

ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



ಪ್ರೊ. ಕೆ ಆರ್ ಮಂಜುನಾಥ
ಅಧ್ಯಕ್ಷರು, (ಯು.ಪಿ.ಇ.ಓ.ಎಸ್)
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
2024-25

ನಿರ್ವಹಣಾ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನಾ ಸಂಸ್ಥೆ
ಜ್ಞಾನ ಸಹ್ಯಾದ್ರಿ, ಶಂಕರಘಟ್ಟ-577451
ದಿನಾಂಕ: 16-07-2025

ಗೆ.

ಉಪಕುಲಸಚಿವರು,
ಪ್ರಾಧಿಕಾರ ವಿಭಾಗ,
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ಜ್ಞಾನ ಸಹ್ಯಾದ್ರಿ, ಶಂಕರಘಟ್ಟ.

ಮಾನ್ಯರೇ,

ವಿಷಯ: Soft ಕಾಪಿ ಯನ್ನು ತಮ್ಮ ವಿಭಾಗಕ್ಕೆ ಕಳುಹಿಸುವ ಕುರಿತು.
ಉಲ್ಲೇಖ: ಸಂಖ್ಯೆ:ಕುವಿ.ಯು.ಎಟಿ:-2:14:36:416:2025-26, ದಿನಾಂಕ:14-07-2025

* * * * *

ಮೇಲ್ಕಂಡ ವಿಷಯ ಉಲೇಖಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, 1 ಮತ್ತು 2ನೇ ಹಾಗೂ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಎಲ್ಲಾ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಅವಶ್ಯ ತಿದ್ದುಪಡಿಗಳೊಂದಿಗೆ ಹಾಗೂ ಎಲ್ಲಾ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಪರಿಷ್ಕೃತ ಕೋರ್ಸ್ ರಚನೆ ದಿನಾಂಕ:15-07-2025 ಮತ್ತು 16-07-2025 ರಂದು ನಡೆದ ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯಲ್ಲಿ ಅನುಮೋದಿಸಿ ಮುಂದಿನ ಸೂಕ್ತ ಕ್ರಮಕ್ಕಾಗಿ ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಕಳುಹಿಸಿಕೊಡಲಾಗಿದೆ ಮತ್ತು Soft ಕಾಪಿ ತಮ್ಮ ವಿಭಾಗಕ್ಕೆ ಕಳುಹಿಸಲಾಗಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ

ತಮ್ಮ ವಿಭಾಗ
Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghat-577 451
(Shimoga Dist. Karnataka)
16/7/2025

ಪ್ರತಿಗಳು:

01. ಆಪ್ತ ಕಾರ್ಯಾಲಯ, ಮಾನ್ಯ ಕುಲಪತಿಗಳು, ಮಾನ್ಯ ಕುಲಸಚಿವರು, ಕುಲಸಚಿವರು ಪಾಲೀಕ್ಲಾಂಗ, ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಶಂಕರಘಟ್ಟ.
02. ಕಛೇರಿ ಪ್ರತಿ.

BBA PROGRAM – COURSE STRUCTURE

SEMESTER I

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
1.1	BBA1.1	Language 1	Language	3	10	10	80	100
1.2	BBA1.2	Language 2	Language	3	10	10	80	100
1.3	BBA1.3	Management Principles and Practices	Discipline	4	10	10	80	100
1.4	BBA1.4	Financial Accounting I	Discipline	4	10	10	80	100
1.5	BBA1.5	Corporate Administration	Discipline	4	10	10	80	100
1.6	BBA1.6	Business Communication	Discipline	4	10	10	80	100
1.7	BBA1.7	Constitutional Value(1)	Compulsory	2	5	5	40	50
TOTAL				24	65	65	520	650

SEMESTER II

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
2.1	BBA2.1	Language 1	Language	3	10	10	80	100
2.2	BBA2.2	Language 2	Language	3	10	10	80	100
2.3	BBA2.3	Human Resource Management	Discipline	4	10	10	80	100
2.4	BBA2.4	Financial Accounting II	Discipline	4	10	10	80	100
2.5	BBA2.5	Business Environment	Discipline	4	10	10	80	100
2.6	BBA2.6	Marketing Management	Discipline	4	10	10	80	100
2.7	BBA2.7	Constitutional Values(2)-2	Compulsory	2	5	5	40	50
2.8	BBA2.8	Environmental Studies	Compulsory	2	5	5	40	50
TOTAL				26	70	70	560	700

See up

S/S

Spahi

S

Shankar

Chairman

BOS in Management (UG)
Kuvempu University
Inarashyadri
Shankaraghatta-577 45
Shimoga Dist. Karnataka

SEMESTER-III

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
3.1	BBA3.1	Language 1	Language	3	10	10	80	100
3.2	BBA3.2	Language 2	Language	3	10	10	80	100
3.3	BBA3.3	Financial Markets and Services	Discipline	4	10	10	80	100
3.4	BBA3.4	Business Statistics-I	Discipline	4	10	10	80	100
3.5	BBA3.5	Theory and Practice of Banking	Discipline	4	10	10	80	100
3.6	BBA3.6	Fundamentals of Cost and Management Accounting	Discipline	4	10	10	80	100
3.7	BBA3.7	Elective I - Small Business Management	Elective*	2	5	5	40	50
TOTAL				24	65	65	520	650

SEMESTER-IV

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
4.1	BBA4.1	Language 1	Language	3	10	10	80	100
4.2	BBA4.2	Language 2	Language	3	10	10	80	100
4.3	BBA4.3	Business Regulations	Discipline	4	10	10	80	100
4.4	BBA4.4	Business Statistics-II	Discipline	4	10	10	80	100
4.5	BBA4.5	Fundamentals of Insurance	Discipline	4	10	10	80	100
4.6	BBA4.6	Production and Operations Management	Discipline	4	10	10	80	100
4.7	BBA4.7	Computer Applications in Business	Compulsory	2	5	5	40	50
4.8	BBA4.8	Elective 2- Business Skills	Elective*	2	5	5	40	50
Total				26	70	70	560	700

See

S/S Boreali

[Signature]

[Signature]

[Signature]
Chairman

BDS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 458
(Shimoga Dist. Karnataka)

SEMESTER V

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
5.1	BBA5.1	Financial Management	Discipline	4	10	10	80	100
5.2	BBA5.2	Income Tax-I	Discipline	4	10	10	80	100
5.3	BBA5.3	Specialization **	Discipline	4	10	10	80	100
	a.	Investment Management	Finance Specialization Course					
	b.	Consumer Behaviour & Services Marketing	Marketing Specialization Course					
	c.	Human Resource Development	HR Specialization Course					
	d.	Fundamentals of Data Analytics	Data Analytics Specialization Course					
5.4	BBA5.4	Specialization **	Discipline	4	10	10	80	100
	a.	Fundamentals of Risk Management	Finance Specialization Course					
	b.	Advertising and Brand Management	Marketing Specialization Course					
	c.	Cultural Diversity at Workplace	HR Specialization Course					
	d.	Financial Analytics	Data Analytics Specialization Course					
5.5	BBA5.5	Entrepreneurship Development	Compulsory	2	5	5	40	50
TOTAL				18	45	45	360	450

Deep of Break

[Handwritten Signature]


Chairman
 BBS in Management (UG)
 Kuvempu University
 Inanasahyadri
 Shankaraghatta-577 492
 (Shimoga Dist. Karnataka)

SEMESTER VI

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
6.1	BBA6.1	Goods and Services Tax	Discipline	4	10	10	80	100
6.2	BBA6.2	Income Tax-II	Discipline	4	10	10	80	100
6.3	BBA6.3	Specialization **	Discipline	4	10	10	80	100
	a.	Global Financial Management	Finance Specialization Course					
	b.	International Marketing	Marketing Specialization Course					
	c.	International HRM	HR Specialization Course					
	d.	Business Analytics	Data Analytics Specialization Course					
6.4	BBA6.4	Specialization**	Discipline	4	10	10	80	100
	a.	Strategic Financial Management	Finance Specialization Course					
	b.	Industrial Markets and Retail Management	Marketing Specialization Course					
	c.	Compensation and Performance Management	HR Specialization Course					
	d.	Market Analytics	Data Analytics Specialization Course					
6.5	BBA6.5	Research Methodology & Survey Project	Compulsory	4	10	40	50	100
TOTAL				20	50	80	370	500

** 5.3, 5.4, 6.3, 6.4 represents area of specialization.

“a” represents Finance,

“b” represents Marketing,

“c” represents Human Resource Management.

