

M.Com (MASTER OF COMMERCE) - COURSE MATRIX**I SEMESTER M.Com (MASTER OF COMMERCE)**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
1.1	Monetary System	4	3	30	70	100	4
1.2	International Business	4	3	30	70	100	4
1.3	Macro Economics for Business Decisions	4	3	30	70	100	4
1.4	Information Systems and Computers	4	3	30	70	100	4
1.5	Advanced Financial Management	4	3	30	70	100	4
1.6	Human Resource Management	4	3	30	70	100	4
1.7	SOFT CORE Communication Skills	3	3	30	70	100	2
I SEMESTER TOTAL OF CREDITS							26

II SEMESTER M.Com (MASTER OF COMMERCE)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
2.1	Indian Banking	4	3	30	70	100	4
2.2	Risk Management	4	3	30	70	100	4
2.3	Advanced E – Commerce & Mobile Commerce	4	3	30	70	100	4
2.4	Business Research Methods	4	3	30	70	100	4
2.5	Operations Research & Quantitative Techniques	4	3	30	70	100	4
2.6	Business Marketing	4	3	30	70	100	4
2.7	SOFT CORE Micro Finance	3	3	30	70	100	2
II SEMESTER TOTAL OF CREDITS							26



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**M.Com (MASTER OF COMMERCE)
- I ACCOUNTING & TAXATION**

	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits	
			IA	Exam	Total		
3.1	Business Ethics & Corporate Governance	4	3	30	70	100	4
3.2	Corporate Financial Reporting	4	3	30	70	100	4
3.3	Accounting for Managerial Decision	4	3	30	70	100	4
3.4	Strategic Cost Management - I	4	3	30	70	100	4
3.5	Direct Taxes & Planning	4	3	30	70	100	4
3.6	Open Elective	4	3	30	70	100	4
III SEMESTER TOTAL OF CREDITS							24

**III SEMESTER M.Com (MASTER OF COMMERCE)
ELECTIVE - II FINANCE AND BANKING**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
3.1	Common Paper Business Ethics & Corporate Governance	4	3	30	70	100	4
3.2	Financial Markets	4	3	30	70	100	4
3.3	Financial Services	4	3	30	70	100	4
3.4	Security Analysis	4	3	30	70	100	4
3.5	Portfolio Management	4	3	30	70	100	4
3.6	Open Elective	4	3	30	70	100	4
III SEMESTER TOTAL OF CREDITS							24

**III SEMESTER M.Com (MASTER OF COMMERCE)
ELECTIVE - III SYSTEM MANAGEMENT**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
3.1	Common Paper Business Ethics & Corporate Governance	4	3	30	70	100	4
3.2	Relational Database Management Systems	4	3	30	70	100	4
3.3	Data Communications and Networking	4	3	30	70	100	4
3.4	Enterprise Resource Planning	4	3	30	70	100	4
3.5	Systems Analysis and Design	4	3	30	70	100	4
3.6	Open Elective	4	3	30	70	100	4
III SEMESTER TOTAL OF CREDITS							24

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**M.Com (MASTER OF COMMERCE)
- I ACCOUNTING & TAXATION**

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	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
			IA	Exam	Total	
	4	3	30	70	100	4
4.2	4	3	30	70	100	4
4.3	4	3	30	70	100	4
4.4	4	3	30	70	100	4
4.5	8	--	Viva - Voce 50	150	200	8
IV SEMESTER TOTAL OF CREDITS						24

**IV SEMESTER M.Com (MASTER OF COMMERCE)
ELECTIVE - II FINANCE AND BANKING**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
4.1	Common Paper Commodity Markets	4	3	30	70	100	4
4.2	Forex Management	4	3	30	70	100	4
4.3	International Financial Institutions & Markets	4	3	30	70	100	4
4.4	Banking Operations and Management	4	3	30	70	100	4
4.5	Dissertation	8	--	Viva - Voce 50	150	200	8
IV SEMESTER TOTAL OF CREDITS						24	

**IV SEMESTER M.Com (MASTER OF COMMERCE)
ELECTIVE - III SYSTEM MANAGEMENT**

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
4.1	Common Paper Commodity Markets	4	3	30	70	100	4
4.2	Artificial Intelligence	4	3	30	70	100	4
4.3	Distributed Computing and Applications	4	3	30	70	100	4
4.4	Data Mining and Data Warehousing	4	3	30	70	100	4
4.5	Dissertation	8	3	Viva - Voce 50	150	200	8
IV SEMESTER TOTAL OF CREDITS						24	

OPEN ELECTIVE

- a. Income Tax
- b. Finance and Banking

ELECTIVE PAPERS:

- I. ACCOUNTING & TAXATION
- II. FINANCE & BANKING
- III. SYSTEM MANAGEMENT

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MBA

21. COURSE MATRIX

SUBJECTS	PAPER	INSTRUC- TION	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
A) I SEMESTER							
CORE SUBJECTS:	6	6	6 X	6 X	6 X	6 X	6 X 4
1.1 ECONOMICS FOR MANAGERS		X4	3	30	70	100	
1.2 ORGANIZATIONAL BEHAVIOUR							
1.3 ACCOUNTING FOR MANAGERS							
1.4 STATISTICS FOR MANAGEMENT							
1.5 MARKETING MANAGEMENT							
1.6 PERSPECTIVES OF BUSINESS AND INDUSTRY							
SOFT CORE:	1	1	1 X	1 X	1 X	1 X	1 X 2
1.7 COMMUNICATION SKILLS		X2	3	30	70	100	
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUC- TION	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	

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	WE EK	HRS)					
B) II SEMESTER							
CORE SUBJECTS:	6	6	6 X	6 X	6 X	6 X	6 X 4
2.1 INFORMATION TECHNOLOGY FOR MANAGEMENT	X4	3	30	70	100		
2.2 MANAGERIAL RESEARCH METHODS							
2.3 ENTREPRENEURSHIP AND ETHICS							
2.4 HUMAN CAPITAL MANAGEMENT							
2.5 FINANCIAL MANAGEMENT							
2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH							
SOFT CORE:	1	1	1 X	1 X	1 X	1 X	1 X 2
2.7 INNOVATION MANAGEMENT	X2	3	30	70	100		
TOTAL CREDITS							26

SUBJECTS	PAP ER	INS TR UC TI ON HR S/ WE EK	DU RA TIO N OF EX AM (HRS)	MARKS			CRE DITS
				IA	EXA M	TO TA L	


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C) III SEMESTER							
CORE SUBJECTS:	5	5	5 X	5 X	5 X	5 X	5 X 4
3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE		X4	3	30	70	100	
3.2 PROJECTS AND OPERATIONS MANAGEMENT							
ELECTIVE SUBJECTS							
FINANCE							
MARKETING							
HUMAN RESOURCES							
HEALTH CARE MANAGEMENT							
LOGISTICS AND SUPPLY CHAIN MANAGEMENT							
BANKING FINANCE AND INSURANCE							
SERVICES MANAGEMENT (BFIS)							
STARTUPS AND SMES MANAGEMENT							
THREE ELECTIVES IN SPECIALIZATION STREAMS							
3.3 OPEN ELECTIVE	1	1 X	1 X	1 X	1 X	1 X	1 X 3
		3	3	30	70	100	
PROJECT WORK FOR FOUR WEEKS				1 X		1 X	1 X 3
				50		50	
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUC-TION OF HR	DURATION OF EX	MARKS			CREDITS
				INTERNAL	EXAM	TOTAL	

