50 Marks
Total Hours	:	30	Total	:	100 Marks
Credits	:	2	SEE Duration	T :	3Hrs

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

Module-1: Listening Skills	No. of Hours
Listening as a Basic Skills Communication Introduction - The emergence of listening as a skill and its	
meaning - Kinds of Listening - Listening skills in question - Need for listening skills - Acquisition of	6
listening skills – Activities.	
Module-2: Speaking Skills	No. of Hours
Speaking/listening-oral communication - Dos and Don'ts while speaking and listening - Importance of	6
oral communication in real-life situations - Revise the phonetics and pronunciation – Activities.	6
Module-3: Reading Skills	No. of Hours
Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes	
and associated comprehension - Reading for understanding concepts - details, coherence, logical	6
progression and meanings of phrases/ expressions – Activities.	
Module-4: Writing Skills	No. of Hours
Guidelines for effective writing - writing styles for application, resume, personal letter,	
official/business letter, memo, notices etc outline and revision.	6
Module-5: Activities	No. of Hours
Formatting personal and business letters, Organizing the details in a sequential order, Converting a	
biographical note into a sequenced resume or vice-versa, Ordering and sub-dividing the contents while	6
making notes, Writing notices for circulation/boards.	

Course Outcomes: At the end of the course, the students will be able to				
CO1	CO1 Demonstrate various communication skills relevant to business.			
CO2	Outline significance of communication skills in contemporary business scenario.			
CO3	To familiarize with the language proficiency and enable the student to enhance vocabulary.			

Text Books		
1.	English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP	
2.	The Lost Art of Listening by Michael P. Nichols, PhD Guilford press, Third Edition	
3.	Oxford Guide to Effective Writing and Speaking by John Seely.	

Web links and Video lectures (e-Resources)	
https://archive.nptel.ac.in/courses/109/106/109106129/	

ASSESSMENT STRUCTURE:

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Department of Bachelor of Business Administration

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	y Internal Assessment1 50 Average of Best two Assessments,		Average of Best two Assessments,	
	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10	
	Presentation			
SEE	Semester End Examination	100	50	50
	Grand Total			

- 1. The Question paper for each course contains two parts, Part A and Part B.
- 2. Part A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are allowed.
- 3. Part B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.



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Department of Bachelors of Business Administration

SEMESTER-I					
	SAMSKRUTIKA KANNADA				
		Category: Al	EC		
Course Code	:	B25BBA107A	CIE	:	50 Marks
Teaching Hours L:T:P	:	2:0:0	SEE	:	50 Marks
Total Hours	:	30	Total	:	100 Marks
Credits	:	2	SEE Duration	:	1 Hr

	Course Objectives
1.	ಪದವಿವಿದ್ಯಾರ್ಥಿಗಳಾಗಿರುವುದರಾಂದಕನ್ನಡಭಾಷೆ, ಸಹಿತಾಮತ್ತುಸಂಸ್ಕೃತಿಯಪರಚಯಮಾಡಿಕೊಡುವುದ.
2.	ಕನ್ನಡಸಹಿತಾದಪರಧಾನ್ಭಾಗವಾದಆಧುನಿಕಪೂವಿಮತ್ತುಆಧುನಿಕಕ್ಷವಾಗಳನ್ನನಪರಚಯಿಸಿವುದ.
3.	ವಿದ್ಯಾರ್ಥಿಗಳಲಿಲಸಹಿತಾಮತ್ತುಸಂಸ್ಕೃತಿಯಬಗೆೆಅರವುಹಾಗೂಆಸ್ಕ್ತುಯನ್ನನಮೂಡಿಸುವುದು.
4.	ತಾಂತಿರಕವಾಕ್ತುಗಳಪರಚಯವನ್ನನಹಾಗೂಅವರುಗಳಸಧಿಸಿದವಿಷಯಗಳನ್ನನಪರಚಯಿಸುವುದ.
5.	ಸಾಂಸ್ಕೃತಿಕ, ಜನ್ವದಹಾಗೂಪರವಾಸ್ಕಥನ್ಗಳಪರಚಯಮಾಡಿಕೊಡುವುದು.

