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

I & II Semester Scheme and Syllabus

(2026 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.
2. 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.

Bachelor of Business Administration

DEPARTMENT VISION

To be a center of excellence in emerging areas of business through teaching, learning and research.

DEPARTMENT MISSION

1. To transform life through excellence in education, research and consultancy.
2. To develop necessary competencies in students by providing exposure to advanced areas of knowledge through teaching, research and consultancy.
3. To help transform entrepreneurial ideas into sustainable economic and social organizations.
4. To enhance employability and provide adequate opportunities for better employment.
5. To promote moral and value based learning.
6. To inculcate multiculturalism and accommodate diversity.

PROGRAM OUTCOMES (POs)

PO1: Engineering Knowledge: Apply knowledge of mathematics, natural science, computing, engineering fundamentals and an engineering specialization as specified in WK1 to WK4 respectively to develop to the solution of complex engineering problems.

PO2: Problem Analysis: Identify, formulate, review research literature and analyze complex engineering problems reaching substantiated conclusions with consideration for sustainable development. (WK1 to WK4)

PO3: Design/Development of Solutions: Design creative solutions for complex engineering problems and design/develop systems /components / processes to meet identified needs with consideration for the public health and safety, whole-life cost, net zero carbon, culture, society and environment as required. (WK5)

PO4: Conduct Investigations of Complex Problems: Conduct investigations of complex engineering problems using research-based knowledge including design of experiments, modeling, analysis & interpretation of data to provide valid conclusions. (WK8).

PO5: Engineering Tool Usage: Create, select and apply appropriate techniques, resources and modern engineering & IT tools, including prediction and modeling recognizing their limitations to solve complex engineering problems. (WK2 and WK6)

PO6: The Engineer and The World: Analyze and evaluate societal and environmental aspects while solving complex engineering problems for its impact on sustainability with reference to economy, health, safety, legal framework, culture and environment. (WK1, WK5, WK7).

PO7: Ethics: Apply ethical principles and commit to professional ethics, human values, diversity and inclusion; adhere to national & international laws. (WK9)

PO8: Individual and Collaborative Team work: Function effectively as an individual, and as a member or leader in diverse/multi-disciplinary teams.

PO9: Communication: Communicate effectively and inclusively within the community and society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations considering cultural, language, and learning differences

PO10: Project Management and Finance: Apply knowledge and understanding of engineering management principles and economic decision-making and apply these to one’s own work, as a member and leader in a team, and to manage projects and in multidisciplinary environments.

PO11: Life-Long Learning: Recognize the need for, and have the preparation and ability for i) independent and life-long learning ii) adaptability to new and emerging technologies and iii) critical thinking in the broadest context of technological change. (WK8)

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To assist students to shape them in to business leaders, entrepreneurs and to meet social, managerial and business challenges.

PEO2: To assist students to show high levels of creativity, critical thinking, responsibility, teamwork and leadership in their careers to adapt themselves to rapidly changing environment.

PEO3: To equip students with necessary knowledge and managerial skills to occupy positions of management and administration in business and Industry.

PEO4: To inculcate appropriate ethical values and attitudes among students.

PEO5: To provide leadership skills, understand group and individual dynamics, and enable to work in teams.

PEO6: To mentor the students towards professionalism.

PEO7: To meet to the requirements of industry.

PEO8: To enable the students to meet the global standards.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1: Nurturing industry ready professionals with business and management acumen, who shall hold high degree of human values and social consciousness in their professional and personal lives.

PSO2: Enhance skills to lead digital transformation in your organization

PSO3: Strengthen interpersonal effectiveness and the ability to manage large teams

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MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES

Scheme of Teaching and Examinations – 2026 Scheme

Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

I Semester **Academic Year 2026-27**

Sl.No	Course Category and Course Code		Course Title	TD / PSB	Teaching Hours / Semester				Examination				Credits
					Lecture L	Tutorial T	Practical P	TW +SL S	CIE Marks	SEE Marks	Total marks	SEE Duration in hours	
1.	DSC	B26BBA101	Principles of Management	BBA	56	0	0	64	50	50	100	3	4
2.	DSC	B26BBA102	Fundamentals of Accounting	BBA	56	0	0	64	50	50	100	3	4
3.	DSC	B26BBA103	Statistics for Business Decisions	BBA	56	0	0	64	50	50	100	3	4
4.	MDEC/ OEC	B26BBA104	Indian Business Environment	BBA	28	0	0	32	50	50	100	2	2
5.	VAC	B26BBA105	Business Ethics	BBA	28	0	0	32	50	50	100	2	2
6.	AEC	B26BBA106	Business Communication - I	BBA	28	0	0	32	50	50	100	2	2
7.	AEC	B26BBA107A/ B	Samskrutika Kannada/ Balake Kannada	BBA	28	0	0	32	50	50	100	1	2
								TOTAL	350	350	700		20

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 **Dean-Academics** **Principal**

II Semester | **Academic Year 2026-27**

Sl.No	Course Category and Course Code		Course Title	TD / PSB	Teaching Hours/ Semester				Examination				Credits
					Lecture	Tutorial	Practical	TW + SL	CIE Marks	SEE Marks	Total marks	SEE Duration in hours	
					L	T	P	S					
1.	DSC	B26BBA201	Organizational Behavior	BBA	56	0	0	64	50	50	100	3	4
2.	DSC	B26BBA202	Financial Management	BBA	56	0	0	64	50	50	100	3	4
3.	DSC	B26BBA203	Managerial Economics	BBA	56	0	0	64	50	50	100	3	4
4.	MDEC	B26BBA204	Global Business Environment	BBA	28	0	0	32	50	50	100	2	2
5.	VBC	B26BBA205	Corporate Governance	BBA	28	0	0	32	50	50	100	2	2
6.	SEC	B26BBA206	IT in Business	BBA	28	0	0	32	50	50	100	2	2
7.	AEC	B26BBA207	Soft Skills and Personality Development	HSS	28	0	0	32	50	50	100	2	2
								TOTAL	**350**	**350**	**700**		**20**

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, NCMC: Non Credit Mandatory Course.