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		S/ WE EK	AM(HRS)				
D) IV SEMESTER							
CORE SUBJECT:	4	4 X	4 X	4 X	4 X	4 X	4 X 4
4.1 INTERNATIONAL BUSINESS DYNAMICS		4	3	30	70	100	
ELECTIVE SUBJECTS							
FINANCE							
MARKETING							
HUMAN RESOURCES							
HEALTH CARE MANAGEMENT							
LOGISTICS AND SUPPLY CHAIN MANAGEMENT							
BANKING FINANCE AND INSURANCE							
SERVICES MANAGEMENT (BFIS)							
STARTUPS AND SMES MANAGEMENT							
THREE ELECTIVES IN SPECIALIZATION STREAMS							
4.2 DISSERTATION FOR EIGHT WEEKS	-	4	REP OR T EV AL UA TION VIV	1 X 50	1 X 200	1 X 250	1 X 8 1 X 2

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TOTAL CREDITS							26
PROGRAM GRAND TOTAL OF CREDITS							104

ELECTIVES UNDER SPECIALIZATION STREAMS

III SEMESTER	IV SEMESTER
FINANCE	FINANCE
F1 INDIAN FINANCIAL SYSTEM - V.U.	F4 CORPORATE VALUATION AND RESTRUCTURING
F2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT V.C.	F5 AND (BFIS 5) INTERNATIONAL FINANCIAL MANAGEMENT
F3 CORPORATE TAX PLANNING AND MANAGEMENT 6r. 4.0.0 (Group)	F6 RISK MANAGEMENT AND DERIVATIVES
MARKETING	MARKETING
M1 RETAILING MANAGEMENT AND SERVICES	M4 STRATEGIC BRAND MANAGEMENT
M2 CONSUMER BEHAVIOR	M5 INTERNATIONAL MARKETING STRATEGY
M3 RURAL AND AGRICULTURAL MARKETING	M6 DIGITAL MARKETING
HUMAN RESOURCES	HUMAN RESOURCES
H1 LEARNING AND DEVELOPMENT	H4 STRATEGIC HRM
H2 INDUSTRIAL AND EMPLOYEE RELATIONS	H5 INTERNATIONAL HRM
H3 PERFORMANCE MANAGEMENT SYSTEM	H6 TALENT AND KNOWLEDGE MANAGEMENT
HEALTH CARE MANAGEMENT	HEALTH CARE MANAGEMENT
HCM 1 PERSPECTIVES ON HEALTH CARE SECTOR	HCM 4 BASIC MANAGEMENT ASPECTS OF HEALTH CARE
HCM 2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS	HCM 5 STRATEGIC MANAGEMENT IN HEALTH CARE SETTINGS


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HCM3 HEALTH ECONOMICS	HCM6 MANAGEMENT OF HOSPITAL SERVICES
LOGISTICS AND SUPPLY CHAIN MANAGEMENT	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
LSCM 1 BASICS OF SUPPLY CHAIN MANAGEMENT LSCM 2 PRINCIPLES OF LOGISTICS MANAGEMENT LSCM 3 SALES AND DISTRIBUTION MANAGEMENT	LSCM 4 WAREHOUSING AND INVENTORY MANAGEMENT LSCM 5 E-COMMERCE LSCM 6 INTERNATIONAL LOGISTICS MANAGEMENT
BANKING, FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)	BANKING, FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)
BFIS1 STRATEGIC CREDIT MANAGEMENT IN BANKS BFIS2 INSURANCE PLANNING & MANAGEMENT BFIS3 INDIAN FINANCIAL SYSTEM	BFIS4 BANKING TECHNOLOGY AND MANAGEMENT BFIS5 (AND F5) INTERNATIONAL FINANCIAL MANAGEMENT BFIS6 RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES
STARTUPS AND SMES MANAGEMENT	STARTUPS AND SMES MANAGEMENT
SSM 1 PERSPECTIVES ON STARTUPS AND SME SSM 2 BASIC MANAGEMENT ASPECTS OF SMALL BUSINESS SSM 3 ESTABLISHMENT OF SMES	SSM 4 TECHNOLOGY AND INNOVATION SSM 5 INTERNATIONALIZATION OF SMES SSM 6 MANAGEMENT OF STARTUPS


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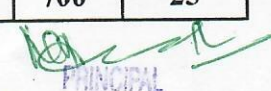
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CHICKBALLAPUR - 562101



BENGALURU NORTH UNIVERSITY
DEPARTMENT OF COMMERCE B.COM DEGREE
NEP - 2020 (CBCS -SEMESTER SCHEME) – 2021-22
COURSE MATRIX
FIRST SEMESTER

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SE E	CIE	Total Marks	Credit
1	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
3	B.Com.1.1	Financial Accounting	DSC	4+0+0	60	40	100	4
4	B.Com.1.2	Management Principles and Applications	DSC	4+0+0	60	40	100	4
5	B.Com.1.3	Principles of Marketing	DSC	4+0+0	60	40	100	4
6	B.Com.1.4	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
7	B.Com.1.5	Physical Education - Yoga	SEC-VB	0+0+2	-	25	25	1
8	B.Com.1.6	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
9	B.Com.1.7	<u>Any one of the following</u> a. Accounting for everyone b. Financial Literacy c. Entrepreneurship & Start-ups (Refer Annexure)	OEC	3+0+0	60	40	100	3
Sub-Total(A)					390	310	700	25


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SECOND SEMESTER

Semester II

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.2.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.2.2	Language-II	AECC	3+1+0	60	40	100	3
3	B.Com.2.1	Advanced Financial Accounting	DSC	4+0+0	60	40	100	4
4	B.Com.2.2	a. Corporate Administration or b. Business Mathematics	DSC	4+0+0	60	40	100	4
5	B.Com.2.3	Law & Practice of Banking	DSC	4+0+0	60	40	100	4
6	B.Com.2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
8	B.Com.2.5	Sports/NCC/NSS/R&R (S&G)/Cultural	SEC - VB	0+0+2	-	50	50	2
7	B.Com 2.7	<i>Any one of the following</i> a. Financial Environment b. Investing in Stock Markets c. Event Management (Refer Annexure)	OEC	3+0+0	60	40	100	3
Sub-Total(B)					390	310	700	25


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THIRD SEMESTER

Semester III

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.3.2	Language-II	AECC	3+1+0	60	40	100	3
3	B.Com.3.1	Corporate Accounting	DSC	4+0+0	60	40	100	4
4	B.Com.3.2	Business Statistics	DSC	4+0+0	60	40	100	4
5	B.Com.3.3	Cost Accounting	DSC	4+0+0	60	40	100	4
6	B.Com.3.4	India & Indian Constitution	AECC	3+0+0	30	20	50	3
7	B.Com.3.5	Sports/NCC/NSS/R&R (S&G)/Cultural	SEC - VB	0+0+2	-	50	50	2
8	B.Com 3.6	<i>Any one of the following</i> a. Business Ethics b. Corporate Environment (Refer Annexure)	OEC	3+0+0	60	40	100	3
Sub-Total(B)					390	310	700	26



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FOURTH SEMESTER

Semester IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.4.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.4.2	Language-II	AECC	3+1+0	60	40	100	3
3	B.Com.4.1	Advanced Corporate Accounting	DSC	4+0+0	60	40	100	4
4	B.Com.4.2	Costing Methods & Techniques	DSC	4+0+0	60	40	100	4
5	B.Com.4.3	Business Regulatory Framework	DSC	4+0+0	60	40	100	4
6	B.Com.4.4	Financial Education & Investment Awareness Or Artificial Intelligence	SEC-SB	1+0+2	30	20	50	2
7	B.Com.4.5	Sports/NCC/NSS/R&R (S&G)/Cultural	SEC-VB	0+0+2	-	50	50	2
8	B.Com.4.6	Any one of the following a. Income Tax for beginners b. Advertising & Personal Selling (Refer Annexure)	OEC	3+0+0	60	40	100	3
Sub-Total(B)					390	310	700	25