“d” represents Data analytics

The student has the option to choose one of the specialization.

If the student opts to study finance specialization, he would be required to continue in the same stream in the 6th semester as well.

No change in the area of specialization subsequently would be entertained. Further, interdisciplinary changes would also not be entertained. Ex. One paper in finance and one in marketing or HRM or otherwise would not be entertained at any point of time.

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]
Chairman

The entire BBA Program would have

4 X 6 = 24 Discipline Specific Courses

Two Elective Papers

Five Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the, I, II, III and IV semester and the students are required to select any two among the languages offered and study them during their first four semesters.

Six Compulsory Papers

In total 40 Papers would be studied by the student

Internal Assessment and Semester end Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratio**

For 100 Marks Paper of 4 Credits

IA would be for 20 Marks, and the Semester end Examination would be for 80 Marks

For 50 Marks Paper of 2 Credits

IA would have 10 Marks, and the Semester end Examination would be for 40 Marks

IA Marks would be further divided into two component

	C1	C2
For 20 Marks	10	10
For 10 Marks	5	5

C1 would be consolidated Marks of 2 Internal test of 5 Marks each

C2 would be consolidated Marks of 5 Marks for Attendance, 5 Marks for Assignment/Seminars

Marks Allocation for Attendance

Range of Attendance (%)	Marks
75 to 79	1
80 to 84	2
85 to 89	3
90 to 94	4
>95	5

Electives offered during the third and fourth semester would be to the students of other degree programmes, and the students of BBA Program would be required to select and study electives offered by any other degree programmes and secure credits from such programmes

See

2/4



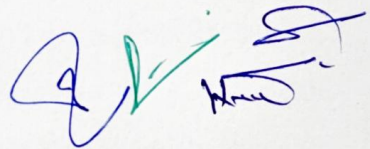
Regal:

[Signature]

[Signature]
Chavan
BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnata

Compulsory Papers offered **BBA4.7 and BBA 5.5**, during the fourth and fifth semester should be linked with practical assignment to the students by the concerned departments, and the students would be required to work as an intern in such domain (for a minimum of 50 hours) and submit a report to the Department. The Faculty would be then required to evaluate the reports and conduct seminar on the same. Basis of awarding the internal marks - C1 = 5 marks for the report, and C2 = 5 marks for the presentation made, there would be semester end exam for this subject for 40 Marks

BBA6.5 for this course, the student would be required to take up a project, conduct the study and submit the report to the Department. The Chairman of the BOE would be required to assign the examiners to the colleges, who would evaluate the Projects for 40 Marks, and conduct Viva for 10 Marks. Basis of awarding the internal marks: C1 = 5 Marks would be for the presentation, and C2= 5 Marks would be for the viva performance (the queries handled by the student during the viva). A semester end examination would be conducted for 50 Marks, of 2 hours/credits.

See   


Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

Question Paper Pattern

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada)

Model Question Paper

QP CODE

Title of the Paper

Time: 3 Hours]

[Max. Marks: 80

SECTION- A

(5x2=10)

I. Answer any Five sub questions each carries TWO marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION- B

II. Answer any Four questions. Each carries FIVE marks

(4X5=20)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

SECTION - C

III. Answer any Two questions. Each carries TEN marks

(2X10=20)

- 1.
- 2.
- 3.
- 4.

SECTION - D

IV. Answer any Two questions. Each carries FIFTEEN marks

(2X15=30)

- 1.
- 2.
- 3.
- 4.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]
Chairman
BOS in Management
Kuvempu University
Innasahyadri
Shankaraghatta-57
Shimoga Dist. Karn

Model Question Paper

QP CODE

Title of the Paper

Time: 1 ½ Hours]

[Max. Marks: 40

SECTION- A

(5x2=10)

I. Answer any Five questions. Each carries TWO marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION- B

II. Answer any Four questions. Each carries FIVE marks

(4X5=20)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

SECTION - C

III. Answer any One question. Each carries TEN marks

(1X10=10)

- 1.
- 2.

See's

S/S

Legal!

AW

Chairman

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

Model Question Paper

QP CODE

Title of the Paper

Time: 2 Hours]

[Max. Marks: 50

SECTION- A

(5x2=10)

II. Answer any Five sub questions. Each carries TWO marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION- B

II. Answer any Four questions. Each carries FIVE marks

(4X5=20)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

SECTION - C

III. Answer any Two question. Each carries TEN marks

(2X10=20)

- 1.
- 2.
- 3.

Conditions to be complied with while preparing the question papers

- 1) The question papers are to be set strictly in compliance to norms established and well within the scope of the syllabi designed.
- 2) Each unit will have to be provided with equal weightage.
- 3) The Practical subjects should have a well balanced approach, weightage should be given to both theoretical concepts as well as problems and each section should at least have one problem question in it.

See

SP

Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577

Rajesh

J

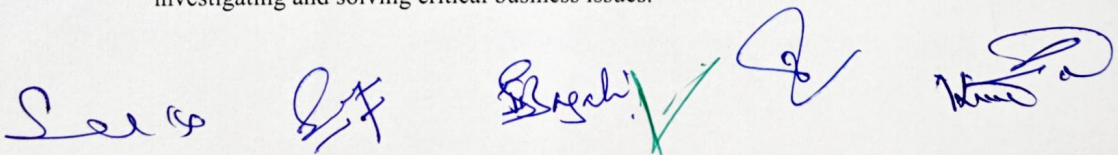
Handwritten signature

Core Objectives of the Program

01. To develop students professionally to handle business issues.
02. To develop students to be a better team worker.
03. To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
04. To develop socially, ethically responsible business leaders.
05. To sharpen soft and hard skills among the students.
06. To promote entrepreneurial skills among students.

Overall Program Outcome

- PO1: Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
- PO2: Upon completion of the BBA program the students will have general idea of operations in business.
- PO3: Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
- PO4: Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.
- PO5: Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.




Chairman
BOS in Management (BBA)
Kuvempu University
Innasahyadri
Shankaraghatta-577 459
(Shimoga Dist. Karnataka)

Syllabus

I Semester BBA

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
1.1	BBA1.1	Language I	Language	3	10	10	80	100
1.2	BBA1.2	Language 2	Language	3	10	10	80	100
1.3	BBA1.3	Management Principles and Practices	Discipline	4	10	10	80	100
1.4	BBA1.4	Financial Accounting I	Discipline	4	10	10	80	100
1.5	BBA1.5	Corporate Administration	Discipline	4	10	10	80	100
1.6	BBA1.6	Business Communication	Discipline	4	10	10	80	100
1.7	BBA1.7	Constitutional Value(1)	Compulsory	2	5	5	40	50
TOTAL				24	65	65	520	650

See

Dr. K. R. Ravi

Dr. Ravi


Chairman
BDS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)

BBA 1.3: Management Principles and Practices

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,

Course Objectives: To acquaint students with the terms, concepts, and points of view used in management and its historical evolution, ethics, social responsibility and environmental issues.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. The ability to understand concepts of business management, principles and function of management.
2. The ability to explain the process of planning and decision making.
3. The ability to create organization structures based on authority, task and responsibilities.
4. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
5. The ability to understand the requirement of good control system and control techniques.

Module 1: INTRODUCTION TO MANAGEMENT	16 Hours
Introduction -Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
Module 2: PLANNING AND DECISION MAKING	14 Hours
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).	
Module 3: ORGANIZING AND STAFFING	14 Hours
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.	
Module 4: DIRECTING, CO-ORDINATING AND CONTROLLING	12 Hours
Meaning and Nature of Direction, Principles of Direction; Coordination-Meaning, Importance and Principles (in brief); Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control, Modern Management of Techniques MBO, MBE, PERT, CPM, TQM, MIS.	
Module 5: RECENT TRENDS IN MANAGEMENT	08 Hours
Meaning and Objectives of Strategic Management, Stress Management, Knowledge Management.	

See

1/1

Begali

Q

Handwritten signature


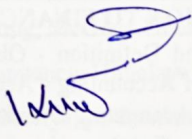
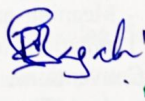

Handwritten signature
Chairman


Skill Developments Activities:

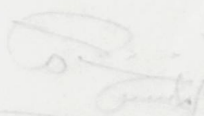
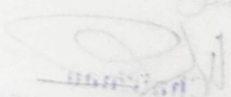
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

Reference Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH. Note: Latest edition of text books may be used.