HOD | **Dean-Academics** | **Principal**

SEMESTER-I
PRINCIPLES OF MANAGEMENT
Category: DSC

Course Code	:	B26BBA101	CIE	:	50 Marks
Teaching Hours L:T:P	:	56:0:0:64	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
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	No. of Hours
Introduction to Management: Meaning, Definitions, Nature and Scope of Management, Management as Science, Art and Profession, Levels of Management and Managerial Skills, Functions of Management, Principles of Management by Henri Fayol, Scientific Management by F.W. Taylor, Contributions of Elton Mayo, Peter Drucker and Henry Mintzberg, Development of Management Thought.	10
Module-2	**No. of Hours**
Planning and Decision-making : Meaning and Importance of Planning, Planning Process, Types of Plans, Objectives, Policies, Procedures, Rules, Programs and Budgets, Decision Making – Meaning and Process, Types of	12
Module-3	**No. of Hours**
Organizing and Staffing: Meaning and Principles of Organizing, Organization Structure – Line, Functional and Line & Staff Organization, Departmentation – Meaning and Types, Delegation of Authority and Decentralisation, Span of Control, Staffing – Meaning and Importance, Recruitment, Selection, Training and Development, Performance Appraisal	11
Module-4	**No. of Hours**
Directing and Leadership: Meaning and Importance of Directing, Supervision – Meaning and Functions, Motivation – Meaning and Importance, Theories of Motivation: Maslow, Herzberg and McGregor, Leadership – Meaning, Styles and Qualities of a Leader, Communication – Process, Types and Barriers, Coordination –Meaning and Importance.	12
Module-5	**No. of Hours**
Controlling and Modern Management Practices: Meaning and Process of Controlling, Techniques of Control, Budgetary and Non-Budgetary Control Techniques, Total Quality Management (TQM), Business Ethics and Corporate Social Responsibility (CSR), Stress Management, Change Management, Contemporary Issues in Management.	11

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand the basic concepts and functions of management.
CO2	Familiarize students with evolution of management thought.
CO3	Develop managerial and leadership skills.
CO4	Understand planning, organizing, staffing, directing and controlling functions.
CO5	Provide knowledge about modern management practices and business ethics

Text Books	
1.	Horold Koontz and Iteinz Weibrich, Essential of Management, McGraw Hills International.
2.	K. Aswathapa, Essential of Business Administration, Himalaya Publishing House.
3.	Dr. L. M. Parasad, Principles & Practice of Management, Sultan Chand & Sons New Delhi.

Reference Text Books	
1.	J. S. Chandan, Management: Concept and Strategies, Vikas Publishing.
2.	Tripathi & Reddy, Principles of Management, Tata McGraw Hill.

Web links and Video Lectures (e-Resources):
https://nptel.ac.in/courses/110107150

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	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment 1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment 2	**50**		
	Internal Assessment 3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	1	-	-	1	2	1	1	-	-
CO2	2	1	3	2	-	1	1	-	-	-	-	-
CO3	2	2	2	1	-	1	1	2	3	3	1	1
CO4	3	2	2	2	1	1	1	1	2	2	1	1
CO5	2	2	1	1	-	2	3	3	2	2	2	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER: I					
FUNDAMENTALS OF ACCOUNTING **Category: DSC**					
Course Code	:	B26BBA102	CIE	:	50 Marks
Teaching Hours L:T:P	:	56:0:0:64	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
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	**No. of Hours**
Introduction to Accounting: Meaning, Definition and Objectives of Accounting, Accounting Concepts and Conventions, Accounting Principles and Standards, Branches of Accounting, Users of Accounting Information Accounting Equation, Double Entry System, Classification of Accounts – Personal, Real and Nominal Accounts, Rules of Debit and Credit. Generally Accepted Accounting Principles (GAAP). (Theory Only)	11
Module-2	**No. of Hours**
Journal, Ledger and Subsidiary Books: Journal – Meaning and Journalizing, Ledger – Meaning and Posting, Balancing of Accounts, Trial Balance – Meaning, Objectives and Preparation, Subsidiary Books – Cash Book, Purchase Book, Sales Book, Purchase Returns Book and Sales Returns Book, Petty Cash Book, Bank Reconciliation Statement (BRS). (Theory & Problems)	12
Module-3	**No. of Hours**
Depreciation and Rectification of Errors: Meaning and Causes of Depreciation, Methods of Depreciation – Straight Line Method and Written Down Value Method, Provisions and Reserves, Rectification of Errors, Suspense Account, Capital andRevenue Expenditure, Capital and Revenue Receipts. (Theory & Problems)	11
Module-4	**No. of Hours**
Final Accounts of Sole Traders: Meaning and Objectives of Final Accounts, Preparation of Trading Account, Profit and Loss Account, Balance Sheet, Adjustments in Final Accounts, Closing Entries, Manufacturing Account – Meaning and Preparation. (Theory & Problems).	11
Module-5	**No. of Hours**
Introduction to Computerized Accounting and Financial Analysis: Introduction to Computerized Accounting, Features and Advantages of Accounting Software, Introduction to Tally Prime or similar accounting packages, Ratio Analysis – Meaning and Importance, Liquidity Ratios, Profitability Ratios and Solvency Ratios, Cash Flow Statement –Meaning and Importance, Recent Trends in Accounting. (Theory & Problems).	11

Course Outcomes: At the end of the course, the students will be able to	
CO1	Provide basic knowledge of accounting principles and concepts.
CO2	Familiarize students with accounting procedures and practices
CO3	Develop skills in preparation of financial statements.
CO4	Understand accounting systems and methods used in business organizations
CO5	Enable students to interpret financial information for decision making

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

Reference Text Books	
1.	Radhaswamy, M & Gupta, R.L., Advanced Accountancy 2, Sultan Chand & Sons, New Delhi.
2.	Reddy, A., Fundamentals of Accounting, Himalaya Publishing House, New Delhi.

Web links and Video Lectures (e-Resources):
https://nptel.ac.in/courses/110101003

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	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40** (Average of Best two Assessments)	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	-	-	2	2	3	1	-	2
CO2	3	1	3	1	-	-	2	1	3	2	-	2
CO3	3	-	3	1	-	-	1	1	3	2	-	2
CO4	2	-	3	1	-	-	2	1	2	3	-	2
CO5	3	1	3	2	-	1	2	1	3	3	-	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-I					
STATISTICS FOR BUSINESS DECISIONS **Category: DSC**					
Course Code	:	B26BBA103	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	56:0:0:64	SEE	:	50 Marks
Total Hours/Semester	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3 Hrs

Course Learning Objective is	
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	**No. of Hours**
Introduction to Statistics: 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.	11
Module-2	**No. of Hours**
Measures of Central Tendency: Meaning, measures of Central Tendency - Arithmetic Mean, Median, Mode, Geometric mean and Harmonic mean (only theory) and Partition values - quartiles, deciles, percentiles.	11
Module-3	**No. of Hours**
Measures of Dispersion and Skewness: Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, Karl Pearson's measures of skewness.	11
Module-4	**No. of Hours**
Time Series: Meaning, Components of time series, Calculation of Secular Trend-Moving Average method – odd and even period moving average and method of Least Squares.	11
Module-5	**No. of Hours**
Correlation and Regression: 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.	12

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand statistical concepts, data collection, classification and tabulation methods.
CO2	Apply measures of central tendency and partition values in data analysis.
CO3	Analyze variability and skewness using measures of dispersion.
CO4	Evaluate time series data and identify secular trends using statistical methods.
CO5	Apply correlation and regression techniques to study relationships between variables.

Text Books	
1.	SharmaJ. 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.
Reference Text Books	
1.	SP Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi.
2.	S C Gupta. Fundamentals of Statistics, Himalaya Publishing House.