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FIFTH SEMESTER


Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.Com.5.1	Financial Management	DSC	4+0+0	60	40	100	4
2	B.Com.5.2	Income Tax Law & Practice – I	DSC	4+0+0	60	40	100	4
3	B.Com.5.3	Principles & Practice of Auditing	DSC	4+0+0	60	40	100	4
4	B.Com.5.4	Elective – 1	DSE	4+0+0	60	40	100	3
5	B.Com.5.5	Elective – 2	DSE	4+0+0	60	40	100	3
6	B.Com.5.6	GST – Law & Practice	Vocational - 1	4+0+0	60	40	100	4
8	B.Com.5.7	Cyber Security/ Employability skills	SEC – SB	1+0+2	30	20	50	2
Sub–Total(B)					390	260	650	24

Elective Groups and Courses:

Discipline Specific Electives – V Semester										
Sl. No	Elective Code	Accounting	Elective Code	Finance	Elective Code	Marketing	Elective Code	Human Resources	Elective Code	Information Systems
1	A1	Indian Accounting Standards-1	F1	Financial Institutions and Markets	M1	Retail Management	H1	Human Resources Development	B1	Basics of Business Analytics

Note:

- Under DSE, Dual Specialization to be offered, students should choose two elective groups from the above elective groups. Same elective groups should be continued in the 6th Semester as well


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SIXTH SEMESTER

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hrs per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.Com.6.1	Advanced Financial Management	DSC	4+0+0	60	40	100	4
2	B.Com.6.2	Income Tax Law & Practice – II	DSC	4+0+0	60	40	100	4
3	B.Com.6.3	Management Accounting	DSC	4+0+0	60	40	100	4
4	B.Com.6.4	Elective – 1	DSE – 1	4+0+0	60	40	100	3
5	B.Com.6.5	Elective – 2	DSE – 2	4+0+0	60	40	100	3
6	B.Com.6.6	Assessment of Non-Individuals & Filing of ITRs	Vocational – 2	4+0+0	60	40	100	4
8	B.Com.6.7	Internship	SEC-SB	-	30	20	50	2
Sub-Total(B)					390	260	650	24

Elective Groups and Courses:

Elective Code	Accounting	Elective Code	Finance	Elective Code	Marketing	Elective Code	Human Resources	Elective Code	Information Systems
A2	Indian Accounting Standards-2	F2	Investment Management	M2	Customer Relationship Management	H2	Cultural Diversity at Work Place	B2	Advanced Business Analytics

Note:

- Under DSE, Dual Specialization to be offered, students should choose two elective groups from the above elective groups. Same elective groups should be continued from 5th Semester.


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**BENGALURU NORTH UNIVERSITY**

Tamaka, Sri Devraj Urs Extension, Kolar – 563103

Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)**COURSE MATRIX****I SEMESTER**

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
1	LANG.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	LANG.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Management Principles and Practice	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BBA.1.5	Physical Education – Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA.1.6	Health and Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Office Management / Business Organisation	OEC	3+0+0	50	50	100	3
SUB-TOTAL I					400	350	750	25'

II SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
10	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
13	BBA.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA.2.3	Business Mathematics/ Business Environment	DSC	3+0+2	60	40	100	4
15	BBA.2.4	Environmental Studies	AECC	2+0+0	50	50	100	2
16	BBA.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA.2.6	NCC/NSS/R&R,S&G/Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA.2.7	People Management / Retail Management	OEC	3+0+0	50	50	100	3
SUB -TOTAL II					400	350	750	25

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III SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
19	Lang.3.1	Language – I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
22	BBA.3.2	Organizational Behaviour	DSC	4+0+0	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
24	BBA.3.4	Artificial Intelligence / Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
25	BBA.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
26	BBA.3.6	NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
27	BBA.3.7	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
SUB-TOTAL III					390	310	700	25

IV SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
28	Lang.4.1	Language – I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
31	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	60	40	100	4
32	BBA.4.3	Financial Management	DSC	3+0+2	60	40	100	4
33	BBA.4.4	India and Indian Constitution	AECC	0+0+2	60	40	100	3
34	BBA.4.5	Sports	SEC-VB	0+0+2	-	25	25	1
35	BBA.4.6	NCC/NSS/Any others	SEC-VB	0+0+2	-	25	25	1
36	BBA.4.7	Business Leadership Skills/ Personal Wealth Management	OEC	0+0+2	30	20	50	2
SUB- TOTAL IV					390	310	700	25


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V SEMESTER


SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	Vocational-1 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
37	BBA5.7	Employability Skills / Cyber Security	SEC – VB	1+0+2	30	20	50	2
SUB -TOTAL V					390	260	650	24

VI SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
SUB- TOTAL VI					360	290	650	24

Note:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit


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Acronyms Expanded:

AECC : Ability Enhancement Compulsory Course

DSC ©: Discipline Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/Value Based

OEC : Open Elective Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture+ Tutorial+ Practical(s)

Note:


Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Elective Group	V SEMESTER		VI SEMESTER	
	Code	Paper-1	Code	Paper-2
Finance	FN1	Advanced Corporate Financial Management	FN2	Security Analysis and Portfolio Management
Marketing	MK1	Consumer Behavior	MK2	Advertising and Media Management
Human Resource Management	HRM1	Compensation and Performance Management	HRM2	Cultural Diversity at Workplace
Data Analytics	DA1	Financial Analytics	DA2	Marketing Analytics
Retail Management	RM1	Fundamentals of Retail Management	RM2	Retail Operations Management
Logistics And Supply Chain Management	LSCM1	Freight Transport Management	LSCM2	Sourcing for Logistics and Supply Chain Management

Note: Students have to choose Two Electives in V Semester and continue with the same Elective combinations in VI Semester.

INTERNSHIP**Objectives:**

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


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 NAGARJUNA COLLEGE OF MANAGEMENT STUDIES
 Chikkaballapur-562101

Name of the Program: Bachelor of Commerce (B.Com)

Course Code: B.Com 5.2

Name of the Course: INCOME TAX LAW & PRACTICE - I

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs
<u>Pedagogy:</u>		
Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,		
<u>Course Outcomes:</u>		
On successful completion of the course, the students will be able to:		
a) To know the power of income tax authorities.		
b) To identify the incomes exempted from tax and scheme of taxation on Agricultural income.		
c) Understand the provisions for determining the residential status of an Individual.		
d) Demonstrate the computation of total income of an Individual.		
e) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances & retirement benefits		
f) Compute the income house property for different categories of house property		
<u>Syllabus</u>		
Module: 1 – BASIC CONCEPTS OF INCOME TAX		12 Hrs
Introduction –Meaning of Tax-, Types of Taxes, Cannons of Taxation; Brief history of Indian Income Tax; Legal framework of Taxation; Income Tax Authorities their Powers and Duties Important Definitions: Assessment, Assessment Year, Previous Year (including exceptions), Assessee, Person, Income, Casual Income, Gross Total Income, Total Income; Concept of Capital and Revenue		
Module: 2 – EXEMPTED INCOMES		10 Hrs
Incomes exempted U/S- 10 (Important ones Restricted to Individual Assessee); Agricultural Income – (Problems on identification of Agricultural Income) - Scheme of Taxation.		
Module: 3 – RESIDENTIAL STATUS & INCIDENCE OF TAX		08 Hrs
Introduction – Residential Status of an Individual. Determination of Residential Status of an Individual – Problems on determination of Residential Status. Incidence of Tax: Concepts & Problems		
Module: 4 – INCOME FROM SALARY		16 Hrs
Introduction - Meaning of Salary -Basis of Charge- Definitions – Salary – Allowances –Perquisites and Profits in lieu of salary - Retirement Benefits: Gratuity - Pension and Leave Salary - Provident Fund, Deductions u/s 16; Problems on Computation of Taxable Salary.		
Module: 5 – INCOME FROM HOUSE PROPERTY		14 Hrs
Introduction - Basis for Charge - Deemed Owners -House Property Incomes exempt from Tax - Composite Rent. Annual Value –Determination of Annual Value - Loss due to Vacancy and Unrealized Rent - Deductions from Annual Value. Problems on Computation of Income from House Property on Let-out, Self-occupied, Deemed to be Let-out and Partly Let-out and Partly Self-occupied Properties.		
SKILL DEVELOPMENT ACTIVITIES:		
<ul style="list-style-type: none">• Prepare a slab rates chart for different Individual assesses.• Visit any Chartered Accountant office - Collect and record the procedure involved in filing the Income tax returns of a Salaried Individual. [Form 16]• Prepare the list of perquisites received by an employee in an organization.• Draw an organization chart of Income Tax department in your locality.		
BOOKS FOR REFERENCE		
<ol style="list-style-type: none">1. Mehrotra H.C and T S Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.2. Vinod K. Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi.3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.4. Bhagawathi Prasad, Direct Taxes.5. B. Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.		
Note: Latest edition of textbooks may be used		



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Tax Evasion

Tax evasion is the process of reducing tax liability by way of adopting false and dishonest means. This can be done in two way by suppressing income and/or inflating expenses. Clearly, it is an illegal and unethical way of reducing tax liability.