See    


Chairman
BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)



BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

BBA 1.4: Financial Accounting - I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, problem solving and Assignments.

Course Objectives: The course aims to help students to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Understand the framework of accounting as well accounting standards.
2. The Ability to pass journal entries and prepare ledger accounts
3. The Ability to prepare subsidiaries books
4. The Ability to prepare trial balance and final accounts of proprietary concern.
5. Construct final accounts through application of tally.

Module 1: INTRODUCTION TO FINANCIAL ACCOUNTING	12 Hours
Introduction - Meaning and Definition - Objectives of Accounting -Users of Accounting Information- Limitations of Accounting - Accounting Principles - Accounting Concepts and Accounting Conventions. Accounting Standards – meaning, objectives and application of accounting standard (Theory Only).	
Module 2: ACCOUNTING PROCESS	12 Hours
Meaning of Double entry system Process of Accounting - Kinds of Accounts - Rules Transaction Analysis - Journal - Ledger - Balancing of Accounts - Trial Balance - Problems on Journal, Ledger Posting and Preparation of Trial Balance.	
Module 3: SUBSIDIARY BOOKS	14 Hours
Meaning Significance Types of Subsidiary Books -Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement Preparation of Bank Reconciliation Statement (Problems on BRS)	
Module 4: FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN	16 Hours
Introduction- Meaning of Sole Proprietor, Preparations of Trading A/c, Profit & Loss A/c and Balance Sheet of a Proprietary Concern in Vertical form special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.	

See

OK

Break

OK

OK

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnataka)

Module 5: ACCOUNTING SOFTWARE**10 Hours**

Computerized Accounting System: Computerized Accounts by using any popular Accounting software for creating a company; configure and features settings; creating accounting ledgers and Groups; creating stock items and goods; Vouchers entry including GST; Generating Reports- Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Cash Flow statement. Selecting and setting a company; backup and restore data of a company (Theory Only).

Skill Development Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Reference Books:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S. Anil Kumar, V. Rajesh Kumar and B. Mariyappa-Fundamentals of Accounting, Himalaya Publishing House.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. SP Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. M.C. Shukla and Goyel, Advanced Accounting, S Chand.

Seetha SP Mani Rajesh


Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

BBA 1.5: Corporate Administration

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars.

Course Objective The course intends to provide an overview of company and its functioning.

Course Outcomes: By the end of this course, students will be able to:

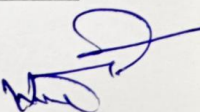
1. Understand the concept of a company and types of companies
2. Describe the stages in the formation of a company
3. Identify the key personnel in corporate administration
4. Understand the types and procedure of corporate meetings
5. Explain the modes and consequences of winding up.

Module 1: INTRODUCTION TO COMPANY	16 Hours
Introduction - Meaning and Definition – Features - Highlights of Companies Act 2013 - -Kinds of Companies - One Person Company-Private Company-Public Company-Company limited by Guarantee-Company limited by Shares- Holding Company-Subsidiary Company-Government Company-Associate Company- Small Company-Foreign Company-Global Company-Body Corporate-Listed Company.	
Module 2: FORMATION OF COMPANIES	16 Hours
Meaning- Promotion Stage: Meaning of Promoter, Position of Promoter & Functions of Promoter, Shares, Types of Shares, Incorporation Stage: Meaning & contents of Memorandum of Association & Articles of Association, Distinction between Memorandum of Association and Articles of Association, Certificate of Incorporation, Subscription Stage - Meaning & contents of Prospectus, Statement in lieu of Prospects and Book Building, Commencement Stage - Document to be filed, e-filing, Register of Companies, Certificate of Commencement of Business.	
Module 3: COMPANY ADMINISTRATION	12 Hours
Meaning- Key Managerial Personnel Managing Director, Whole time - Directors, the Companies Secretary, Auditors - Appointment - Powers Duties & Responsibilities. Managing Director - Appointment – Powers - Duties & Responsibilities. Company Secretary - Meaning, Types, Qualification, Appointment, Position, Rights, Duties, Liabilities& Removal or dismissal.	
Module 4: CORPORATE MEETINGS	12 Hours
Corporate meetings: Meaning- types - Importance - Distinction; Resolutions: Types - Distinction; Requisites of a valid meeting - Notice - Quorum -Proxies Voting - Registration of resolutions; Role of a company secretary in convening the meetings.	
Module 5: WINDING UP	08 Hours
Meaning- Modes of Winding up -Consequence of Winding up- Official Liquidator - Role & Responsibilities of Liquidator.	

See to ✓

✓


 Chairman
 BOS in Management (UG)
 Kuvempu University
 Inanasahyadri
 Inanahatta-577 45


 Inanasahyadri

Skill Development Activities:

1. Collect the Companies Act 2013 from the Ministry of Corporate Affairs website and Prepare the highlights of the same.
2. Visit any Registrar of the Companies, find out the procedure involved in the formation of the companies.
3. Visit any Company and discuss with Directors of the same on role and responsibilities and prepare report on the same.
4. Collect the copy of notice of the Meeting and Resolutions, Prepare the dummy copy of Notice and resolutions.
5. Contact any official liquidator of an organisation and discuss the procedure involved on the same and prepare report.

Reference Books:

1. S.N Maheshwari, Elements of Corporate Law, HPH.
2. Balachandran, Business Law for Management, HPH
3. Dr. P.N. Reddy and H.R. Appannaiah, Essentials of Company Law and Secretarial Practice, HPH.
4. K. Venkataramana, Corporate Administration, SHBP.
5. N.D. Kapoor: Company Law and Secretarial Practice, Sultan Chand.
6. M.C. Bhandari, Guide to Company Law Procedures, Wadhwa Publication.
7. S.C. Kuchal, Company Law and Secretarial Practice.

See p

ok

Shree

Shree

Shree

Shree
Chairman

**BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)**

BBA 1.6: Business Communication

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,

Course Objectives: To understand the concept, process and importance of communication.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Students develop the awareness about the various media of communication.
2. Students become able to communicate effectively in various situations.
3. Students will learn different usage the business correspondence serve for effective communication.

Module 1: INTRODUCTION	16 Hours
Nature, Process and Importance of Communication, Types of Communication (Verbal & Non Verbal), Different forms of Communication. Model of crafting an effective communication.	
Module 2: VERBAL AND NON-VERBAL COMMUNICATION	10 Hours
Verbal and Non-Verbal Communication, Principles of successful oral communication, Effective Listening, non-verbal communication.	
Module 3: WRITTEN COMMUNICATION	12 Hours
Planning and execution of messages, writing reports, proposals and business plans, Drafting in notice, Agenda, Proposals, 7 C's in crafting reports, routine letters.	
Module 4: Business Etiquettes and Cross-Cultural Communication	14 Hours
Introduction, Constituents of Etiquettes, Business Etiquettes and modern technology, Workplace culture, communicating across different cultures, Culture and writing skills.	
Module 5: Career Management and Technology	12 Hours
Introduction, searching for talent, looking for Job, Planning for Job, Social Networking and E-mail, routine letters, preparing for Resume, Cover Letter, Group Discussion and Interview, Technology in Business Communication.	

Skill Development Activities

- 1) Summarize articles or business news into key bullet points
- 2) Write Concise Business Email for an imaginary company
- 3) Practice active listening in team meetings and write the summary report of the meeting
- 4) Draft a professional report on any two contemporary business issues
- 5) Practice Mock interview with peers

See 19

8/1

Begali

[Signature]

[Signature]

[Signature]

Reference Books:

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGrawHill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
4. Monipally MM, Business communication strategies, McGraw Hill
5. Bovee, Till and Schatzman, Business Communication today, Pearson
6. Scot Ober, Contemporary Business Communication, Biztantra
7. ParagDiwan, Business Communication, Excel Book
8. Lesikar, R.V. & Flatley, M.E, Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd.

See off

Regah: P. J.