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.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per regulations	20	10	
SEE	Semester End Examination	100	50	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	2	-	-	-	1	1	1	2	-	-
CO2	1	2	2	-	-	1	2	1	3	3	-	1
CO3	1	2	3	2	2	1	-	3	1	2	-	-
CO4	1	1	3	3	-	-	2	1	1	3	2	-
CO5	3	-	2	3	-	-	-	1	2	3	-	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER -I					
INDIAN BUSINESS ENVIRONMENT **Category: MDEC/OEC**					
Course Code	:	B26BBA104	CIE	:	50 Marks
Teaching Hours L:T:P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2Hrs

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

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, nature, and factors influencing the business environment, including Liberalization, Privatization, and Globalization (LPG).
CO2	Describe the economic environment, economic systems, and the role of economic planning in India.
CO3	Explain the concepts and objectives of fiscal policy, monetary policy, and the role of the Finance Commission.
CO4	Describe India's trade policy, EXIM policy, balance of payments, and the role of EXIM Bank.
CO5	Explain the structure, principles, and functions of the WTO, including TRIPS, TRIMS, GATS, and dispute settlement mechanisms.

Text Books	
1.	Dr. S. N. Maheswari, Management Accounting, Mahavir Publications
2.	T. S. Sexana, Advanced Cost and Management Accounting, Sultan Chand

Reference Text Books	
1.	Jain and Narang, Cost and Management Accounting, Kalyani Publisher.
2.	Dr. S. N. Goyal and Manmohan, Management Accounting, S.N. Publications.

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110101003

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	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per regulations	20	10	
SEE	Semester End Examination	50	-	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	2	2	1	1	1	1	1
CO2	3	2	1	1	1	2	2	1	1	1	1	1
CO3	3	3	2	2	1	2	1	2	1	1	1	1
CO4	3	3	2	2	2	2	1	2	1	1	1	1
CO5	3	3	2	2	2	3	2	2	2	1	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER -I					
BUSINESS ETHICS Category:VAC					
Course Code	:	B26BBA105	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

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

Module-1	**No. of Hours**
Introduction to Business Ethics: Meaning and nature of ethics, Concept and scope of business ethics, Importance of ethics in business, Ethics, values and morality, Objectives and significance of ethical business practices, Ethical dilemmas in business.	6
Module-2	**No. of Hours**
Ethical Theories and Principles: Ethical theories: Utilitarianism, Rights Theory, Justice Theory, Principles of ethical decisionmaking, Personal ethics and professional ethics, Ethical leadership, Code of ethics and code ofconduct, Ethics in Indian business context.	6
Module-3	**No. of Hours**
Ethics in Functional Areas of Business: Marketing ethics, Financial ethics, Human resource ethics, Ethical issues in production and operations, Ethics in advertising and consumer protection, Ethical issues in information technology and digital business.	6
Module-4	**No. of Hours**
Corporate Social Responsibility and Corporate Governance: Meaning and importance of Corporate Social Responsibility (CSR), CSR initiatives in India, Corporate governance: Meaning and significance, Principles of good corporate governance, Role of Board of Directors and stakeholders, Business sustainability and ethical responsibility.	5
Module-5	**No. of Hours**
Contemporary Ethical Issues in Business: Environmental ethics, Workplace ethics, Gender equality and diversity ethics, Cyber ethics and social media ethics, Corruption, bribery, and whistleblowing, Ethical challenges in globalization and international business.	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the basic concepts, principles, and importance of business ethics.
CO2	Describe the role of values, norms, beliefs, and standards in ethical behavior.
CO3	Identify ethical dilemmas and apply simple approaches to ethical decision-making.
CO4	Explain the qualities of ethical leadership and ethical corporate behavior.
CO5	Apply ethical practices in different business functions such as marketing, HR, finance, production, and IT.

Text Books	
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.
Reference Text Books	
1.	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/110/105/110105079/

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	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment 1	50	40 (Average of Best two Assessments)	50
	Internal Assessment 2	50		
	Internal Assessment 3	50		
AAT	Any Two Assessments as per regulations	20	10	
SEE	Semester End Examination	50	-	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	3	2	3	1	1	1	1
CO2	2	2	1	1	1	3	2	3	1	1	1	1
CO3	3	3	2	2	1	3	2	3	2	1	1	1
CO4	3	2	2	1	1	3	2	3	3	2	1	2
CO5	3	3	2	2	2	3	2	3	2	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 – Low

SEMESTER -I					
BUSINESS COMMUNICATION - 1 **Category: AEC**					
Course Code	:	B26BBA106	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
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	No. of Hours
Fundamentals of Business Communication: Meaning, Nature and Importance of Business Communication, Process and Types of Communication, Barriers to Communication, Principles of Effective Communication, Formal and Informal Communication, Communication Ethics and Professionalism.	6
Module-2	**No. of Hours**
Verbal and Non-Verbal Communication: Oral Communication Skills, Listening Skills and Techniques, Public Speaking Basics, Non-Verbal Communication: Body Language, Gestures, Facial Expressions, Posture., Interpersonal Communication Skills, Cross-Cultural Communication Basics.	6
Module-3	**No. of Hours**
Business Correspondence: Structure and Layout of Business Letters, Inquiry, Complaint, Adjustment, and Order Letters, mail Writing and Email Etiquette, Notice, Circular, and Memorandum, Resume and Cover Letter Writing	6
Module-4	**No. of Hours**
Presentation and Group Communication: Presentation Skills and Techniques, Use of Visual Aids in Presentations, Group Discussion Skills, Conducting Meetings and Writing Minutes, Team Communication and Workplace Etiquette.	5
Module-5	**No. of Hours**
Employability and Professional Communication: Interview Skills and Mock Interviews, Telephone and Virtual Communication Etiquette, Report Writing Basics, Communication for Customer Relations, Communication in Digital and Social Media Platforms	5

Course Outcomes: At the end of the course, the students will be able to	
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.
CO4	Exhibit effective written communication suitable for academic, professional, and workplace contexts.
CO5	Apply appropriate formats and conventions in drafting personal and business letters.

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
Reference Text Books	
1.	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:

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	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment 1**	**50**	**40** **(Average of Best two Assessments)**	**50**
	Internal Assessment 2	**50**		
	Internal Assessment 3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The question paper shall be set for 50 marks and duration of SEE is 2 hours.
2. Two questions of 10 marks (with minimum of 2 sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Question papers to be set as per the Blooms Taxonomy levels.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	3	1	2	1	1	2	3	3	1	1
CO2	2	2	2	1	2	1	1	2	2	2	1	1
CO3	1	1	2	1	1	1	1	2	1	2	1	1
CO4	2	2	3	2	2	1	1	2	3	3	1	1
CO5	2	2	3	2	2	1	1	2	2	3	1	1

Level 3 - High, Level 2 - Moderate, Level 1 – Low

Semester-I					
ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ **Category: HSMC**					
Course Code	:	B26BBA107A	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	1Hr

Course Learning Objective is	
1.	ವೃತ್ತಿಪರ ಪದವಿ ವಿದ್ಯಾರ್ಥಿಗಳಾಗಿರುವುದರಿಂದ ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಕನ್ನಡದ ಸಂಸ್ಕೃತಿಯ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು
2.	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಧಾನ ಭಾಗವಾದ ಆಧುನಿಕ ಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಸಾಂಕೇತಿಕವಾಗಿ ಪರಿಚಯಿಸುವುದು.
3.	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಧಾನ ಭಾಗವಾದ ಆಧುನಿಕ ಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಸಾಂಕೇತಿಕವಾಗಿ ಪರಿಚಯಿಸುವುದು.
4.	ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಬೋಧನೆ ಮತ್ತು ಕಲಿಕಾ ವ್ಯವಸ್ಥೆ
5.	ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯಿಸುವುದು.