	Module – 1: ಕನ್ನಡಸಂಸ್ಕೃತಿಮತ್ತುಭಾಷೆಕುರತದಲೇಖನ್ಗಳ	No. of Hours
1.	ಕನಾಿಟ್ಕಸಂಸ್ಕೃತಿ - ಹಂಪನಾಗರಾಜಯಾ	
2.	ಕನಾಿಟ್ಕದಏಕ್ತೋಕರಣ: ಒಾಂದುಅಪೂವಿಚರತ್ರರ - ಜಿ. ವಾಂಕಟ್ಸುಬಬಯಾ	6
3.	ಆಡಳಿತಭಾಷೆಯಾಗಿಕನ್ನಡ - ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶಮತ್ತುಪ್ರೋ. ವಿ. ಕೇಶವಮೂತಿಿ	
	Module – 2: ಆಧುನಿಕಪೂವಿದಕ್ಷವಾಭಾಗ	No. of Hours
1.	ವಚನ್ಗಳು :ಬಸ್ವಣಣ , ಅಕಕಮಹಾದೇವಿ, ಅಲ್ಲಮಪರಭು, ಆಯದಕ್ತಕಮಾರಯಾ , ಜೇಡರದ್ಯಸಿಮಯಾ ,	
	ಆಯದಕ್ತಕಲ್ಕ ಕಮಮ	6
2.	ಕ್ತೋತಿನೆಗಳು : ಅದರಾಂದೇನ್ನಫಲ್ಇದರಾಂದೇನ್ನಫಲ್ – ಪುರಂದರದ್ಯಸ್ರುತಲ್ಲಣಿಸ್ದಿರುಕಂಡಾತಳುಮನ್ವೇ - ಕನ್ಕದ್ಯಸ್ರು	
3.	ತತವಪದಗಳು : ಸವಿರಕೊಡಗಳಸುಟ್ಟಟ - ಶಿಶುನಾಳಶರೋಫ	
	Module – 3: ಆಧುನಿಕಕ್ಷವಾಭಾಗ	No. of Hours
1.	ಡಿವಿಜಿರವರಮಂಕುತಿಮಮನ್ಕ ಗೆದಿಾಂದಅಯದಕ್ಕ ಲ್ವುಭಾಗಗಳು	
2.	ಕುರುಡುಕ್ಷಾಂಚಾಣ :ದ್ಯ.ರಾ. ಬಾಂದ್ರ	6
3.	ಹೊಸ್ಪ್ಗಳಿನ್ಗೀತ್ರ : ಕುವಾಂಪು	
4.	4. ಮಬ್ಬಬನಿಾಂದಮಬ್ಬಬಗೆ : ಜಿಎಸ್ಕಿವರುದರಪಪ	
5.	ಚೋಮನ್ಮಕಕಳಹಾಡು : ಸಿದದಲಿಾಂಗಯಾ	
	Module – 4: ತಾಂತಿರಕವಾಕ್ತುಗಳಪರಚಯ	No. of Hours
1.	ಡಾ. ಸ್ರ್. ಎಾಂ. ವಿಶ್ವೋಶವರಯಾ :ವಾಕ್ತುಮತ್ತುಐತಿಹ್ಾ – ಎ. ಎನ್. ಮೂತಿಿರಾವ್	
2.	ಕರಕುಶಲ್ಕ ಲೆಗಳುಮತ್ತುಪರಂಪರೆಯವಿಜ್ಞಾನ್ : ಕರೋಗೌಡಬ್ಬೋಚನ್ಮ್ನಿ	6
	Module – 5: ಸಾಂಸ್ಕೃತಿಕ, ಜನ್ಪದಕಥೆಮತ್ತುಪರವಾಸ್ಕಥನ್	No. of Hours
1.	ಯುಗಾದಿ : ವಸುಧಾಂದರ	
2.	ಮ್ಗಾನೆಎಾಂಬಗಿರಜನ್ವವಿತ : ಹಿ.ರ್ಚ. ಬೋರಲಿಾಂಗಯಾ	6