Chairman

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)

II Semester BBA

Sl.No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
2.1	BBA2.1	Language 1	Language	3	10	10	80	100
2.2	BBA2.2	Language 2	Language	3	10	10	80	100
2.3	BBA2.3	Human Resource Management	Discipline	4	10	10	80	100
2.4	BBA2.4	Financial Accounting II	Discipline	4	10	10	80	100
2.5	BBA2.5	Business Environment	Discipline	4	10	10	80	100
2.6	BBA2.6	Marketing Management	Discipline	4	10	10	80	100
2.7	BBA2.7	Constitutional Values(2)-2	Compulsory	2	5	5	40	50
2.8	BBA2.8	Environmental Studies	Compulsory	2	5	5	40	50
TOTAL				28	70	70	560	700

See 9

OX

Regent

Q

Handwritten signature

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

BBA2.3: Human Resource Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc

Course Objectives : To provide an overview of the principles, theories and practices of Human Resource Management (HRM) .

Course Outcomes: On successful completion of the course, the students will be able to Demonstrate.

1. Ability to describe the role and responsibility of Human resources management
2. functions on business
3. Ability to describe HRP, Recruitment and Selection process
4. Ability to describe to induction, training, and compensation aspects.
5. Ability to explain performance appraisal and its process.
6. Ability to demonstrate Employee Engagement and Psychological Contract.

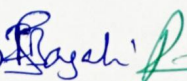
Module 1: Introduction to Human Resource Management	12 Hours
Meaning and Definition of HRM - Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.	
Module 2: Human Resource Planning, Recruitment & Selection	16 Hours
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning - Meaning and Features. Job Analysis- Meaning and Uses of Job Analysis, Process of Job Analysis - Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only), Recruitment- Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Selection- Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification - Meaning and Features.	
Module 3: Induction and Training	10 Hours
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development.	
Module 4: Performance Appraisal, Promotion & Transfers	14 Hours
Performance Appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal - Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion. Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing.	


See

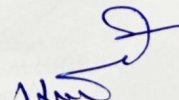
OK


 Chairperson

BOS in Management (UG)
 Kuvempu University
 Inanasahyadri


 Rajesh P.





Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Reference Books

1. K.Aswathappa, Human Resource Management, Tata Mc-Graw Hill New York.
2. C.S.VenkataRatnam, Personnel Management,. Tata Mc-Graw Hill New York.
3. C.B.Gupta, Human Resource Management, Sultan chand& Sons, New Delhi.
4. Tripathi, Personnel Management & Industrial Relations, Sultan Chand & Sons, New Delhi.
5. P.Subba Rao, Human Resource Management & Industrial relations, Himalaya Publishing House, Mumbai.
6. V.P.Michael, Human Resource Management & Industrial relations, Himalaya Publishing House, Mumbai.
7. A.M.Sharma, Personnel Management and Human Resource Management, Himalaya Publishing House, Mumbai.

See

OK

Rajesh

Chairman


Chairman
BDS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

BBA2.4: Financial Accounting – II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving

Course Objectives: To inculcate knowledge about accounting procedures to be followed in relation to insurance claim consignment and joint stock companies.

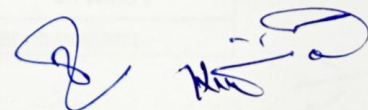
Course Outcomes: On successful completion of the course, the Students will demonstrate

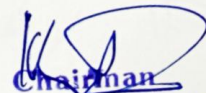
1. The ability to prepare final accounts of joint stock companies.
2. The ability to prepare and evaluate vertical and horizontal analysis of financial Statements
3. Learn various methods of accounting for hire purchase transactions.
4. Understand & compute the amount of claims for loss of stock & loss of Profit.
5. Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee

Module 1: Consignment Accounting	[Hours-16]
Meaning- common terms used - Account sale, Proforma Invoice- Commission- Delcredere& overriding commission- Difference between consignment and sale – Simple Problems on consignment in the Books of consignor and consignee(Excluding Abnormal Loss)- Cost and Invoice price method- Valuation of unsold stock.	
Module 2: Hire Purchase Accounting	[Hours-14]
Meaning - Hire purchase v/s sale - Calculation of cash price and Interest - Journal entries and Ledger accounts in the books of Hire purchaser and Hire Vendor [excluding default and repossession].	
Module 3: Insurance Claims	[Hours-09]
Meaning- steps for ascertaining fire insurance claim - computation of fire insurance claim including average clause (excluding abnormal loss).	
Module 4: Final Accounts of Joint Stock Companies	[Hours-18]
Statutory Provisions regarding Preparation of Financial Statements of the Companies as per schedule III of Companies Act, 2013. Treatment of special items- TDS- Advance payment of Tax, Provision for Tax. Preparation of statement of P&L A/c and Balance sheet in vertical format.	
Module 5: Human Resource Accounting	[Hours-05]
Meaning- Objectives- Methods- Advantages and Limitations - (theory only)	

See 19

Prof. R. Srinivas




Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 452
Shimoga Dist. Karnataka

Skill Development Activities:

1. Prepare an account sale with imaginary figures.
2. Draft a Hire purchase agreement with imaginary terms & conditions.
3. Collect the final accounts of any one Joint Stock Co. and affix them.
4. Compute the amount of insurance claim by using imaginary figures

Reference Books:

1. S.P Iyengar - Advanced Accounting
2. S.N Maheshwari & S.K Maheshwari - Introduction to Accounting
3. B.S Raman - Advanced Accountancy
4. T.S Grewal - Elements of Accountancy.
5. S.P Jain & K.L Narms - Financial Accountancy
6. Corporate Accounts - S.N Maheshwari
7. Corporate Accounts - R.L Gupta
8. Corporate Accounts - Jain & Narang
9. Advance Accounts - Shukla & Agewal
10. Corporate Accounts - B.S Raman

See 9

Dr. R. S. Reddy


Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnataka)

BBA2.5: Business Environment

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies

Course Objectives: To know the different environment like, Government and Legal, political, technological and economic environment in the business.

Course Outcomes: On successful completion Student will demonstrate

1. An Understanding of components of business environment.
2. Ability to analyse the environmental factors influencing business organisation.
3. Ability to demonstrate Competitive structure analysis for select industry.
4. Ability to explain the impact of fiscal policy and monetary policy on business.
5. Ability to analyse the impact of economic environmental factors on business.

Module 1: Introduction to Business Environment	14 Hours
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	
Module 2: Government and Legal Environment	13 Hours
Government Functions of the State, Economic role of government, State intervention in business-reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.	
Module 3: Economic Environment and Global Environment	16 Hours
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalization of business; meaning and dimensions, stages, essential conditions of globalization, foreign market entry strategies, merits and demerits of globalization of business, Impact of Globalization on Indian businesses, Forms of globalization of businesses - MNCs, TNCs etc..	
Module 4: Technological Environment	13 Hours
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.	
Module 5: Natural Environment	08 Hours
Meaning and nature of physical environment. Impact of Natural environment on business.	

Suresh

S.K.

Chairman

BOS in Management (UG)
Kuvempu University
Innasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnataka)

Reshah

A

Manu

Skill Developments Activities:

1. List out key features of recent Monetary policy published by RBI impacting businesses.
2. Give your observation as to how technology has helped society.
3. Draft Five Forces Model for Imaginary business.
4. Identify the benefits of Digital transformation in India.

Reference Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary. 8. Business Environment by Francis Cherrinulam

See ✓ ✓ ✓ ✓ ✓ ✓ ✓


Chairman
BOS in Management (UG)
Kuvempu University
Inapasaahyadri
Shankaraghatta-577 439
(Shimoga Dist. Karnataka)

BBA2.6: Marketing Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	64 hours

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Objectives : This course provides students with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and promotions.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Understand the concepts and functions of marketing.
2. Analyse marketing environment impacting the business.
3. Segment the market and understand the consumer behaviour
4. Describe the 4 p's of marketing and also strategize marketing mix
5. Describe 7 p's of service marketing mix.

Module 1: Introduction to Marketing	14 Hours
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	
Module 2: Marketing Environment	12 Hours
Micro Environment - The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module 3: Market Segmentation and Consumer Behaviour	12 Hours
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	
Module 4: MARKETING MIX	16 Hours
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing - Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution-Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion - Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only).	
Module 5: SERVICES MARKETING	10 Hours
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	

See

Sup

Basch

Q

Handwritten signature

Chairman
BOS in Management (UG)
Kuvempu University
Nagavadi

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for a product. 4. Prepare a chart for distribution network for different products.

Reference Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.

S. S. K. P.

L. K.

Ramesh ✓

A.