Tax Avoidance

Tax avoidance is the process of reducing tax liability by taking advantage of the various loopholes in the taxation law. This is not an illegal device but surely unethical and violates the spirit of the law.

Tax Planning

Tax planning is an intelligent and dignified way of reducing tax liability by availing various deductions, allowances, incentives, reliefs, etc., as provided by the Act. Therefore, it is neither illegal nor unethical. It just requires a thorough knowledge of the tax laws.

Rate of Tax for Assessment Year 2022-23

Tax Rate for any Individuals, HUF, AOP, BOI & Artificial Persons

Existing Tax Regime:

- For any other resident individual (Who is below 60 years), any non-resident individual, every HUF/AOP/BOI/artificial juridical person:

Net income range	Income-tax rates
Up to ₹ 2,50,000	Nil
₹ 2,50,000 – ₹ 5,00,000	5%
₹ 5,00,000 – ₹ 10,00,000	20%
above – ₹ 10,00,000	30%

- For a resident senior citizen (who is 60 years or more at any time during the previous year but less than 80 years on the last day of the previous year).

Net income range	Income-tax rates
Up to ₹ 3,00,000	Nil
₹ 3,00,000 – ₹ 5,00,000	5%
₹ 5,00,000 – ₹ 10,00,000	20%
above – ₹ 10,00,000	30%

- For a resident super senior citizen (who is 80 years or more at any time during the previous year).

Net income range	Income-tax rates
Up to ₹ 5,00,000	Nil
₹ 5,00,000 – ₹ 10,00,000	20%
above – ₹ 10,00,000	30%

Note: * Rebate under section 87A: A resident individual (whose net income upto ₹ 5,00,000) can avail rebate under section 87A. It is deductible from income-tax before calculating education cess. The amount of rebate is 100 percent of income-tax or ₹ 12,500, whichever is less.

**** Surcharge:** 10% - if the net income is between 50 lakhs to 1 crore,
15% - if the net income is between 1 crore to 2 crore,
25% - if the net income is between 2 crore to 5 crore,
37% - if the net income exceeds 5 crore.

Health and Education cess: 4% of the total of income tax and surcharge.

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NAGARJUNA COLLEGE OF MANAGEMENT STUDIES

CHICKBALLAPUR - 502101

Name of the Program: Bachelor of Commerce (B.Com)

Course Code: B.Com 5.3

Name of the Course: PRINCIPLES & PRACTICE OF AUDITING

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy:

Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes:

On successful completion of the course, the students will be able to,

- Understand the conceptual framework of auditing.
- Examine the risk assessment and internal control in auditing
- Comprehend the relevance of IT in audit and audit sampling for testing.
- Examine the company audit and the procedure involved in the audit of different entities.
- Gain knowledge on different aspect of audit reporting and conceptual framework applicable on professional accountants.

Syllabus

Module: 1 – INTRODUCTION TO AUDITING **12 Hrs**
Auditing: Introduction, Meaning, Definition, Objectives; Types of Audit; Merits and Demerits of Auditing; Relationship of Audit with other Disciplines; Preparation before commencement of New Audit; Working Papers; Audit Note Book; Audit Program; Qualities of an Auditor; Audit Planning; Audit Strategy; Audit Engagement; Audit Documentation; Audit Evidence; Written Representation

Module: 2 – RISK ASSESSMENT & INTERNAL CONTROL **12 Hrs**
Audit Risk: Introduction, Assessment of Risk; Internal Control: Meaning and Objectives; Internal check: Meaning, Objectives and Fundamental Principles; Internal Check with regards to Wage Payment, Cash Sales and Cash Purchases.

Module: 3 – VERIFICATION & VALUATION OF ASSETS & LIABILITIES **12 Hrs**
Meaning and Objectives of Verification and Valuation; Position of an Auditor as regards the Valuation of Assets; Verification and Valuation of different items of Assets: Land and Building, Plant and Machinery, Goodwill, Investments, Stock in Trade; Liabilities: Bills

Module: 4 – COMPANY AUDIT & AUDIT OF OTHER ENTITIES **12 Hrs**
Company Auditor: Appointment, Qualification, Powers, Duties and Liabilities; Professional Ethics of an Auditor
Other Entities: Audit Procedure of NGOs, Charitable Institutions, Educational Institutions, Government, Local Bodies, Cooperative Societies, Hotels, Hospitals, Clubs & Banks

Module: 5 – AUDIT REPORT & PROFESSIONAL ETHICS **12 Hrs**
Audit Report: Introduction, Meaning, Elements of Audit Report; Types of Audit Report; Independent Auditor's Report and their illustration
Professional Ethics: Code of Ethics; Professional Accountants in Public Practices and Business, Fundamental Principles of Professional Ethics

SKILL DEVELOPMENT ACTIVITIES:


- Design and develop an audit plan program for a joint stock company
- List the various documents necessary to be verified in the audit process
- Draft an audit report (Clean or Modified) with imaginary data
- Visit an audit firm, write about the procedure followed by them in auditing the books of accounts of a firm
- Record the verification procedure with respect to any one fixed asset
- Draft an audit program


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BOOKS FOR REFERENCE


1. ICAI Study Materials on Auditing and Assurance
2. B.N. Tandon, Principles of Auditing, S. Chand and Company, New Delhi.
3. T.R. Sharma, Auditing Principles and Problems, Sahitya Bhawan, Agra.
4. J.M. Manjunatha and others, Auditing and Assurance, HPH.
5. Gupta Karnal, Contemporary Auditing, Tata Mc. Graw-Hill, New Delhi.
6. R.G. Saxena, Principles of Auditing

Note: Latest edition of text books may be used.



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Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.2 Name of the Course: Income Tax – I		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <p>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</p> <p>b) Understand the provisions for determining the residential status of an Individual.</p> <p>c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.</p> <p>d) Compute the income house property for different categories of house property.</p> <p>e) Comprehend PAN, TDS & advances tax Ruling</p>		
Syllabus		Hours
Module 1: Basic Concepts of Income Tax		12
<p>Introduction –Meaning of tax-, types of taxes, and cannons of taxation.</p> <p>Brief history of Indian Income Tax, Legal framework of taxation.</p> <p>Important definitions: Assesse, Assessment, Assessment year, Previous year including exceptions, Person, Income, Casual Income, Gross total income, Total income, Agricultural income (Simple Problems). Exempted incomes of an individual under section 10.</p>		
Module 2: Residential Status and Incidence of Tax		10
<p>Introduction – Residential status: Meaning, Basic and Additional conditions u/s 6 including exceptions. Determination of residential status of an individual (Problems). Incidence of tax (Problems)</p>		
Module 3: Income from Salary		16
<p>Introduction – Meaning: Salary, Basis of charge, Allowances, Perquisites, Provident Fund, deductions u/s 16- Retirement Benefits – Gratuity, pension and Leave salary and Problems on Computation of Taxable Salary (excluding retirement concepts)</p>		
Module 4: Income from House Property		10
<p>Introduction - Basis for charge. Annual Value: Determination of Gross and Net Annual Value, Types of House property, Deductions u/s 24, Composite rent, Vacancy Allowance, Unrealized Rent and its recovery – Problems on pre-construction interest and Problems on Computation of Taxable Income from House Property.</p>		
Module 5: PAN, Tax Deduction at Sources & Advance Tax		08

Permanent Account Number - Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties -Theory only.