ಬೋನೆಮತ್ತುಕಲಿಕಾವ್ಯವಸ್ಥೆ/(Teaching–Learning Process-General Instructions) :

These are sample Strategies; which teacher can use to accelerate the attainment of the course outcomes.

1. ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡವನ್ನು ಬೋಧಿಸಲು ತರಗತಿಯಲ್ಲಿ ಶಿಕ್ಷಕರು ಪ್ರಸ್ತುತ ಪುಸ್ತಕ ಆಧರಿಸಿ ಬೋರ್ಡ್ ವಿಧಾನವನ್ನು ಅನುಸರಿಸುವುದು. ಪ್ರಮುಖ ಅಂಶಗಳ ಚಾರ್ಟ್‌ಗಳನ್ನು ತಯಾರಿಸಲು ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಪ್ರೇರೇಪಿಸುವುದು ಮತ್ತು ತರಗತಿಯಲ್ಲಿ ಅವುಗಳನ್ನು ಚರ್ಚಿಸಲು ಅವಕಾಶ ಮಾಡಿಕೊಡುವುದು.
2. ಇತ್ತೀಚಿನ ತಂತ್ರಜ್ಞಾನದ ಅನುಕೂಲಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳುವುದು –ಅಂದರೆ ಕವಿ-ಕಾವ್ಯ ಪರಿಚಯದಲ್ಲಿ ಕವಿಗಳ ಚಿತ್ರಣ ಮತ್ತು ಲೇಖನಗಳು ಮತ್ತು ಕಥೆ,ಕಾವ್ಯಗಳ ಮೂಲ ಅಂಶಗಳಿಗೆ ಸಂಬಂಧಪಟ್ಟ ಧ್ವನಿ ಚಿತ್ರಗಳು, ಸಂಭಾಷಣೆಗಳು ಈಗಾಗಲೇ ಇತರ ವಿಮರ್ಶಕರು ಬರೆದಿರುವ ವಿಮರ್ಶಾತ್ಮಕ ವಿಷಯಗಳನ್ನು ಪಿ. ಪಿ. ಟಿ, ಡಿಜಿಟಲ ಮಾಧ್ಯಮಗಳ ಮುಖಾಂತರ ವಿಶ್ಲೇಷಿಸುವುದು.
3. ನವೀನ ಮಾದರಿಯ ಸಾಹಿತ್ಯ ಬೋಧನೆಗೆ ಸಂಬಂಧಪಟ್ಟ ವಿಧಾನಗಳನ್ನು ಶಿಕ್ಷಕರು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅನುಕೂಲವಾಗುವ ರೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಬಹುದು

ಘಟಕ-1 ಕನ್ನಡ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಭಾಷೆ ಕುರಿತಾದ ಲೇಖನಗಳು	No. of Hours
1.ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿ – ಹಂಪಾ ನಾಗರಾಜಯ್ಯ 2.ಕರ್ನಾಟಕದ ಏಕೀಕರಣ ಒಂದು ಅಪೂರ್ವ ಚರಿತ್ರೆ- ಜಿ. ವೆಂಕಟಸುಬ್ಬಯ್ಯ 3.ಆಡಳಿತ ಭಾಷೆಯಾಗಿ ಕನ್ನಡ- ಡಾ.L. ತಿಮ್ಮೇಶ ಮತ್ತು ಪ್ರೋವಿ. ಕೇಶವಮೂರ್ತಿ	6
ಘಟಕ-2 ಆಧುನಿಕ ಪೂರ್ವದ ಕಾವ್ಯಭಾಗ	No. of Hours
1.ವಚನಗಳು-ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಅಲ್ಲಮಪ್ರಭು, ಆಯ್ದಕ್ಕಿ ಮಾರಯ್ಯ, ಜೇಡರ ದಾಸಿಮಯ್ಯ, ಆಯ್ದಕ್ಕಿ ಲಕ್ಕಮ್ಮ 2.ಕೀರ್ತನೆಗಳು-ಅದರಿಂದೇನು ಫಲ ಇದರಿಂದೇನು ಫಲ -ಪುರಂದರದಾಸರು,ತಲ್ಲಣಿಸದಿರು ಕಂಡ್ಯ ತಾಳುಮನವೇ -ಕನಕದಾಸರು 3.ತತ್ವಪದಗಳು –ಸಾವಿರ ಕೊಡಗಳ ಸುಟ್ಟು –ಶಿಶುನಾಳ ಷರೀಫ	6
ಘಟಕ -3 ಆಧುನಿಕ ಕಾವ್ಯಭಾಗ	No. of Hours
1.ಡಿವಿಜಿ ರವರ ಮಂಕುತಿಮ್ಮನ ಕಗ್ಗದಿಂದ ಆಯ್ದ ಕೆಲವು ಭಾಗಗಳು 2.ಕುರುಡು ಕಾಂಚಾಣ -ದ. ರಾ. ಬೇಂದ್ರೆ 3.ಹೊಸಬಾಳಿನ ಗೀತೆ- ಕುವೆಂಪು	6
ಘಟಕ-4 ತಾಂತ್ರಿಕ ವ್ಯಕ್ತಿಗಳ ಪರಿಚಯ	No. of Hours
ಡಾ. ಸರ್. ಎಂ ವಿಶ್ವೇಶ್ವರಯ್ಯ :ವ್ಯಕ್ತಿ ಮತ್ತು ಐತಿಹ್ಯ A.N ಮೂರ್ತಿರಾವ್ ಕರಕುಶಲ ಕಲೆಗಳು ಮತ್ತು ಪರಂಪರೆಯ ವಿಜ್ಞಾನ ಕರೀಗೌಡ ಬೀಚನಹಳ್ಳಿ	5
ಘಟಕ-5 ಸಾಂಸ್ಕೃತಿಕ ಜನಪದ ಕಥೆ ಮತ್ತು ಪ್ರವಾಸ ಕಥೆ	No. of Hours
1.ಯುಗಾದಿ -ವಸುಧೇಂದ್ರ 2.ಮೆಗಾನೆ ಎಂಬ ಗಿರಿಜನ ಪರ್ವತ -ಹಿ.ಚಿಬೋರಲಿಂಗಯ್ಯ	5

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ ಪಠ್ಯ ಕಲಿಕೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ

Course Outcomes: At the end of the course, the students will be able to	
CO1	ಕನ್ನಡ ಭಾಷೆ ,ಸಾಹಿತ್ಯ ಮತ್ತು ಕನ್ನಡದ ಸಂಸ್ಕೃತಿಯ ಕುರಿತು ಅರಿವು ಮೂಡಿರುತ್ತದೆ.
CO2	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಧಾನ ಭಾಗವಾದ ಸಾಂಕೇತಿಕವಾಗಿ ಕಲಿತು ಹೆಚ್ಚಿನ ಓದಿಗೆ ಮತ್ತು ಜ್ಞಾನಕ್ಕೆ ಸ್ಫೂರ್ತಿ ಮೂಡಿರುತ್ತದೆ
CO3	ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಆಸಕ್ತಿಯು ಹೆಚ್ಚಾಗುತ್ತದೆ
CO4	ತಾಂತ್ರಿಕ ವ್ಯಕ್ತಿಗಳ ಪರಿಚಯ ಹಾಗೂ ಅವರುಗಳು ಸಾಧಿಸಿದ ವಿಷಯಗಳನ್ನು ತಿಳಿದುಕೊಂಡು ನಾಡಿನ ಇನ್ನಿತರ ವ್ಯಕ್ತಿಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳಲು

	ಕೌತುಕತೆ ಹೆಚ್ಚಾಗುತ್ತದೆ.
CO5	ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು

Text Books

University prescribed Text Books:

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ
ಡಾ.ಹಿ.ಚಿ.ಬೋರಲಿಂಗಯ್ಯ ಮತ್ತು ಡಾ.ಎಲ್ ತಿಮ್ಮೇಶ
ಪ್ರಕಟಣೆ:ಪ್ರಸಾರಾಂಗ,
ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ.

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	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment 1 (MCQs)	50	40 (Average of Best Two Assessments)	50
	Internal Assessment 2 (MCQs)	50		
	Internal Assessment 3 (MCQs)	50		
AAT	Any Two Assessments as per regulations	20	10	
SEE	Semester End Examination	50	-	50
Total Marks				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.

Semester-I

ಬಳಕೆ ಕನ್ನಡ/ Balake Kannada (Kannada for Usage)

Category: HSMC

Course Code	:	B26BBA107B	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	1 Hr

Course Learning Objective is/ಬಳಕೆ ಕನ್ನಡ ಕಲಿಕೆಯ ಉದ್ದೇಶಗಳು	
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.

Teaching-Learning Process/ಬೋಧನೆ ಮತ್ತು ಕಲಿಕಾ ವ್ಯವಸ್ಥೆ

These are sample Strategies, which teacher can use to accelerate the attainment of the various course outcomes.

1. ಬಳಕೆ ಕನ್ನಡವನ್ನು ತರಗತಿಯಲ್ಲಿ ಶಿಕ್ಷಕರು ಬೋಧಿಸಲು ವಿಟಿಯು ಸೂಚಿಸಿರುವ ಪಠ್ಯ ಪುಸ್ತಕವನ್ನು ಉಪಯೋಗಿಸಬೇಕು.
2. ಪ್ರಮುಖ ಅಂಶಗಳ ಚಾರ್ಟ್‌ಗಳನ್ನು ತಯಾರಿಸಲು ಉತ್ತೇಜಿಸುವುದು ಮತ್ತು ಅವುಗಳನ್ನು ಚರ್ಚಿಸಲು ಅವಕಾಶ ಮಾಡಿಕೊಡುವುದು.
3. ಪ್ರತಿ ವಿದ್ಯಾರ್ಥಿ ಪುಸ್ತಕವನ್ನು ತರಗತಿಯಲ್ಲಿ ಬಳಸುವಂತೆ ನೋಡಿಕೊಳ್ಳುವುದು ಮತ್ತು ಪ್ರತಿ ಪಾಠ ಮತ್ತು ಪ್ರವಚನಗಳ ಮೂಲ ಅಂಶಗಳಿಗೆ ಸಂಬಂಧಪಟ್ಟಂತೆ ಪೂರಕ ಚಟುವಟಿಕೆಗಳಿಗೆ ತೊಡಗಿಸತಕ್ಕದ್ದು.
4. ಡಿಜಿಟಲ ತಂತ್ರಜ್ಞಾನದ ಮುಖಾಂತರ ಇತ್ತೀಚೆಗೆ ಡಿಜಿಟಲೀಕರಣಗೊಂಡಿರುವ ಭಾಷೆ ಕಲಿಕೆಯ ವಿಧಾನಗಳನ್ನು ಪಿಪಿಟಿ ಮತ್ತು ದೃಶ್ಯ ಮಾಧ್ಯಮದ ಮುಖಾಂತರ ಚರ್ಚಿಸಲು ಕ್ರಮ ಕೈಗೊಳ್ಳುವುದು. ಇದರಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ತರಗತಿಯಲ್ಲಿ ಹೆಚ್ಚು ಏಕಾಗ್ರತೆಯಿಂದ ಪಾಠ ಕೇಳಲು ಮತ್ತು ಅಧ್ಯಯನದಲ್ಲಿ ತೊಡಗಲು ಅನುಕೂಲವಾಗುತ್ತದೆ.
5. ಭಾಷಾ ಕಲಿಕೆಯ ಪ್ರಯೋಗಾಲಯದ ಮುಖಾಂತರ ಬಹುಬೇಗ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಕಲಿಯಲು ಅನುಕೂಲವಾಗುವಂತೆ ಕಾರ್ಯ ಚಟುವಟಿಕೆಗಳನ್ನು ಮತ್ತು ಕ್ರಿಯಾ ಯೋಜನೆಗಳನ್ನು ರೂಪಿಸುವುದು.

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 3. ವೈಯಕ್ತಿಕ, ಸ್ವಾಮ್ಯಸೂಚಕ /ಸಂಬಂಧಿತ ಸರ್ವನಾಮಗಳು ಮತ್ತು ಪ್ರಶ್ನಾರ್ಥಕ ಪದಗಳು- Personal Pronouns, Possessive Forms, Interrogative words	5
Module– 2	**No. of Hours**
1. ನಾಮಪದಗಳ ಸಂಬಂಧಾರ್ಥಕ ರೂಪಗಳು, ಸಂದೇಹಾಸ್ಪದ ಪ್ರಶ್ನೆಗಳನ್ನು ಮತ್ತು ಸಂಬಂಧವಾಚಕ ನಾಮಪದಗಳು- Possessive forms of nouns, dubitive question and Relative nouns 2. ಗುಣ, ಪರಿಮಾಣ ಮತ್ತು ವರ್ಣ ಬಣ್ಣ ವಿಶೇಷಣಗಳು, ಸಂಖ್ಯಾವಾಚಕಗಳು-Qualitative, Quantitative and Color Adjectives, Numerals 3. ಕಾರಕ ರುಪಗಳು ಮತ್ತು ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು-ಸಪ್ತಮಿ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಆ, ಅದು, ಅವು, ಅಲ್ಲಿ)Predictive Forms, Locative Case	6
Module– 3	**No. of Hours**
1. ಚತುರ್ಥಿ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯದ ಬಳಕೆ ಮತ್ತು ಸಂಖ್ಯಾವಾಚಕಗಳು-Dative Cases, and Numerals 2. ಸಂಖ್ಯಾ ಗುಣವಾಚಕಗಳು ಮತ್ತು ಬಹುವಚನ ನಾಮ ರೂಪಗಳು-Ordinal numerals and Plural markers 3. ನ್ಯೂನ ನಿಷೇಧಾರ್ಥಕ ಕ್ರಿಯಾಪದಗಳು ವರ್ಣ ಗುಣವಾಚಕಗಳು-Defective/Negative Verbs & Color Adjectives.	6