Admission

Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnataka)

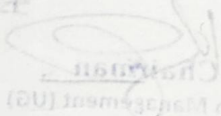
SEMESTER-III

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
3.1	BBA3.1	Language 1	Language	3	10	10	80	100
3.2	BBA3.2	Language 2	Language	3	10	10	80	100
3.3	BBA3.3	Financial Markets and Services	Discipline	4	10	10	80	100
3.4	BBA3.4	Business Statistics-I	Discipline	4	10	10	80	100
3.5	BBA3.5	Theory and Practice of Banking	Discipline	4	10	10	80	100
3.6	BBA3.6	Fundamentals of Cost and Management Accounting	Discipline	4	10	10	80	100
3.7	BBA3.7	Elective I - Small Business Management	Elective*	2	5	5	40	50
TOTAL				24	65	65	520	650

See is up

Pragati P. J.


Chairman
 BOS in Management (UG)
 Kuvempu University
 Jnanasahyadri
 Shankaraghatta-577 454
 (Shimoga Dist. Karnataka)


 BOS in Management (UG)
 Kuvempu University
 Jnanasahyadri

BBA3.3: Financial Markets & Services

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars

Course Outcomes: On successful completion of the course, the students will be able:

1. To understand the financial system, Institutions, financial markets and services.
2. To analyse the concepts relevant to Indian Financial Market and relevance.
3. To understand concept of Financial Institutions, and services, types and functions.
4. To understand the types of Financial Instruments.
5. To demonstrate an understanding the functioning of stock markets.

Module 1: Indian Financial System	12 hours
Financial System – Introduction, Meaning, Features, Functions; Constituents of Indian Financial System - Financial Institutions, Financial Services, Financial Markets and Financial Instruments.	
Module 2: Financial Markets and Instruments	14 hours
Meaning Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market - Features, Functions, Players in Money Market, Money Market Instruments. Capital Market – Features, Functions, Classification, Types of Capital Market, Capital Market Instruments, Players in Capital Market.	
Module 3: Financial Institution and Services	12 hours
<p>Financial Institution: Meaning, Depository Institutions and its types and Non-depository Institutions and its types, Development of Financial Institutions and Regulatory Bodies.</p> <p>Financial Services: Meaning, Objectives, Functions, Characteristics, Types; Merchant Banking – Functions and Operations, Merchant Banking Vs. Commercial Banking; Leasing; Mutual Funds; Venture Capital and Credit Rating.</p>	
Module 4: Regulatory Bodies	14 hours
<p>Reserve Bank of India (RBI): Objectives, Functions, Role of RBI in Economic Development.</p> <p>Securities Exchange Board of India (SEBI): Objectives, Functions, Rights and Duties, SEBI Guidelines for Listing of Shares and Issue of Commercial Papers.</p> <p>Insurance Regulatory Development Authority (IRDA): Objectives, Functions, Role.</p> <p>Association of Mutual Funds of India (AMFI): Introduction, Functions, Roles.</p>	
Module 5: Stock Market	12 hours
Meaning, Nature, Functions; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Introduction of BSE, NSE and OTCEI.	

Swales

[Signature]

Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri

[Signature]

[Signature]

[Signature]

[Signature]

Skill Development Activities:

1. List-out top 50 Stock Exchanges in World
2. List-out top performing stocks in India and in World Stock Market.
3. List-out recently put out IPO's and their price and size.
4. Analyze the ratings given by any Credit Rating Agency, for at least 5 companies.

Reference:

- 1) L.M. Bhole, Financial Institutions & Markets, McGraw Hill
- 2) Khan, M.Y, Indian Financial System, McGraw Hill
- 3) Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
- 4) Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill
- 5) Guruswamy, S., Financial Services and System, McGraw Hill
- 6) Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
- 7) Khan. M.Y, Indian Financial System, Vikas Pub. House
- 8) H.R Machiraju, Indian Financial System, Vikas Pub. House
- 9) E.Gorden & K. Natarajan, Financial Markets and Services, HPH

See by [Signature] [Signature] [Signature] [Signature] [Signature] [Signature]

Chairman
BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

[Faint signatures and text at the bottom of the page, including a stamp that is a mirror image of the one above.]

BBA3.4: Business Statistics – I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars

Course Outcomes: On successful completion of the course, the Students will be able

1. To understand the basic concepts in statistics.
2. To classify and construct statistical tables.
3. To understand and construct various measures of central tendency, dispersion skewness and Graphical representation.

Module 1: Introduction to Statistics	16 hours
Introduction – Meaning and Definition, Functions and Uses of Statistics; Collection of Data – Techniques of Data Collection, Primary Data and Secondary Data; Classification: Meaning, Methods of Classification of Data; Tabulation - Meaning, Parts of a Table; Simple problems on Tabulation; Frequency Distribution – Grouped and Ungrouped Data, Problems thereon.	
Module 2: Measures of Central Tendency	12 hours
Meaning and Definition, Types of Averages – Arithmetic Mean (Simple and Weighted), Median, Mode (excluding missing Frequency), Problems on Individual, Discrete and Continuous Series.	
Module 3: Measures of Dispersion	12 hours
Meaning and Definition, Absolute and Relative Measures of Dispersion, Types of Dispersion – Range, Quartile Deviation, Standard Deviation, and Co-Efficient of each Method.	
Module 4: Skewness	10 hours
Meaning and Definition, Types of Skewness, Measures of Skewness - Absolute and Relative measures of Skewness, Calculation of Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness.	
Module 5: Diagrammatic and Graphical Representation	14 hours
Meaning and Definition, Uses, Types of diagrams - Simple, Sub-divided, Multiple bars, Percentage bar, Pie diagram, Graph of frequency distribution – Histogram (locations mode), Ogive curve (Problems on each method).	

Seetha

CH

Beetha

QW

Idone

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 4
(Shimoga Dist. Karnataka)

Skill Development Activities:

- 1) Prepare a Bivariate table showing the marks of students in two subjects, and find the mean and median for each subject.
- 2) Find-out the consistency of any ODI cricket batsman by taking the scores from 10 recent ODI matches.
- 3) Draw a blank table showing different attributes.
- 4) Select 5 essential items, compare their current prices with those from 5 years ago, and calculate individual and average inflation rates.
- 5) Narrate the point of difference between skewed and symmetric distribution.

Recommended Books for Reference:

- 1) Anand Sharma, Statistics for Management, Himalay Publishing House.
- 2) S P Gupta: Statistical Methods, Sultan Chand, New Delhi.
- 3) D P Apte, Statistical Tools for Managers, Excel Books, New Delhi.
- 4) Dr. B N Gupta, Statistics, Sahitya Bhavan Publishers, Agra.
- 5) S.C Gupta: Business Statistics, Himalay Publishing House.
- 6) N.V.R Naidu: Operation Research, I K International Publishers.
- 7) Ellahance: Statistical Methods, Kitab Mahal
- 8) Sanchethi and Kapoor: Business Mathematics, Sultan Chand Publications
- 9) S. Jayashankar: Quantitative Techniques for Management, Excel Books, New Delhi.
- 10) Chikoddi and Satya Prasad: Quantitative Analysis for Business Decision, Himalay Publishing House.

[Handwritten signatures and initials in blue and green ink]

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)

[Faint handwritten signatures and text at the bottom of the page]

BBA3.5: Theory and Practice of Banking

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars and Assignment.

Course objectives: To provide students with a comprehensive understanding of the banking system, its functions, and the theories that supports its operations.

Course Outcomes: Understand the basic principles, functions, and evolution of banking.

1. Analyze the roles and responsibilities of commercial and central banks.
2. Describe various types of bank accounts, negotiable instruments, and lending practices.
3. Understand regulatory mechanisms and the role of RBI in banking.
4. Evaluate technological and digital advancements in the Indian banking sector.

Module 1: Introduction to Banking	12 hours
Evolution of Banking, Classification of Banks, Functions of Commercial Banks, Banking Terminology – Bank Rate, Repo, Reverse Repo, CRR, SLR; Recent Developments in Banking Sector.	
Module 2: Banker and Customer Relationship	14 hours
Meaning and Definition of Bank, Banking, Banker and Customer; General and Special Relationship, Types of Accounts, Know Your Customer (KYC) Guidelines, Rights and Obligations of Banker and Customer.	
Module 3: Negotiable Instruments and Payment System	14 hours
Meaning and Definition, Types of Negotiable Instruments; Crossing and Endorsement of Cheques, Dishonour and Bouncing of Cheques, Electronic Payment Systems – NEFT, RTGS, IMPS, UPI, Cheque Truncation System (CTS). Banking Technology – Debit Card, Credit card, ATM, Mobile Banking and Internet banking; Cash Management System, Core Banking Solutions.	
Module 4: Credit Creation and Lending Practices	12 hours
Concept of Credit Creation, Types of loans and Advances, Principles of Sound lending, Loan process and documentation, Priority Sector Lending; Customer Grievances Handling Mechanism, Concept of CIBIL, IFSC, MICR – Meaning and importance.	
Module 5: Central Banking	12 hours
History of RBI, Functions, Objectives, Structure of RBI, Basel Norms, Banking Ombudsman Scheme.	