Tax Deduction at Source (TDS): Introduction - Meaning- Provisions – Theory only.
Advance Tax: Meaning - Provisions of advance tax Instalment of advance tax and due dates - Theory only


Skill Development Activities:

1. Prepare a slab rates chart for different Individual assesses.
2. Visit any Chartered Accountant office Collect and record the procedure involved in filing the Income tax returns of an Individual.
3. List out any 10 Incomes exempt from tax of an Individual.
4. Prepare the list of perquisites received by an employee in an organization.
5. Identify and collect various enclosures pertaining to Income tax returns of an individual.
6. Any other activities, which are relevant to the course.

Books for References:

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.
7. Dr Swaminathan , Income Tax – Kalyani Publications

Note: Latest edition of text books may be used.



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Unit- III	Chapter-5 Judiciary- Supreme Court and High Court: Composition, Powers and Functions, Public Interest Litigation, Judicial Activism Chapter-6 Electoral Process: Election Commission- Composition, Powers and Functions, Electoral Reforms.	8 Hours
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Exercise:

- Department can debate on the role of Constitution in the country's development.
- Students can empirically evidence the effectiveness of concepts like –Freedom, Equality, Justice, Rights and Duties by conducting surveys.
- Can hold special lectures on various provisions of Constitution like working of Election Commission, Art 246, 356 etc.


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UNDERSTANDING INDIA AND INDIAN CONSTITUTION
--

Ability Enhancement Compulsory Courses (AECC)
--

UNDERSTANDING INDIA AND INDIAN CONSTITUTION
--

Total Contact Hours: 24	Course Credits: 2
No. of Teaching Hours/Week: 2	Duration of ESA/Exam: 1 Hours
Formative Assessment Marks: 20	Summative Assessment Marks: 30+20=50

Course Objective:


The purpose of the course is to familiarize the students with the key elements of Indian constitution. The course has been designed to cover the journey of the India from its emergence as a Republic. This will enable the students to understand various political Institutions that are operationalised under the Indian Constitution.

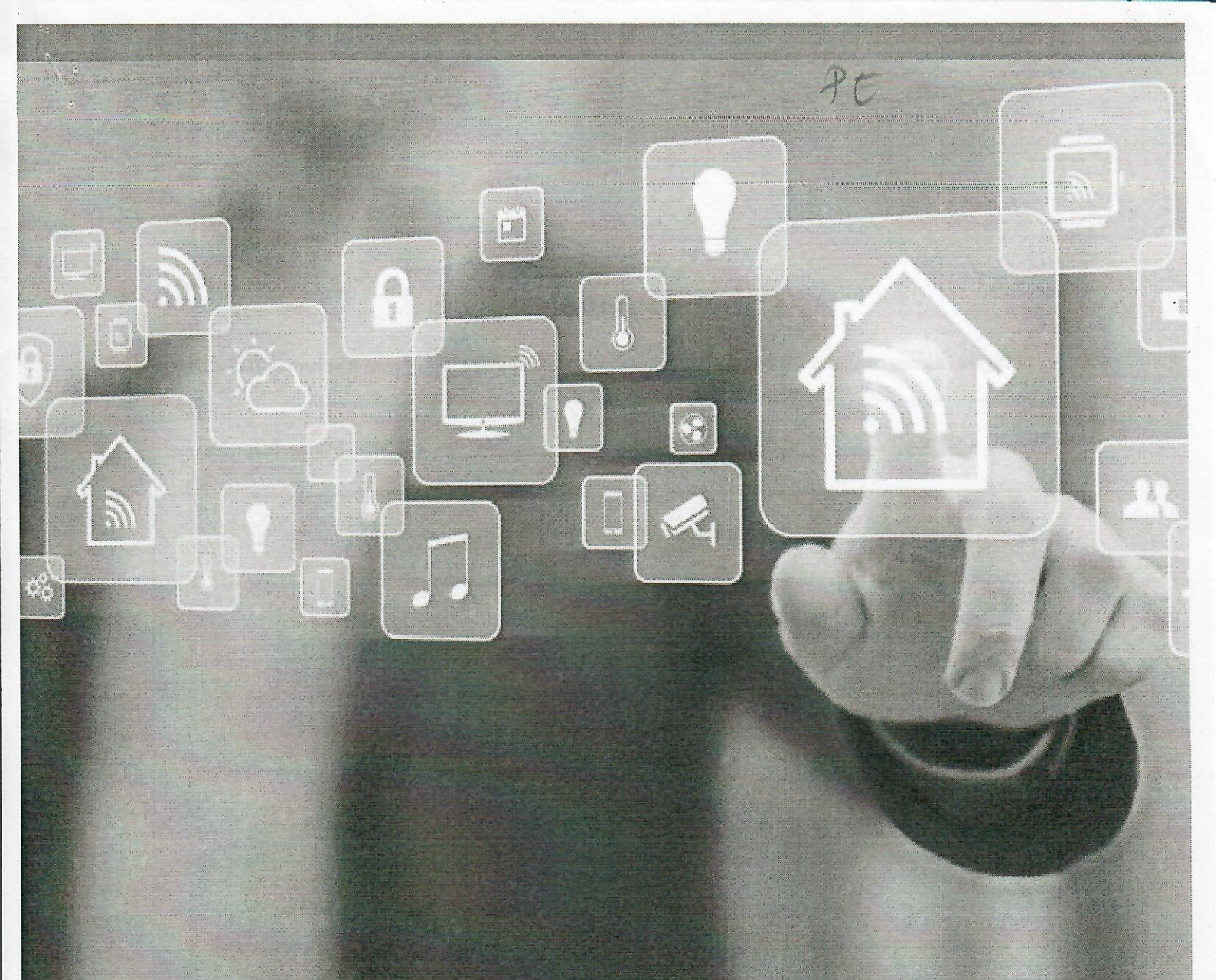
Learning Outcomes:

After completing this course students will be able to-

- Understand the philosophy of the Constitution and its structure.
- Measure the powers and functions of various offices under the Constitution.
- Appreciate the role of Constitution in a Democracy

Unit	Contents of Course:	24 Hours
Unit-I	<p>Chapter- 1 Making of Indian Constitution : Constituent Assembly- Composition, Objectives, Preamble and Salient features of the Indian Constitution.</p> <p>Chapter-2 Fundamental Rights, Fundamental Duties, Directive Principles, Citizenship and duties of a Citizen</p>	8 Hours
Unit-II	<p>Chapter-3 Union Government-President, Vice-President, Prime Minister and Council of Ministers, Speaker</p> <p>Chapter-4 State Government- Governor, Chief Minister and Council of Ministers, Speaker</p>	8 Hours


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DIGITAL FLUENCY

Course Companion Instructor Guide

First Edition (Draft)

Authors

Prof. Venugopal Jalihal
Dept. Of BCA
Gogte College Of Commerce
Belagavi

Prof. Anand Patil
DMSM's BCA College
Club Road
Belagavi

For non-commercial use by faculty members delivering Digital Fluency Course


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Table of contents

Contents of Digital Fluency course are taken from Digital 101 course on Future Skills Prime Platform of NASSCOM

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4.	Module 2	91
5.	Module 3	To be Shared Later



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Digital Fluency


Course Title: Digital Fluency	Course Credits: 2
Total Contact Hours: 15 hours of theory and 30 hours of practicals	Duration of ESA:
Formative Assessment Marks: 40 marks	Summative Assessment Marks: 60 marks