Module– 4	**No. of Hours**
1. ಅಪ್ಪಣೆ ಒಪ್ಪಿಗೆ, ನಿರ್ದೇಶನ, ಪ್ರೋತ್ಸಾಹ ಮತ್ತು ಒತ್ತಾಯ ಅರ್ಥರೂಪ ಪದಗಳು ಮತ್ತು ವಾಕ್ಯಗಳು-Permission, Commands, encouraging and Urging words (Imperative words and sentences) 2. ಸಾಮಾನ್ಯ ಸಂಭಾಷಣೆಗಳಲ್ಲಿ ದ್ವಿತೀಯ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು ಮತ್ತು ಸಂಭವನೀಯ ಪ್ರಕಾರಗಳು-Accusative Cases and Potential Forms used in General Communication	6
Module– 5	**No. of Hours**
1. ಕಾಲ ಮತ್ತು ಸಮಯದ ಹಾಗೂ ಕ್ರಿಯಾಪದಗಳ ವಿವಿಧ ಪ್ರಕಾರಗಳು-Different types of Tense, Time and Verbs 2. ದ್,-ತ್,- ತ,- ಇತ,- ಆಗಿ ಅಲ್ಲ,-,ಗ-, ಕ್- ತ್ತು, ಇದೆ, ಕ್ರಿಯಾ ಪ್ರತ್ಯಯಗಳೊಂದಿಗೆ ಭೂತ, ಭವಿಷ್ಯತ ವರ್ತಮಾನ ಕಾಲ	5

ವಾಕ್ಯರಚನೆ-Formation of Past, Future and Present Tense Sentences with Verb Forms	

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.
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.

ಬಳಕೆ ಕನ್ನಡ
Dr. L. Thimmesha
ಪ್ರಕಟಣೆ: ಪ್ರಸಾರಾಂಗ,ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ.

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	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1 (MCQs)**	**50**	**40 (Average of Best Two Assessments)**	**50**
	Internal Assessment2 (MCQs)	**50**		
	Internal Assessment3 (MCQs)	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**-**	**50**
Total Marks				**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.

SEMESTER-II					
ORGANIZATIONAL BEHAVIOR **Category: DSC**					
Course Code	:	B26BBA201	CIE	:	50 Marks
Teaching Hours L:T:P	:	56:0:0:64	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To introduce behavior of individuals and groups as part of the social and technical system in the workplace.
2.	To understand the individuals and groups behavior inside organizations.
3.	To familiarize with the interpersonal and group process for increased effectiveness both within and outside of organizations

Module-1	**No. of Hours**
Introduction : Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behavior models, Organization and the environmental factors. Organizational Theory, Organizational Behaviour, modification. Misbehavior –Types	**10**
Module-2	**No. of Hours**
Individual Behavior : Personality – Types – Factors influencing personality – Theories. Learning – Types of learners – The learning process – Learning theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception-Impression Management. Emotions and Moods in workplace.	**12**
Module-3	**No. of Hours**
Group Behavior : Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Types of Groups (Formal & Informal) - Interpersonal Communication. Team building - Interpersonal relations – Group decision making techniques. Meaning of conflict and its types, Conflict Redressal process	**11**
Module-4	**No. of Hours**
Leadership and Power : Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers. Power – Power centers – Power and Politics. – Importance, need, types and its effects on work behavior. Motivation Theories : Maslow's, Herzberg, etc.	**12**
Module-5	**No. of Hours**
Dynamics of Organizational Behavior : Organizational culture and climate – Factors affecting organizational climate – Importance. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.	**11**

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the fundamental concepts, nature, scope, models, and significance of organizational behaviour and its role in organizational effectiveness.
CO2	Analyze individual behaviour by applying concepts of personality, learning, perception, attitudes, values, emotions, and workplace behaviour.
CO3	Demonstrate an understanding of group behaviour, organizational structure, communication, team building, group decision-making, and conflict management in organizations.
CO4	Evaluate leadership styles, motivation theories, power, and organizational politics to enhance employee performance and organizational effectiveness.
CO5	Analyze organizational culture, climate, change management, and stress management practices to promote adaptability, employee well-being, and work-life balance.

Text Books	
1.	Fred Luthans. Organizational Behaviour. McGraw-Hill International Edition, New Delhi:
2.	K Aswathappa. Organizational Behaviour Text cases games, Himalaya Publishing Company, New Delhi

Reference Text Books	
1.	UdaiPareek. Understanding Organizational Behaviour. Oxford University Press, New Delhi

Web links and Video Lectures (e-Resources):
https://archive.nptel.ac.in/courses/110/105/110105154

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	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	100	50	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	-	2	1	-	1	1	1	3	1	-
CO2	2	1	3	2	1	1	1	1	2	2	1
CO3	2	1	3	3	2	1	1	1	2	2	3
CO4	2	1	3	2	3	-	1	1	2	2	2
CO5	2	1	2	2	1	2	2	2	2	2	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER: II					
FINANCIAL MANAGEMENT **Category: DSC**					
Course Code	:	B26BBA202	CIE	:	50 Marks
Teaching Hours L:T:P	:	56:0:0:64	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To introduce concept of financial management, its finance function and goals of financial managers.
2.	To understand the decision-making skills in acquiring, allocating and utilizing the funds of a company.
3.	To familiarize students with the techniques of financial management and their applications for business decision making**.**

Module-1	No. of Hours
Introduction to Financial Management : Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manger, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management,Strategic Financial Management, Techniques of Financial Management	12
Module-2	**No. of Hours**
Sources of Long –Term Finance : Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement	11
Module-3	**No. of Hours**
Sources of Short Term Finance : Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange.	11
Module-4	**No. of Hours**
Time Value of Money : Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization	11
Module-5	**No. of Hours**
Introduction Cost of Capital : Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, Trading on Equity.	11

Course Outcomes: At the end of the course, the students will be able to	
CO1	Determine the scope, objectives, functions and significance of financial management and assess its relationship with accounting, economics and other management functions..
CO2	Explain the different sources of long-term finance and their importance in meeting the financial needs of a business.
CO3	Examine the different sources of short-term finance and their role in meeting the working capital requirements of business organisations
CO4	Apply the concepts and techniques of time value of money to calculate the future value and present value of single amounts and cash flows, sinking funds and loan amortization.
CO5	Analyze the elements and types of cost of capital and assess the importance of opportunity cost and trading on equity in financial management.

Text Books	
1.	Jonathan Berk, Peter Demarzo, Financial Management, Pearson Education
2.	Prasanna Chandra, Fundamentals of Financial Management, TMH.