[Handwritten signatures and stamps]

Chairman
BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)

Skill Development Activities:

1. **Group quiz:** Banking abbreviations and terminology
2. **News Article Review:** RBI's recent policy announcements
3. Demonstration of **UPI, Mobile Banking, Internet Banking, and ATM operations**
4. Group Discussion on "Digital Banking vs Traditional Banking" and "Impact of RBI Monetary Policy".

References:

1. Indian Banking – Theory and Practice – P.N. Varshney
2. Banking and Financial System – S.N. Maheshwari
3. Fundamentals of Banking – Nitin Bhasin
4. Money, Banking and Financial Markets – M. L. Jhingan
5. RBI Publications and Circulars – www.rbi.org.in

Handwritten signatures in blue and green ink.

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 4
(Shimoga Dist. Karnataka)

Handwritten signatures and stamps at the bottom of the page.

BBA3.6 Fundamentals of Cost and Management Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Objective

To understand the fundamentals of Cost and Management Accounting and analyze the financial statements

Pedagogy: Classroom lectures, Group Discussion, Seminars and Assignment

Course Outcomes: On successful completion of the course, the students will be able

- To understand the fundamentals of cost and management accounting.
- To classify and analyse different elements of cost.
- To prepare Cost sheet,
- To analyse financial statements and computation of ratios

Module 1: Introduction to Cost Accounting	8 Hours
Meaning and Definition, Objectives and Scope of Cost Accounting, Differences between Cost Accounting and Financial Accounting, Role of Cost Accounting in Business Decisions and its Limitations. Classification of Costs-Direct and Indirect, Methods and Techniques of Costing (Theory only)	
Module 2: Elements of Cost and Cost Sheet	12 Hours
Material, Labour and Overhead Cost, Cost Centre and Cost Unit (theory only), Cost Sheet - Preparation of Cost Sheet with Quotation/Tenders.	
Module 3: Material and Labour Cost	16 hours
Material Procurement and Control: EOQ, Stock Levels, ABC Analysis (theory only); Pricing of Material Issues: Problems on FIFO, LIFO, Simple Average and Weighted Average, Labour Cost - Time Keeping, Wage Payment Methods – Problems on Time Rate, Piece Rate. Idle Time and Overtime (theory only) Problems on Halsey and Rowan Plans.	
Module 4: Introduction to Management Accounting	16 hours
Meaning and Definition, Objectives, Functions, Significance and Limitations of Management Accounting, Cost Accounting v/s Management Accounting; Financial Statement Analysis - Techniques of Analysis; Comparative Statement Analysis; Common Size Statement Analysis and Trend Analysis (Problems thereon).	

See with Regard!

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 494
Dist. Karnataka

Module 5: Ratio Analysis**12 hours**

Meaning and Definition, Classification of Ratios, Ratios based on Income Statement and Balance Sheet; Problems on Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Current Ratio, Debt-Equity ratio, Proprietary ratio, Debtor's Turnover ratio, Stock Turnover Ratio.


Skill Development Activities:

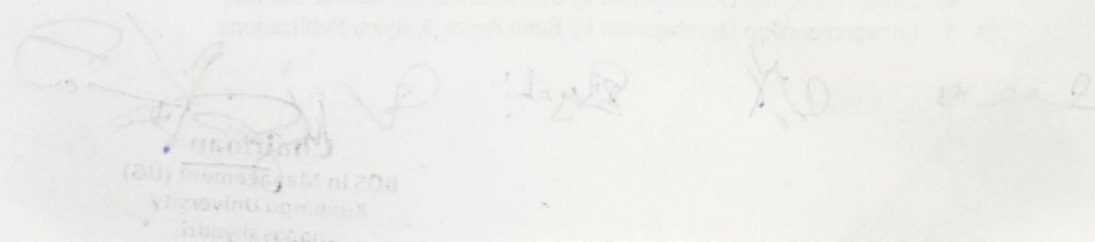
1. Group Discussion on "Why do Companies Need Costing?"
2. Prepare a cost sheet with imaginary figures
3. Case Study: Inventory Management, Class Exercise on LIFE/FIFO
4. Visit an organisation and collect details of ratios used by them
5. Collect the Financial statement of an organization and calculate Trend Percentages

References:

1. Cost and Management Accounting – M.N. Arora- Himalaya Publishing House
2. Management Accounting – Manjunath K.R, G.M. Shantaram, College Book House
3. Fundamentals of Cost Accounting – Jawahar Lal- McGraw Hill Education
4. Management Accounting – S.N. Maheshwari & S.K. Maheshwari- & Son's
5. Cost Accounting – Principles and Practice – Jain and Narang- Kalyani Publishers.
6. Online resources: ICAI materials, NPTEL videos

See so S.K. Regal! P.P. Manu


Anshuman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)



Elective – I
BBA3.7: Small Business Management

Course credits	Teaching Hours/week	Total Teaching hours
02	02	32

Pedagogy: Classroom lectures, Seminars, Assignments and Field visits

Course Outcomes: On successful completion of the course, the students will be able

1. Students will learn the basics of small business, its types, importance, and the government's role in promoting them.
2. They will understand the challenges faced by women and rural entrepreneurs and the support available to them.
3. They will gain the ability to identify business projects, prepare project reports, and learn about institutions that finance small businesses.

Objective

To make the students to understand the fundamentals of small business, their types and its support mechanism

Module 01: Introduction To Small Business	10 Hours
Introduction to Small Business; MSME – Meaning and Definition, Characteristics, Objectives, Types of Small Business; Role of SSI in Economic Development, Problems of SSI; Concept of Start-ups.	
Module 02: Women And Rural Entrepreneurship	12 Hours
Women entrepreneurship – Meaning and Definition, Characteristics, Types of Women Entrepreneurs, Importance, Challenges and Remedies; Rural Entrepreneurship – Meaning and Definition, Characteristics, Significance, Role of Rural Entrepreneurship in Economic Development, Problems faced and Support system thereon.	
Module 03: Government And Institutional Support	10 Hours
Role of Government in promoting SSIs; Institutional Support Mechanism – Commercial Banks, NABARD, KVIC, SIDBI, NSIC.	

Skill Development activities

- 1) 1. Visit a small business unit owned by women in your area and bring out their problems.
- 2) 2. Interact with rural entrepreneur of your area and identify their challenges.
- 3) 3. Visit DIC of your district and collect the details of Government support .

Book References:

1. Entrepreneurship Development by CSV Murthy, Himalaya Publishing House
2. Entrepreneurship Development by Gordon and K. Natarajan, Himayala Publishing House
3. Small Scale Industries and Entrepreneurship by Vasant Desai, Himalaya Publishing House
4. Entrepreneurship Development by S.S. Khanka, S.Chand & Co. Ltd.
5. Entrepreneurship Development by Renu Arora, Kalyani Publications

See 19

OK

Rajah!

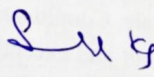

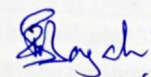
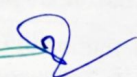
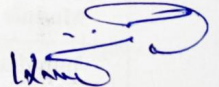
[Signature]

[Signature]
Chairman

BOS in Management (UG)
Kuvempu University
Inanahyadri

SEMESTER-IV

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
4.1	BBA4.1	Language 1	Language	3	10	10	80	100
4.2	BBA4.2	Language 2	Language	3	10	10	80	100
4.3	BBA4.3	Business Regulations	Discipline	4	10	10	80	100
4.4	BBA4.4	Business Statistics-II	Discipline	4	10	10	80	100
4.5	BBA4.5	Fundamentals of Insurance	Discipline	4	10	10	80	100
4.6	BBA4.6	Production and Operations Management	Discipline	4	10	10	80	100
4.7	BBA4.7	Computer Applications in Business	Compulsory	2	5	5	40	50
4.8	BBA4.8	Elective 2- Business Skills	Elective*	2	5	5	40	50
Total				26	70	70	560	700


Chairman
 BOS in Management (UG)
 Kuvempu University
 Inagasahyadri
 Shankaraghatta-577 454
 (Shimoga Dist. Karnataka)

BBA4.3: Business Regulations

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars and Assignments.