Course Content: In concurrence with Digital 101 on Nasscom 101 environment

Sl.no	Content	Details of topic	Duration
1.	Registration	Future Skills Course Registration Process	
2.	Module 1: Emerging Technologies	Overview of Emerging Technologies: <ol style="list-style-type: none"> i. Artificial Intelligence, Machine Learning, Deep Learning, ii. Database Management for Data Science, Big Data Analytics, iii. Internet of Things (IoT) and Industrial Internet of Things (IIoT) iv. Cloud computing and its service models v. Cyber Security and Types of cyber attack 	05 Theory hours and 10 practical hours
3.	Module 2: Applications of Emerging Technologies	Applications of emerging technologies: <ol style="list-style-type: none"> i. Artificial Intelligence ii. Big Data Analytics iii. Internet of Things iv. Cloud Computing v. Cyber Security 	05 Theory hours and 10 practical hours
4.	Module 3: Building Essential Skills Beyond Technology	Importance of the following: <ol style="list-style-type: none"> i. Effective Communication Skills ii. Creative Problem Solving & Critical Thinking iii. Collaboration and Teamwork Skills iv. Innovation & Design Thinking v. Use of tools in enhancing skills 	05 Theory hours and 10 practical hours

References to learning resources:

1. The learning resources made available for the course titled "Digital 101" on Future Skills Prime Platform of NASSCOM


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Pedagogy

Flipped classroom pedagogy is recommended for the delivery of this course.

For every class:

1. Before coming to the class students are expected to go through the content (both video and other resources) on the related topic and give the quiz on Future Skills Prime Platform of NASSCOM.
2. Class room activities are designed around the topic of the session towards developing better understanding, clearing misconceptions and discussions of higher order thinking skills like application, analysis, evaluation and design.
3. Every theory class ends with announcement of exercise for practical activity of the week

Assessment

Formative Assessment	
Assessment Occasion	Weightage in Marks
1. After watching videos of each topic, 05 marks tests are to be given by the students on Future Skills Prime Platform. The total marks earned by students is to be computed.	No weightage
2. Formative Assessment (Internal Assessment): All activities and Practical sessions from Module 1, Module 2 and Module 3 need be completed by students. All the activities are expected to be done in teams with each team comprising of 02 -03 students. Each of Module 1 and Module 2 carry 15 marks weightage and Module 3 carries 10 marks weightage.	40%
Summative Assessment	
University will conduct examination which carries 60 marks weightage.	60%
In addition, after completion of all 3 modules students will be giving final assessment with 30 questions (30 min) on Digital course on Future Skills Prime platform. Students will have maximum of two attempts and those who score at least 50% marks will get certificate from NASSCOM.	

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BCA

Program Name	UG All Streams	Semester	V
Course Title	Cyber Security (Theory)		
Course Code:	SEC-5	No. of Credits	03
Contact hours	45Hrs	Duration of SEA/Exam	03 Hrs
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1	After completion of this course, students would be able to understand the concept of Cyber security and issues and challenges associated with it.
CO2	Students, at the end of this course, should be able to understand the cyber crimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
CO3	On completion of this course, students should be able to appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.
CO4	After the completion of this module, students would be able to understand the basic concepts related to E-Commerce and digital payments. They will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.
CO5	Students, after completion of this module will be able to understand the basic security aspects related to Computer and Mobiles. They will be able to use basic tools and technologies to protect their devices.

Contents	45Hrs
Module-I. Introduction to Cyber security: Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.	09
Module-II. Cyber-crime and Cyber law: Classification of cybercrimes, Common cyber-crimes- cyber-crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber-crime and offences, Organisations dealing with Cyber-crime and Cyber security in India, Case studies.	09
Module III. Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.	08


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<p>Module IV. Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Advantage of e-commerce, Survey of popular e-commerce sites.</p> <p>Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act,2007.</p>	08
<p>Module V. End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third-party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.</p>	11

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes

Course Out comes(COs) /Program Outcomes (POs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Quickly understand the given problem and come up with the correct answer															
Identify, construct and compute numerical situations by work with numbers															
Conceive and develop a methodology for analyzing data and solving a problem.															
Define, modify and apply critical thinking to real time situations.															

Pedagogy: Problem Solving

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Test1	20%
Assignment/Surprise Test	20%
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

Text/References	
1	Cyber Crime Impact in the New Millennium, by R. C Mishra, Auther Press. Edition 2010
2	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13 th November, 2001)
4	Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
5	Fundamentals of Network Security by E. Maiwald, McGraw Hill.
6	Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.



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1.4 INFORMATION SYSTEMS AND COMPUTERS

Objectives

1. To familiarize student with aspect of business information systems and relevant information technology.
2. To Develop skills to design and implement simple computer based business and audit information systems.

MODULE - 1

Information Systems and their role in businesses, types of information systems – Operation support system, management support system, TPS, PCS, EIS, MIS, OAS, DSS, GDSS, expert systems, artificial intelligence, Information systems at levels of management, HRIS, Accounting Information system, Marketing information systems, manufacturing and production information system, Developing information systems — systems analysis and design, SDLC – types, introduction to ERP, introduction to cloud computing.

MODULE - 2

IT-GRC (Governance, Risk and Compliance), Information system audit standards – ISO 27001 – Information security and management standard (ISMS) , Capability Maturity Model (CMM), Control Objectives for Information and related Technology (COBIT) – IT Governance model, Health Insurance Portability and Accountability Act (HIPAA), Statement on Auditing Standards (SAS) for service organization.

MODULE - 3

Overview of specific section of IT ACT 2008 different sections, electronic contracting, digital signature, cyber offence, certifying authorities, Concepts of Cyber forensics/Cyber Fraud investigation, Overview of Information Security Standards - ISAE 3402/SA 402, ITIL

MODULE - 4

Database definition, types of structures, DBMS software-creating, editing, modifying, searching and sorting databases, creating and printing formatted reports, designing custom screen displays, multiple data files, executing queries and relational algebra

MODULE - 5

Spread sheet software - range, formulas, types of functions, types of charts, what-if analysis-Goal Seek Analysis, data validation, subtotal, Applying Absolute (Fixed), statistical functions – min, max, count, countif, countA, stdev, mean, mode, median, variance, correlation, percentile, quartile, rank, financial functions – PV, NPV, NPER, PMT, RATE, IRR, SLN, SYD, IPMT, DB, logical functions – if, else, and, or, not, multiple if statements, Vlookup, Hlookup, sorting data - types, conditional formatting, page layout - settings, filtering data, data analysis - descriptive statistics, pivot tables

Books for Reference:

1. O' Brien James — A Management Information Systems, Tata Mc Graw Hill, New Delhi.
 2. Laudon and Laudon —. Management Information Systems, Prentice Hall of India, New Delhi.
 3. Gordon B Davis — Management Information Systems, Mc Graw Hill .
 4. Information Systems Control & Audit, By Weber, Pearson Education, India
 5. Information Technology Control and Audit, Third Edition, Sandra Senft, Frederick Gallegos, CRC Press
 6. Information System Audit and Assurance, By D. P. Dube, Ved Prakash Gulati, Maraw Hill Education
 7. For modules 4 and 5 the teacher will decide the software of his/her choice and a appropriate books
- * A viva-voce and Practical exam for 30 marks will be conducted for above subject.

2.7 MICRO FINANCE

Objectives:

- 1) To make the student understand the concept of Financial Benefits and RBI guidelines to Micro Finance.
- 2) To have on overview of different players, institutions and regulatory agencies influencing the Micro Finance activity.
- 3) To examine & compare the changing scenario of the Rural people with the use of Microfinance.

Module 1 : Introduction to Finance

Meaning & definition of Finance -- Who, where, what, how & when of financial Arrangements -- Types of Financial or credit arrangements.

Module 2: Financial Institutions

Financial institutions – establishments -- objectives & functions -- NABARD, IFCI, SIDBI, ICICI, SFC & GRAMEEN BANKS Role of Commercial Banks and Rural Credit-Objectives and functions of commercial Banks-The Progress of Commercial Banks-Types of Rural Credit- Short term and long term credit-Terms and Conditions of finance-Repayment conditions-Lead Banks Scheme and Rural Credit Institutional Linkages Need for Readjustment of Rural Development Strategies Need for Sustainable Rural Development

Module 3: Micro Credit:

Micro finance: Concept, Elements, Importance and Brief History-Sustainable community Banking-role of Micro finance in Poverty Reduction.