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Cours	Course Outcomes: At the end of the course, the students will be able to				
CO1	ಕನ್ನಡಭಾಷೆ, ಸಹಿತಾಮತ್ತುಕನ್ನಡದಸಂಸ್ಕೃತಿಯಕುರತ್ತಅರವುಮೂಡಿರುತುದ್.				
CO2	ಕನ್ನಡಸಹಿತಾದಆಧುನಿಕಪೂವಿಮತ್ತುಆಧುನಿಕಕ್ಷವಾಗಳನ್ನನಸಾಂಕೇತಿಕವಾಗಿಕಲಿತ್ತಹೆರ್ಚಿನ್ಓದಿಗೆ				
	ಮತ್ತುಜ್ಞಾನ್ಕ್ಕ ಕಸ್ಪಪತಿಿಮೂಡುತುದ್.				
CO3	ವಿದ್ಯಾರ್ಥಿಗಳಲಿಲಸಹಿತಾಮತ್ತುಸಂಸ್ಕೃತಿಯಬಗೆೆಅರವುಹಾಗೂಆಸ್ಕ್ತುಯನ್ನನಹೆಚಾೆಗುತುದ್.				
CO4	ತಾಂತಿರಕವಾಕ್ತುಗಳಪರಚಯಹಾಗೂಅವರುಗಳಸಧಿಸಿದವಿಷಯಗಳನ್ನನತಿಳಿದುಕೊ ಾ ಂಡುನಾಡಿನ್ ಇನಿನ ತರ				
	ವಾಕ್ತುಗಳಬಗೆ ಿ ತಿಳಿದುಕೊಳುಲುಕೌತ್ತಕತ್ರಹೆಚಾ ಿ ಗುತುದ				
CO5	ಸಾಂಸ್ಕೃತಿಕ, ಜನ್ಪದಹಾಗೂಪರವಾಸ್ಕಥನ್ಗಳಪರಚಯಮಾಡಿಕೊಡುವುದು				

Text B	Text Books				
1.	1. ಪಠ್ಾಪುಸ್ುಕ :ಸಾಂಸ್ಕೃತಿಕಕನ್ನಡಡಾ. ಹಿ.ರ್ಚ.ಬೋರಲಾಂಗಯಾಮತ್ತುಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ, ಪರಸರಾಾಂಗ,				
	ವಿಶ್ವೋಶವರಯಾತಾಂತಿರಕವಿಶವವಿದ್ಯಾಲ್ಯ, ಬೆಳಗಾವಿ.				
2.	ವಿಶೇಷಸ್ಪಚನೆ :				
	1. ಮೇಲಿನ್ವರ್ಾಕರಮಕ್ಕ ಕಸಿೋಮಿತವಾಗಿಅಾಂತಿಮಪರೋಕ್ಕಾಯಪರಶ್ನ ಪತಿರಕ್ಕ ಇರುತುದ್.				

ASSESSMENT STRUCTURE:

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50). The minimum passing mark for the SEE is 35% of the maximum marks (18 marks out of 50). A student shall secure a minimum of 40% (40 marks out of 100) in the total of CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	weightage	Total Marks
Theory	Internal Assessment1	50	Average of Best two Assessments,	
	Internal Assessment2	50	scale down to	
	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10]
	Presentation			
SEE	Semester End Examination	100	50	50
	Grand Total			

SEMESTER END EXAMINATION (SEE):

SEE paper shall be set for 50 questions, each question carries 01 mark. The pattern of the question paper is MCQ (Multiple Choice Questions). The time allotted for SEE is 01 hour.



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Department of Bachelors of Business Administration

SEMESTER-I						
BALAKE KANNADA						
	Category: AEC					
Course Code	:	B25BBA107B	CIE	:	50 Marks	
Teaching Hours L:T:P	:	2:0:0	SEE	:	50 Marks	
Total Hours	:	30	Total	:	100 Marks	
Credits	:	2	SEE Duration	:	1 Hr	