Course objectives: To equip students with a foundational understanding of the legal framework governing business operations.

Course Outcomes: On successful completion of the course, the Students will be able

1. Comprehend the laws relating to Contracts and its application in business activities.
2. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.
3. Understand the significance of Consumer Protection Act and its features
4. Understand the need for Environment Protection.

Module 1: Indian Contract Act, 1872	16 hours
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract, Remedies to Breach of Contract and Quasi-Contract.	
Module 2: The Sale of Goods Act, 1930	14 hours
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.	
Module 3: Consumer Protection Act, 2019	12 hours
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	
Module 4: Environment Protection Act, 1986	12 hours
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.	
Module 5: Information Technology Act, 2000	10 hours
Introduction to Cyber Law in India, salient features of IT Act, 2000, importance of Cyber Law, Digital Signature, and cyber crimes. Intellectual Property Rights – Meaning and Definition, Types of Intellectual Property Rights	

Skill Developments Activities:

1. Analyze the key facts and legal outcome of the Carlill vs. Carbolic Smoke Ball Company case.
2. Examine the legal issues and judgment in the case of Mohori Bibee vs. Dharmodas Ghose.
3. Summarize any one notable case related to a contract involving a minor.
4. Identify and list five substances classified as hazardous under the Environment Protection Act.
5. Mention six examples of cybercrimes commonly recognized under the law.

Cases: The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with – 1. Balfour Vs Balfour 2. Carlill Vs Carbolic Smoke Ball Company 3. Felthouse Vs Bindley 4. Lalman Shukla Vs. Gauridutt 5. Durgaprasad Vs Baldeo 6. Chinnayya Vs Ramayya 7. Mohiribibi Vs. Dharmodas Ghosh 8. Ranganayakamma Vs Alvar Chetty 9. Hadley Vs Baxendale.

Books for Reference:

01. N.D. Kapoor, Business Laws, Sultan Chand Publications
02. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
03. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
04. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, Delhi.
05. Sushma Arora, Business Laws, Taxmann Publications.
06. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
07. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
08. K. Aswathappa, Business Laws, HPH,
09. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.

Note: Latest edition of books may be used.

[Handwritten signatures and initials in blue ink]

Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)

BBA4.4: Business Statistics – II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars

Course Outcomes: On successful completion of the course, the students will be able

1. To understand and apply Correlation and Regression to study the relationship between variables.
2. To construct different Index Numbers and to understand its use.
3. To study and application of various Test of Hypotheses – T-Test, Z-Test, Chi-Square.
4. To understand the Statistical Quality Control and various Software Packages used in used in Research.

Module 1: Correlation Analysis	14 hours
Meaning and Definition, Types, Problems on Karl Pearson's Co-efficient of Correlation (Simple and Bivariate Correlation) and Probable Error.	
Module 2: Regression Analysis	14 hours
Meaning and Definition - Correlation Vs Regression, Determination of Regression Co-efficient, Framing Regression Equations, Problems on Simple and Bivariate Regression and Regression Coefficients.	
Module 3: Index Numbers	16 hours
Meaning and Definition, Uses, Classification; Construction of Index Numbers; Methods of Constructing Index Numbers; Problems on Simple Aggregative Method, Simple Average of Price Relative Method; Weighted Index Method – Problems on Laspeyre's Paasche's and Fishers Methods including TRT and FRT; Consumer Price Index.	
Module 4: Testing of Hypothesis	12 hours
Meaning and Definition, Characteristics, Use, Types, Type-I and Type-II errors, Level of Significance and Level of Confidence, Critical Region, One-tailed Test and Two-tailed Test. Simple Problems on T-Test, Z-Test, Chi square Test only.	
Module 5: Statistical Quality Control & Application of Statistical Software Packages	
10 Hours	
Statistical Quality Control: Meaning and Definition, Objectives, Control charts and their uses, Types of Control charts, Simple Problems on Construction of Mean (\bar{X}) and Range (R) charts only.	
Introduction to Statistical Software Packages: Overview of Software: Minitab, SPSS, SAS, R, Python, Excel with add-ins (Theory only).	

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]




[Handwritten signature]

Skill Development Activities

- 1) Analyze the correlation between study hours and exam scores of 10 classmates using correlation.
- 2) Predict future mobile data usage based on monthly usage trends using a regression equation.
- 3) Create control charts using imaginary weekly production data (mean and range) and assess whether the process is under control.
- 4) Construct a food price index using prices of 10 essential food items in your local market over two different years.
- 5) Make a bivariate table pertaining to Marks of V Semester BBA of your class in an Excel Sheet and also prepare a Bar chart.

Recommended Books for Reference:

- 1) Anand Sharma, Statistics For Management, Himalay Publishing House.
- 2) S P Gupta: Statistical Methods, Sultan Chand, New Delhi.
- 3) D P Apte, Statistical Tools for Managers, Excel Books, New Delhi.
- 4) Dr. B N Gupta, Statistics, Sahitya Bhavan Publishers, Agra.
- 5) S.C Gupta: Business Statistics, Himalay Publishing House.
- 6) N.V.R Naidu: Operation Research, I K International Publishers.
- 7) Ellahance: Statistical Methods, Kitab Mahal
- 8) Sanchethi and Kapoor: Business Mathematics, Sultan Chand Publications
- 9) S. Jayashankar: Quantitative Techniques for Management, Excel Books, New Delhi.
- 10) Chikoddi and Satya Prasad: Quantitative Analysis for Business Decision, Himalay Publishing House.

See of Regah:   


Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 45
(Shimoga Dist. Karnataka)

BBA4.5: Fundamentals of Insurance

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars and Assignment.

Course Objectives: To provide a comprehensive understanding of insurance principles, products, and the insurance market, including risk management, insurance contracts, and the role of insurance professionals.

Course Outcomes: On successful completion of the course, the Students will be able to,

1. Explain the principles and functions of insurance.
2. Differentiate between various types of insurance.
3. Understand the process of insurance contract formation and claims settlement.
4. Evaluate the role of IRDAI and insurance intermediaries.
5. Apply basic risk management strategies using insurance tools.

Module No 1: Introduction to Insurance	14 Hours
Definition and Nature of Insurance, History and Evolution of Insurance (Global and Indian Context), Purpose and Importance of Insurance, Elements of an Insurance Contract, Rights and Responsibilities of insurer and insured. Principles of Insurance (Utmost Good Faith, Insurable Interest, Indemnity, Contribution, Subrogation, Proximate Cause).	
Module No. 2: Life and Health Insurance	12 Hours
Meaning, Features, and Types of Life Insurance Policies, Term Insurance, Whole Life, Endowment, Money Back, ULIPs, Annuities – Types and Uses, Procedure for taking Life Insurance Policy, Settlement of Life Insurance Claims. Meaning, Features, and Types of Health Insurance Policies.	
Module No.3: General Insurance	12 Hours
Meaning and Types: Motor, Fire, Marine, Liability Insurance, Policy, Types, Features and Coverage, Claims Process and Documentation, Reinsurance and Co-insurance, Emerging Trends in General Insurance (e.g., cyber insurance, parametric insurance).	
Module No. 4: Insurance Sector In India	14 Hours
Overview of Insurance Industry in India, IRDAI – Objectives, Functions, and Powers, Role of LIC, GIC, and Private Players, Role of Insurance Agents, Brokers, and Corporate Agents, Recent Reforms and Developments in the Insurance Sector.	
Module No 5 : Risk Management and Insurance Planning	12 Hours
Concept and Types of Risks, Risk Assessment and Risk Transfer, Role of Insurance in Personal and Business Risk Management, Insurance and Financial Planning, Case Studies on Risk Mitigation using Insurance.	

Sw

Sw

Sw

Sw

Sw

Skill Development Activities:


1. Conduct a role play where students act as insurer and insured to understand the principles of insurance.
2. Ask students to compare and present features of two life insurance policies from different companies.
3. Students fill out a sample motor insurance claim form to learn the claims process.
4. Organize a group presentation on the role of IRDAI and its recent reforms.
5. Give a real-life case and ask students to suggest suitable insurance for risk mitigation.