Meaning & Definition of Micro Credit – Micro Finance -- Features – Models – Channels – Micro Finance Institution – Introduction – establishment – objectives – their operations – pros & cons of MFI's.

Module 4: Self Help Groups:

Meaning of SHG's – Pattern of their functions – Funding Agencies of these SHG's – Activities of SHGs: Savings, Credit, Marketing and Insurance – Role of SHG's in Financial & Social Inclusion. Self-help, Self-help Groups and Self-help Promotion: concepts, Elements, Stages and Significances - Structure of Self-help groups - Precautions to be taken while forming the SHGs

Module 5: Functioning of SHG's

Various Models of SHGs existing in India -- their features, objectives, functions – Govt. schemes – NGO Activeness – Present state - Role of NGOs in Rural Development Interface between NGOs and GOs : Need and Strategies of Non Governmental Organizations :Concept - Structure – Funding.

Books for references:

1. A.N.Agarwal and Kundana Lal: - Rural Economy of India – Vikas publishing House Ltd. – New Delhi-110014, 1990
2. The Economics of Microfinance by Jonathan Morduch and Beatriz Armendáriz
3. Women at the Centre: Grameen Bank Borrowers After One Decade by Helen Todd
4. Small, Short and Unsecured: Informal Rural Finance in India by F J A (Fritz) Bouman
5. Micro Finance – Impact and insights S.Rajagopalan Nirali Parikh The ICAFI University press 2007
6. Micro Finance and Poverty eradication - Indian and global experiences Dr. Daniel Lazar Prof. P.Palanichany New Century Publication, New Delhi 2008
7. Macro Dynamic of Micro Finance Daniel Lazar P. Natarajan Malabika Deo Excels Books 2010

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3. Lambhair Sharma, McDaniel, Marketing Management. Cengage Learning Pvt. Ltd., 2012.

4. William D Perreault and Jerome McCarthy, "Basic Marketing: A Global Managerial Approach", Tata McGraw Hill, 2006

5. Adrian Palmer, Introduction to Marketing, Oxford

1.6 PERSPECTIVES OF BUSINESS AND INDUSTRY

1. GENERAL INFORMATION

Credits 4

Hours per week 4

2. PERSPECTIVE

Students pursue management courses in the realm of business and industry. Such perspectives during the course itself gives them an edge over others, who grasp the business and industry perspectives subsequent to their becoming insiders of organizations. Hence, this understanding must cover not only the Indian economy but Indian business/industry also. An overview of the context in which one is operating is essential. An attempt is made to give a feel and insight into the world of business and industry in India in particular and Indian economy in general along with some required legal content.

3. OBJECTIVES AND OUTCOMES

OBJECTIVES

This course aims at

- Enumerating the fundamentals of Indian economy, business and industry
- Studying the present status of Business & Industry in India
- Getting a glimpse of future challenges

OUTCOMES

The outcome of this course is the level of understanding of the dynamics of business and industry by students.

4. COURSE CONTENT AND STRUCTURE

The course has been divided in to six modules to cover the several dimensions of Business and Industry and various aspects of environment in which they operate.


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MODULE ONE: AN OVERVIEW OF INDIAN ECONOMY

7 HOURS

The structure of Indian Economy, Pillars of Economic Development, Role and contribution of Agriculture, Industry and Services; Performance, recent trends and future scenario of these sectors in Indian Economy.

(Relevant and latest data have to be used extensively wherever necessary)

MODULE TWO: ESSENTIALS OF BUSINESS & INDUSTRY

10 HOURS

Meaning, nature, role and importance of business and industry, Functions and processes, Internal and external influences, Different forms of enterprises, Interaction and linkages with Government and civil society Causes and Consequences of industrialization, The IT system of industrialization-services, enabled services, linkage with Manufacturing & Agriculture

MODULE THREE: EVOLUTION OF BUSINESS & INDUSTRY IN INDIA 6 HOURS

Structure of Indian society, LPG era, Economic reforms since 1991, Entrepreneurship Culture in India, Industrial Policy, 2014 & changing economic policy era.

MODULE FOUR: STRUCTURE AND STATUS OF BUSINESS & INDUSTRY IN INDIA 12 HOURS

Start-ups and MSME sector, Export oriented companies, MNCs in India, Industry associations and bodies, Profile of eminent industry persons and houses. Nature and types of crisis, Physical damage crisis, non-physical damage crisis, Stages of crisis like pre crisis stage, acute crisis, post crisis, consequences of and strategies for managing crisis

MODULE FIVE: LEGAL FACETS OF BUSINESS AND INDUSTRY 15 HOURS

Factories Act, 1948, Minimum Wages Act, 1948, Employees' State Insurance Act, 1948, Employees' Provident Funds and Miscellaneous Provisions Act, 1952, Contract Labor (Regulation and Abolition) Act, 1970, Maternity Benefit Act, 1961 & Amendment Act 2017, Industrial Disputes Act, 1947, Indian Trade Union Act, 1926 • Object and Scope, Application and Major Provisions of these Acts

MODULE SIX: INTERFACE WITH VOLUNTARY ORGANIZATIONS

6 HOURS


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importance of management development – Management development process - Leader centered techniques of management development.

6 MODULES 6:

8 HOURS

Practical - Design and conduct training program and visit vocational training institutes.

- Create and implement a training needs analysis
- Develop and implement a training plan
- Assess and/or evaluate a training plan
- Propose alternatives to training

5. PEDAGOGY

- Lectures
- Demonstration with training materials/videos
- Practical Excises – Individual and Group
- Case Studies

6. TEACHING/LEARNING RESOURCES

ESSENTIAL READINGS

1. Goldstein Irwin L, "Training In Organizations - Needs Assessment, Development & Evaluation", Wordsworth Publication
2. Lynton & Parekh, "Training for Development", Sage Publications
3. Robert L. Craig, "ASTD Training and Development", McGraw Hill Publications
4. Dugan laird, "Approaches to Training and Development", Perseus Publishing, 2003
5. Rao TV, "Readings in HRD", Oxford & IBH
6. NM Agrawal, Transfer of Learning - ISTD Article
7. Noe, A Raymond & Kodwani, Deo Amitabh, "Employee Training and Development", 5e, McGraw Hill Publications, 2012

H2 INDUSTRIAL AND EMPLOYEE RELATIONS

1. GENERAL INFORMATION

No. of Credits per week 4

No. of Hours per week 4

2. PERSPECTIVE OF THE COURSE

The legal aspects of HR and our legal system have a pervasive impact on business activities.

Decisions of PM and/or IR executives frequently raise issues which should be carefully evaluated as to their legal consequences before they are implemented. The failure to appreciate these legal implications can lead to seriously damaging, if not disastrous, results for an organization. The approach of this course would be to address National Laws and APEX court decisions that relate to law of the country in general and Labor Laws in particular.