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

	Module – 1	No. of Hours
1.	Introduction, Necessity of learning a local language. Methods to learn the Kannada language.	
2.	Easy learning of a Kannada Language: A few tips. Hints for correct and polite conservation,	
	Listening and Speaking Activities, Key to Transcription	6
3.	ವೈಯಕ್ತಿಕ, ಸ್ಮಾಮ್ಯಸೂಚಕ/ಸಂಬಂಧಿತಸಾರ್ವನಾಮಗಳುಮತ್ತುಪ್ರಶ್ನಾರ್ಥಕಪದಗಳು- Personal Pronouns,	
	Possessive Forms, Interrogative words	
	Module – 2	No. of Hours
1.	ನಾಮಪದಗಳಸಂಬಂಧಾರ್್ಕರೂಪಗಳು, ಸಂದೇಹಾಸ್ಪದಪೆಶ್ವಗಳುಮತ್ತತಸಂಬಂಧವಾಚಕ ನಾಮಪದಗಳು -	
	Possessive forms of nouns, dubitive question and Relative nouns	6
2.	ಗುಣ, ಪರಮಾಣಮತ್ತತವಣ್ಣಣಣವಿಶೇಷಣಗಳು, ಸಂಖಯವಾಚಕಗಳು Qualitative, Quantitative and Colour	O
	Adjectives, Numerals	
3.	ಕಾರಕರೂಪಗಳುಮತ್ತುವಿಭಕ್ತಿಪ್ರತ್ಯಯಗಳು -ಸಪ್ತಮಿವಿಭಕ್ತಿಪ್ರತ್ಯಯ - (ಆ, ಅದು, ಅವು, ಅಲ್ಲಿ) - Predictive Forms,	
	Locative Case	
	Module – 3	No. of Hours
1.	ಚತುರ್ಥಿವಿಭಕ್ತಿಪ್ರತ್ಯಯದಬಳಕೆಮತ್ತುಸಂಖ್ಯಾವಾಚಕಗಳು - Dative Cases, and Numerals	
2.	ಸಂಖ್ಯಾಗುಣವಾಚಕಗಳುಮತ್ತುಬಹುವಚನನಾಮರೂಪಗಳು -Ordinal numerals and Plural markers	6
3.	ನ್ಯೂನ/ನಿಷೇಧಾರ್ಥಕಕ್ರಿಯಾಪದಗಳು&ವರ್ಣಗುಣವಾಚಕಗಳು - Defective/Negative Verbs & Colour	
	Adjectives.	
	Module – 4	No. of Hours
1.	ಅಪ್ಪಣೆ/ಒಪ್ಪಿಗೆ, ನಿರ್ದೇಶನ, ಪ್ರೋತ್ಸಾಹಮತುಒತ್ತಾಯಆರ್ಥರೂಪಪದಗಳುಮತ್ತುವಾಕ್ಯಗಳು Permission, Commands,	
	encouraging and Urging words (Imperative words and sentences)	6
2.	ಸಾಮಾನ್ಯಸಂಭಾಷಣೆಗಳಲ್ಲಿದ್ದಿ.ತೀಯವಿಭಕ್ತಿಪ್ರತ್ಯಯಗಳುಮತ್ತುಸಂಭವನೀಯಪ್ರಕಾರಗಳು Accusative Cases and	Ü
	Potential Forms used in General Communication	
	Module – 5	No. of Hours
1.	ಕಾಲಮತ್ತುಸಮಯದಹಾಗೂಕ್ರಿಯಾಪದಗಳವಿವಿಧಪ್ರಕಾರಗಳು - Different types of Tense, Time and Verbs	
2.	ದ್, ತ್, ತು, ಇತು, ಆಗಿ, ಅಲ್ಲ, ಗ್, ಕ್, ಇದೆ. ಕ್ರಿಯಾಪ್ರತ್ಯಯಗಳೊಂದಿಗೆಭೂತ, ಭವಿಷ್ಯತ್ಮತ್ತುವತ್ಮಾನ್ನ್ಯಲವಾಕಯರಚನೆ -	6
	Formation of Past, Future and Present Tense Sentences with Verb Forms	
3.	Kannada Vocabulary List :ಸಂಭಾಷಣೆಯಲಿಿದಿನೋಪಯೋಗಿಕನ್ನಡಪದಗಳು -Kannada Words in	
	Conversation	

Course	Course Outcomes: At the end of the course, the students will be able to			
CO1	To understand the necessity of learning of local language for comfortable life.			



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CO2	To speak, read and write Kannada language as per requirement.
CO3	To communicate (converse) in Kannada language in their daily life with kannada speakers.
CO4	To Listen and understand the Kannada language properly.
CO5	To speak in polite conservation.

Text I	Text Books				
1.	ಕ್ನುಡಕಲಿಕೆಗಾಗಿ <u>ನಿಗದಿ</u> ಪಡಿಸಿದ ಪ್ಪ ಪ್ರಕ-(Prescribed Textbook to Learn Kannada)				

ASSESSMENT STRUCTURE:

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CONTINUOUS INTERNAL EVALUATION (CIE):

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	Internal Assessment3	50	40	50
CCA	Two Assignments / Seminar	20	10	
	Presentation			
SEE	Semester End Examination	100	50	50
Grand Total				100

SEMESTER END EXAMINATION (SEE):

SEE paper shall be set for 50 questions, each question carries 01 mark. The pattern of the question paper is MCQ (Multiple Choice Questions). The time allotted for SEE is 01 hour.