Reference Text Books	
1.	I. M. Pandey, Financial Management, Vikas Publications
2.	ShashiK.Gupta, Financial Management, Kalayani Publications’

Web links and Video Lectures (e-Resources):
https://archive.nptel.ac.in/courses/110/107/110107144/

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):

CIE	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	100	50	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	-	1	1	1	2	1	-	1
CO2	3	1	2	2	1	1	1	1	2	1	1	1
CO3	3	1	3	2	2	1	1	1	2	2	1	1
CO4	2	2	3	3	2	1	1	1	2	2	2	1
CO5	3	2	3	2	3	1	1	1	2	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-II					
MANAGERIAL ECONOMICS **Category: DSC**					
Course Code	:	B26BBA203	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	56:0:0:64	SEE	:	50 Marks
Total Hours/Semester	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3 Hrs

Course Learning Objective is	
1.	To introduce the basics concepts of economics and provide insights on the impact of economic trade-offs and social values impact business decisions.
2.	To understand the causes and consequences of different market conditions.
3.	To familiarize with the theory of consumer choice using the utility concepts.

Module-1	**No. of Hours**
Introduction: Meaning, Definition, Scope of Managerial Economics, Roles and responsibilities of managerial economics, Distinction between economics and managerial economics, circular flow of activities.	**11**
Module-2	**No. of Hours**
Demand Analysis: Meaning and Nature of Demand, Law of Demand, Exceptions of law of demand, Change in demand and quantity demanded, Elasticity of demand, Concept - types of elasticity of demand - factors involved in demand forecasting - purposes of forecasting - demand estimation for censurable durables and non-censurable.	**11**
Module-3	**No. of Hours**
Supply Analysis : Supply, Law of Supply - change in Supply and quantity Supply - elasticity of Supply – concept- types of elasticity of Supply - Demand and Supply Equilibrium.	**11**
Module-4	**No. of Hours**
Production Function & Market Structure: Production function short run production - long run production - cost curves - revenue curves – break-even point. Market structure - perfect competition - features and price determination – monopoly - features and price determination - types of price discrimination.	**11**
Module-5	**No. of Hours**
Monopolistic Competition & Oligopoly: Monopolistic Competition: Meaning and concept – oligopoly: features - kinked demand curve - Types of pricing policies - factors affecting on pricing policy - Role of government in different economic systems and policies.	**12**

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, scope, and importance of managerial economics and its role in business decision-making.
CO2	Describe demand analysis, elasticity of demand, and demand forecasting techniques.
CO3	Explain supply analysis, elasticity of supply, and demand–supply equilibrium.
CO4	Explain production functions, cost and revenue concepts, break-even analysis, and market structures such as perfect competition and monopoly.
CO5	Describe monopolistic competition, oligopoly, pricing policies, and the role of government in economic systems.

Text Books	
1.	Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications
2	Samuelson, W. F., Marks, S. G., &Zagorsky, J. L. Managerial Economics. John Wiley & Sons
3.	William, F. S., & Stephen, G. M. Managerial Economics. John Wiley
Reference Text Books	
1.	Dominick S. Managerial Economics, Oxford University Press.
2.	Frank, R. and B. Bernanke, Principles of Economics, Tata McGraw Hill

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/101/110101149/

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):

CIE	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	100	50	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

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 not 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.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	-	1	1	1	2	1	-	1
CO2	3	2	3	2	1	1	1	1	2	2	1	1
CO3	3	2	3	2	2	1	1	1	2	2	1	1
CO4	3	2	3	3	2	1	1	1	2	2	2	1
CO5	2	2	3	2	2	2	2	2	2	2	1	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER -II					
GLOBAL BUSINESS ENVIRONMENT **Category: MDEC**					
Course Code	:	B26BBA204	CIE	:	50 Marks
Teaching Hours L:T:P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2Hrs

Course Learning Objective is	
1.	To introduce business environment at a global level.
2.	To understand the significance and dynamics of international business.
3.	To familiarize with the challenges and complexities faced by international business

Module-1	**No. of Hours**
Introduction to International Business Environment: International business contrasted with domestic business, Complexities of international business, Internationalization stages, National and foreign environments and their components, Global trading environment, Recent trends in world trade in goods and services, Trend's in India's foreign trade.	6
Module-2	**No. of Hours**
International Trade and International and Economic Organizations: Approaches to international trade, Theories of international trade, Government influence on International trade, W.T.O., UNCTAD, World Bank, IMF	5
Module-3	**No. of Hours**
Regional Economic Integration: Forms of regional integration, Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic integration	6
Module-4	**No. of Hours**
Exchange Rate Determination: Factors affecting exchange rate, Government intervention and government influence on exchange rates, Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect	6
Module-5	**No. of Hours**
Management of International Business: Industry, strategy, and firm performance, Global integration v/s local responsiveness, Types of strategies, Export and import strategies	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, nature, and environment of international business and recent trends in global trade.
CO2	Describe the theories of international trade and the role of international economic organizations such as WTO, IMF, World Bank, and UNCTAD.
CO3	Explain the forms, benefits, and challenges of regional economic integration.
CO4	Describe the factors affecting exchange rates and explain the major theories of exchange rate determination.
CO5	Explain international business strategies and apply export and import strategies in global business.

Text Books	
1.	Rajendra P Maheshwari, International Business, International Book House
2.	Francis Cherunilam, International Business, PHI Learning

Reference Text Books	
1.	Pradip Kumar Sinha and sanchariSinha, International Business Management, Excel Books

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/107/110107145/

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):

CIE	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	50	_	50
Grand Total				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	-	1	2	2	2	1	-	1
CO2	3	2	3	2	1	2	2	2	2	2	1	1
CO3	2	2	3	2	2	2	2	2	2	2	1	1
CO4	3	2	3	3	2	1	1	1	2	2	2	1
CO5	3	2	3	3	3	2	2	2	3	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER - II					
CORPORATE GOVERNANCE **Category:VBC**					
Course Code	:	B26BBA205	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To introduce the concept of corporate governance.
2.	To Understand emerging trends in corporate governance norms and framework.
3.	To familiarize with the organization and role of task committees appointed for enforcing corporate governance

Module-1	No. of Hours
Corporate Governance: An Overview, Introduction, Why is Corporate Governance Important to a Country? Governance for sustainable development, Corporate and Ethics.	5
Module-2	**No. of Hours**
Popular Models of Corporate Governance: Introduction, About Models of Corporate Governance, Anglo – American Model of Corporate Governance, Japanese Model, German Model, France Model and Canadian Model	5
Module-3	**No. of Hours**
Key issues in Corporate Governance:Introduction, Background and Perspective, Why Corporate Governance is more Important in modern era? Issues and Concerns Related to Corporate Governance, Proxy Advisors.	6
Module-4	**No. of Hours**
Introduction to Code of Conduct: Introduction, Meaning in context of The Listing Obligation and Disclosure Regulations, 2015 (LODR), Items to be displayed on company's website under the LODR, Structure of Code of Conduct.	6
Module-5	**No. of Hours**
Important Committee in context of Corporate Governance: Introduction, Mandatory and Other Committees under the Companies Act, Mandatory and Other Committees as per LODR. Disclosure Requirements for Corporate Governance: Introduction, Overview of various Disclosure Requirements as per the Companies Act, Disclosure Requirements under the Listing Obligations and Disclosure Regulations, 2015.	6

Course Outcomes: At the end of the course, the students will be able to	
CO1	Recognize the significance of corporate governance
CO2	Understand emerging trends in corporate governance norms and framework
CO3	Understand the organization and role of task committees appointed for enforcing corporate governance
CO4	Interpret the code of conduct requirements and compliance aspects under the Listing Obligations and Disclosure Regulations (LODR), 2015.
CO5	Evaluate the roles of mandatory committees and understand disclosure requirements under the Companies Act and LODR regulations.