References:

1. Insurance Principles and Practice – M.N. Mishra & S.B. Mishra, S Chand and CO Ltd.,
2. Fundamentals of Insurance – Kaninika Mishra, S Chand and CO Ltd.,
3. Principles of Risk Management and Insurance – George E. Rejda, Pearson Publication.
4. Indian Insurance Industry – P. K. Gupta, Himalay Publication House.

Note: Latest edition of books may be used.

Success of *Rejda* *L.S.* *the*


Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)

BBA4.6: Production and Operations Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	64 hours

Pedagogy: Classroom lectures, Industrial visit, Seminars and Assignment

Course Objectives: To understand students with key concepts, Practical knowledge of Production and Operations Management in organization.

Course Outcomes: On successful completion of the course, the Students will be able

1. Recognize the increasing significance of Production and Operations Management in today's unpredictable business climate.
2. Acquire comprehensive knowledge of plant location decisions and facility layout planning.
3. Identify and appreciate the specific challenges organizations face in managing inventory effectively.
4. Build a clear understanding of the concepts and processes involved in Production Planning and Control.
5. Enhance the ability to function efficiently and competitively in the modern business environment.

Module No 1: Introduction to Production and Operation Management	14 hours
Meaning and Definition, Objectives, Scope of Production and Operation Management. Production vs Operation Management. Types of Production System. Automation: Meaning and Definition, need, types. Application of Artificial Intelligence in production process.	
Module No. 2: Plant Location and layout	14 hours
Meaning and Definition – Factors affecting location. Location Models :1. Factor rating method 2. Weighted factor rating method 3. Load-distance method 4. Centre of gravity method 5. Break even analysis (Simple Problems on BEP only). Plant layout: Meaning and Definition, Types of plant layout.– Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	
Module No.3: Production Planning and Control	12 hours
Meaning and Definition-Characteristics, Objectives, Scope, Factors Affecting Production Planning and Control, Production Planning System, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry. Problems on Balanced and Unbalanced Transportation (NorthWest Corner Cell Method only).	

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]



[Handwritten signature]

[Handwritten signature]

Chairman

BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 454
(Chimoga Dist. Karnataka)

Module No. 4: Inventory Management	14 hours
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Types of Inventory analysis. Inventory costs: Simple problems on EOQ Model and Stock Level. Quality Management - Quality Concepts, Difference among Inspections, Quality Control, Quality Assurances. Total Quality Management: Control Charts: acceptance sampling.	
Module No 5 : Maintenance and Waste Management Introduction	10 hours
Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management– Scrap and surplus disposal, Salvage and recovery.	

Skill Development Activities:

1. Visit two nearby industries and document their plant layout structures.
2. Choose a product and compare two potential manufacturing locations using a point-rating method to determine the best site.
3. Gather information on ISO certification requirements from any two industries.
4. Prepare a brief report outlining the essential steps involved in managing city waste.
5. Collect and summarize details regarding purchase procedures and inventory control in an organization.

References:

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe: Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. Dr. L. N.Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

Note: Latest edition of books may be used.

BBA4.7: Computer Applications in Business

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 hours	32 hours

Pedagogy: Classroom lectures, Lab, Seminars, and Assignments.

Course Objectives:

1. The objectives of computer applications in business include improving efficiency, enhancing productivity, and enabling better decision-making.
2. Businesses utilize computers for tasks like data processing, communication, and automation to streamline operations and gain a competitive edge.

Course Outcomes: On successful completion of the course, the Students will be able

To understand with essential computer literacy and hands-on skills in office automation tools (MS Word, Excel, PowerPoint), enabling them to efficiently use digital tools in business environments.

Module No 1: Introduction to Computers and M S Word	12 hours
Characteristics of Computers, Classification of Computers: Word Processing: Introduction to word Processing, Word Processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents	
Module No. 2: M S Excel	12 hours
Concept of Spreadsheet: Managing of Worksheets , Formatting, Entering Data, Printing worksheet, Worksheet Concepts, Methods of building a workbook, Important features of Excel, Saving Workbook, Editing in workbook, Entering data in a cell, Formula copying, Moving data from selected cells, Rearranging worksheet, Project evolving multiple spreadsheets.	
Module No 3: Power point Presentation	8 hours
Preparing Presentations: Basics of presentations- Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.	

Skill Development Activities:

1. MS-Word: Letter writing and Bio-Data , Resume.
2. MS_Excel : Creating Work-Sheet, data entry, use of Formulas, graph generations.
3. Preparation of Mark Statement, Sales Report, Salary Statement.
4. Write the steps for creating presentations having at least four slides related motivating the salesmen.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]


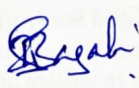
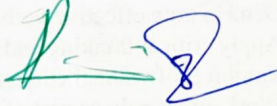

[Handwritten signature]

Chairman
BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Chankaraghatta-577 4

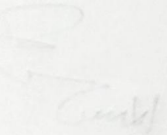

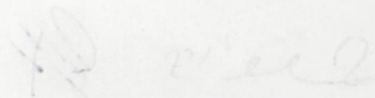

References:

1. S. Salaimuthu and Anthony Raj- Computer Applications in Business , Himalaya Publishing House.
2. V. Rajaram- Fundamentals of Computers , S. Chand and Co.
3. R. Rameshwaram- Computer Applications in Business, S. Chand and Co.
4. Sanjay Saxena- A First Course in Computers , Vikas Publishing House.
5. Balaguruswamy- Introduction to Computers, Tata McGraw Hill Publication, New Delhi.
6. Parameshwaran- Computers in Business , Sultan Chand & Sons.

Note: Latest edition of books may be used.

See 19    


Chairman
BOS in Management (UG)
Kuvempu University
Inpahasahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)





BOS in Management (UG)
Kuvempu University

BBA4.8: Business Skills

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hours	32 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars, Assignments and Mock Interviews.
Course Objectives: To equip students with essential business communication and soft skills, enabling them to communicate effectively in professional settings, develop a confident and adaptable personality, and perform successfully in interviews, group discussions, and workplace interactions.

Course Outcomes: On successful completion of the course, the Students will be able

1. Demonstrate effective verbal and non-verbal communication in business settings.
2. Apply critical thinking and problem-solving techniques to business situations.
3. Exhibit professional etiquette in written and oral communication.
4. Work effectively as part of a team and manage time efficiently.
5. Prepare for and participate in interviews, presentations, and group discussions.

Module No 1: Fundamentals of Business Communications	12 hours
Importance and Types of Communication, Verbal and Non-Verbal Communication, Barriers to Effective Communication and Overcoming them, Business Etiquette and Professionalism – Email, Telephone Etiquette, Approaches, Workplace.	
Module No. 2: Soft Skills for Business Professionals	10 hours
Personality Development and Positive Attitude, Emotional Intelligence in the Workplace, Self-confidence, Motivation and Goal Setting, Leadership Skills and Adaptability, Case Study on Successful Business Personalities.	
Module No. 3: Interviews Skills and Group Discussions	10 hours
Interview Preparation, Types of Interviews and Common Questions, Group Discussions – Techniques and Etiquette, Role Plays and Business Simulation Exercises, Time and Stress Management Techniques.	

Skill Development Activities:

1. Role-play different business scenarios to practice verbal and non-verbal communication.
2. Conduct personality self-assessments and share insights.
3. Participate in mock interviews with peer and instructor feedback.

See 19

OK

Pragati

✓

8

Handwritten signature



Chairman


BOS in Management (UG)
Kuvempu University
Inanasahyadri
Shankaraghatta-577 45
Mysore Dist. Karnataka

Reference Books:

1. Developing Communication Skills – Krishna Mohan & Meera Banerji McMILN India Ltd New Delhi.
2. Business Communication – Dr. C.B. Gupta, Sultan Chand and sons
3. Personality Development and Soft Skills – Barun K. Mitra- Oxford University Press (OUP India)
4. Business Communication Today – Courtland L. Bovee and John V Thill- Pearson Education
5. Online tools – Grammarly, LinkedIn Learning, Coursera Soft Skill Courses

Note: Latest edition of books may be used.

See 8/8 Break!  


Chairman
BOS in Management (UG)
Kuvempu University
Jnapeahyadri
Shankaraghatta-577 454
(Shimoga Dist. Karnataka)