Text Books	
1.	N Balasubramanian, Corporate Governance and Stewardship, Tata McGraw Hill, New Delhi
2	Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
Reference Text Books	
1.	Michael Blowfield and Alan Murray, Corporate Responsibility, Oxford University Press.
2.	J P Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi

Web links and Video Lectures (e-Resources):
https://www.coursera.org/learn/corporate-governance-1

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):

CIE	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	50	_	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	-	2	2	2	2	1	-	1
CO2	3	2	3	2	1	2	2	2	2	2	1	1
CO3	2	2	3	2	2	2	2	2	2	2	2	1
CO4	3	2	3	3	2	2	2	2	2	2	2	1
CO5	3	2	3	3	3	2	2	2	3	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 – Low

SEMESTER -II					
IT IN BUSINESS **Category: SEC**					
Course Code	:	B26BBA206	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To develop a fundamental understanding of Information Technology concepts and their applications in modern business environments.
2.	To equip students with knowledge of computer systems, software tools, internet technologies, and their role in enhancing business operations and decision-making.
3.	To familiarize students with emerging digital technologies and enable them to understand their impact on business transformation, innovation, and competitiveness.

Module-1	**No. of Hours**
Introduction to Information Technology: Meaning and Importance of Information Technology, Components of Computer Systems, Types ofComputers and Business Applications, Hardware and Software Concepts, Operating Systems andUtility Software, Information Technology and Business Environment.	6
Module-2	**No. of Hours**
Business Applications of IT: Word Processing Applications, Spreadsheet Applications and Data Analysis, Presentation Software,Office Automation Systems, Management Information Systems (MIS), IT Applications in FunctionalAreas of Business: Marketing, Finance, Human Resource Management, Operations.	6
Module-3	**No. of Hours**
Internet and E-Commerce: Internet: Concepts and Applications, Intranet and Extranet, E-Commerce: Meaning and Types, EBusiness Models, Electronic Payment Systems, Digital Marketing Concepts, Cyber Security and Online Safety	5
Module-4	**No. of Hours**
Database and Information Systems: Database Management System (DBMS): Meaning and Importance, Data, Information andKnowledge, Types of Information Systems: Transaction Processing System (TPS), DecisionSupport System (DSS), Executive Information System (EIS)., Enterprise Resource Planning (ERP),Customer Relationship Management (CRM), Cloud Computing in Business.	6
Module-5	**No. of Hours**
Emerging Technologies and Digital Transformation: Artificial Intelligence in Business, Big Data and Business Analytics, Internet of Things (IoT),Blockchain Technology, Social Media and Business Communication, Digital TransformationStrategies, Ethical and Legal Issues in IT	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand the concepts, components and significance of Information Technology in business.
CO2	Analyze the applications of computer systems and software in business operations.
CO3	Examine the role of internet technologies, e-commerce and digital communication in organizations.
CO4	Evaluate information systems and database management applications in business decisionmaking.
CO5	Assess emerging technologies and digital transformation trends in business organizations.

Text Books	
1.	Efraim Turban, Linda Volonino& Gregory Wood, Information Technology for Management, Wiley India.
2	Kenneth C. Laudon& Jane P. Laudon, Management Information Systems, Pearson Education
Reference Text Books	
1.	W.S. Jawadekar, Management Information Systems, Tata McGraw Hill

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110105756

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):

CIE	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	50	_	50
Grand Total				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	2	1	1	1	2	1	-
CO2	3	2	3	2	3	1	1	1	2	2	1
CO3	2	2	3	2	3	1	2	2	2	2	1
CO4	3	2	3	3	3	1	2	2	2	2	2
CO5	2	2	3	3	3	2	2	2	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER -II					
SOFT SKILLS AND PERSONALITY DEVELOPMENT **Category: AEC**					
Course Code	:	B26BBA207	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective	
1.	To develop students' understanding of soft skills, personality traits, and self-awareness for personal and professional growth.
2.	To enhance communication, interpersonal, leadership, and teamwork skills required for effective workplace interactions.
3.	To equip students with employability skills, professional etiquette, and career development competencies for achieving success in their professional careers.

Module-1	**No. of Hours**
Introduction to Soft Skills and Personality Development: Meaning and Importance of Soft Skills, Personality: Meaning and Determinants, Types ofPersonality, Self-Assessment and SWOT Analysis, Attitude and Behaviour, Goal Setting and SelfMotivation	6
Module-2	**No. of Hours**
Communication and Interpersonal Skills: Communication Process and Types, Verbal andNon-Verbal Communication, ListeningSkills, PublicSpeaking and Presentation Skills, Group Discussion Techniques, Interpersonal Relationship Skills.	5
Module-3	**No. of Hours**
Leadership and Team Building: Leadership Skills and Qualities, Teamwork and Collaboration, Emotional Intelligence, ConflictManagement, Negotiation Skills, Decision-Making and Problem-Solving Skills.	5
Module-4	**No. of Hours**
Professional Etiquette and Employability Skills: Business Etiquette and Corporate Behaviour, Grooming and Professional Appearance, TimeManagement and Stress Management, Resume Writing and Cover Letter Preparation, InterviewSkills and Mock Interviews, Workplace Ethics.	6
Module-5	**No. of Hours**
Career Development and Life Skills: Career Planning and Goal Management, Creativity and Critical Thinking, Adaptability and LifelongLearning, Networking Skills, Digital Communication Skills, Work-Life Balance and PersonalEffectiveness	6

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand the importance of soft skills and personality development in professional life.
CO2	Develop effective communication and interpersonal skills.
CO3	Enhance leadership, teamwork and emotional intelligence abilities.
CO4	Apply professional etiquette, time management and problem-solving skills.
CO5	Build self-confidence, employability skills and overall personality for career success

Text Books	
1.	S. P. Dhanavel, Soft Skills, Orient BlackSwan.
2	Personality Development and Soft Skills, Oxford University Press.
Reference Text Books	
1.	Business Communication, S. Chand Publications.
2.	Professional Communication, Tata McGraw Hill.

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/109104107

ASSESSMENT STRUCTURE:

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	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per Regulations	20	10	
SEE	Semester End Examination	50	_	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	-	2	2	2	3	3	1
CO2	2	1	2	2	1	2	2	2	3	3	2
CO3	2	1	2	2	1	2	2	2	3	3	3
CO4	2	1	3	3	2	2	2	2	3	3	2
CO5	2	1	2	2	1	2	2	2	3	3	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low