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

- To develop an understanding of the interaction pattern among labor, management and the State
- To build awareness of certain important and critical issues in Industrial Relations

OUTCOMES

- By the end of this course the student would learn basic knowledge of the Indian Industrial Relations System and its distinctive features in comparison to other countries

4. COURSE CONTENT AND STRUCTURE

1 MODULE 1: INDUSTRIAL RELATIONS

8 HOURS

Definition – Nature - Evolution of IR in India - Context and environment of IR – Three actors and their roles in IR -Approaches to IR &HR Relations - Gandhian approach - Marxian approach and Dunlop's Systems approach. Emerging Trends in IR, Future of IR in India

2 MODULE 2: IR POLICIES 12 HOURS

The state and IR policies - Evolution of IR policies - National Commission on Labor& IR policy (1969) - Grievance procedure – discipline - Labor courts - Collective bargaining: concept and development - Industrial unrest in India Industrial Disputes Act 1947 - Objects Of the Act - Important Definitions: Authorities Under The Act - Causes Of Industrial Disputes - Types Of Industrial Disputes - Prevention Of Industrial Disputes - Reference Of Disputes Settlement - Strikes - Lock- Outs - Lay Off-Retrenchment - Unfair Labor Practices - Standing Orders - Service Rules –Misconduct - Principles Of Natural Justice - Domestic Enquiry - Remedial Counseling

3 MODULE 3: TRADE UNIONS 10 HOURS

Reasons and types of trade unions - Trade union movement in India - Problems and challenges of trade unions - Functions of trade unions - Strengthening trade unions,


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Name of The Program: Bachelor of Business Administration		
Course Code: BBA 6.1		
Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <p>a) Comprehend the laws relating to Contracts and its application in business activities.</p> <p>b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</p> <p>c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</p> <p>d) Understand the significance of Consumer Protection Act and its features</p> <p>e) Understand the need for Environment Protection.</p>		
Syllabus	Hours	
Module 1: Indian Contract Act, 1872	16	
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 and Remedies to Breach of Contract.		
Module 2: The Sale of Goods Act, 1930	12	
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: Negotiable Instruments Act 1881	12	
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module 4: Consumer Protection Act 1986	08	
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 5: Environment Protection Act 1986	08	


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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.

Skill Development Activities:

1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

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 References:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. K. Aswathappa, Business Laws, HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda.P.R, Business Laws, Galgotia Publishing Company

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration

Course Code: BBA 6.3

Name of the Course: International Business

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- Understand the concept of International Business.
- Differentiate the Internal and External International Business Environment.
- Understand the difference MNC and TNC
- Understand the role of International Organisations in International Business.
- Understand International Operations Management.

Syllabus	Hours
Module 1: Introduction to International Business	12

Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.

Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location.

Module 2: International Business Environment	12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.	

Module 3: Globalization	12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.	

Module 4: Organizations Supporting International Business	10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.	

Module 5: International Operations Management	10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).	

Skill Development Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for a month
- b) List any two Indian MNC's along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

- 1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
- 2. Francis Cherunilam; International Business, Prentice Hall of India
- 3. P. SubbaRao – International Business – HPH
- 4. Sumati Varma. (2013). International Business (1st edi), Pearson.
- 5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
- 6. International Business by Daniel and Radebaugh –Pearson Education

Note: Latest edition of Reference Books may be used.



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Name of the Program: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 4.3

Name of the Course: **BUSINESS REGULATORY FRAMEWORK**

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy:		
Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes:		
On successful completion of the course, the Students will be able to recognize the laws relating to Contracts and its application in business activities, understand Environmental Laws, IPRs & cyber law in the present context		
Syllabus		
Module: 1 – INDIAN CONTRACT ACT, 1872		14 Hrs
Introduction – Meaning & Definition of Promise, Agreement & Contract; Classification of Contract; Essentials of Valid Contract u/s 10; Offer and Acceptance – Meaning, Essentials & Types only; Consideration – Meaning & Essentials only, Contractual capacity – Minors, Unsound mind & Insolvents; Free consent; Discharge of a contract; Breach of Contract and Remedies to Breach of Contract		
Module: 2 – INSOLVENCY & BANKRUPTCY CODE, 2016		14 Hrs
Insolvency – Concepts and Evolution; Bankruptcy/Insolvency; Historical Developments of Insolvency Laws in India; Need for the Insolvency and Bankruptcy Code, 2016; Overall scheme of the Insolvency and Bankruptcy Code; Important Definitions: Board, Claim, Corporate Debtor, Creditor, Debt, Default, Financial Information, Insolvency Professional, Insolvency Professional Agency; Institutions under Insolvency and Bankruptcy Code, 2016; Fast-track Corporate Insolvency Resolution Process & Voluntary Liquidation of Corporate Persons: Legal Provisions		
Module: 3 – COMPETITION AND CONSUMER LAWS		12 Hrs
The Competition Act 2002 – Objectives of Competition Act, Features of Competition Act, CAT, Offences and Penalties under the Act, Competition Commission of India – Objectives, Composition & Functions Consumer Protection Act 1986 – Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency; Unfair Trade Practices and Services – Definition & types; Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission		
Module: 4 – ECONOMIC LAWS		12 Hrs
Indian Patent Act, 1970 – Meaning and Scope of Intellectual Property Rights (IPR), Procedure to get Patent for Inventions and Non-Inventions. FEMA 1999 – Objectives, Salient Features; Definitions – Authorized Dealer, Currency, Foreign Currency, Foreign Exchange, Foreign Security		
Module: 5 – ENVIRONMENT AND CYBER LAWS		10 Hrs
Environment Protection Act 1986 – Objectives of the Act, Definitions – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier; Types of Pollution; Powers of Central Government to protect Environment in India; Recent Developments – Steps taken with regard to Environmental Protection Cyber Law – Introduction & Need; Areas of Cyber Law; Cyber space and Cyber security;		
SKILL DEVELOPMENT ACTIVITIES:		
<ul style="list-style-type: none"> • Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case • Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”. • Discuss any one case law relating to minor • State the procedure for getting patent for ‘inventions’ and / or ‘non- inventions’ • List any 5 ‘hazardous substance’ according to Environment Protection Act • List out any top upcoming jobs in cyber security and examine the skills required for the same • Any other activities, which are relevant to the course 		


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Name of the Program: BBA

Course Code: BBA 1.3

Name of the Course: **MARKETING MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.


Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.,


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

- Understand the concepts and functions of marketing.
- Analyze marketing environment impacting the business.
- Segment the market and understand the consumer behavior
- Describe the 4 p's of marketing and also strategize marketing mix
- Describe p's of service marketing mix.

Syllabus:	Hours
Module 1: INTRODUCTION TO MARKETING	10
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	10
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	10
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	20
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	06
<p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed and recorded in the skill development. • Design a logo and tagline for a product of your choice • Develop an advertisement copy for a product. • Prepare a chart for distribution network for different products. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • Philip Kotler, Marketing Management, Prentice Hall. • Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI • William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education. • Bose Biplab, Marketing Management, Himalaya Publishers. • J.C. Gandhi, Marketing Management, Tata McGraw Hill. • Ramesh and Jayanti Prasad: Marketing Management, I.K. International • Sontakki, Marketing Management, Kalyani Publishers. • P N Reddy and Appanniah, Marketing Management <p>Note: Latest edition of text books may be used.</p>	


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Name of the Program: BBA		
Course Code: BBA 2.3		
Name of the Course: BUSINESS ENVIRONMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate:		
<ul style="list-style-type: none"> • An Understanding of components of business environment. • Analyse the environmental factors influencing business organisation. • Demonstrate Competitive structure analysis for select industry. • Explain the impact of fiscal policy and monetary policy on business. • Analyse the impact of economic environmental factors on business. 		
Syllabus:		Hours
Module 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives of 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		12
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		14
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..		
Module 4: TECHNOLOGICAL ENVIRONMENT		10
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
Meaning and nature of physical environment. Impact of Natural environment on business.	
Skill Developments Activities: <ul style="list-style-type: none"> List out key features of recent Monetary policy published by RBI impacting businesses. Give your observation as to how technology has helped society. Draft Five Forces Model for Imaginary business. Identify the benefits of Digital transformation in India. 	
Books for Reference: <ul style="list-style-type: none"> Dr. K Ashwatappa: Essentials of Business Environment Sundaram & Black: The International Business Environment; Prentice Hall Chidambaram: Business Environment; Vikas Publishing Upadhyay, S: Business Environment, Asia Books Chopra, BK: Business Environment in India, Everest Publishing Suresh Bedi: Business Environment, Excel Books Economic Environment of Business by M. Ashikary. Business Environment by Francis Cherrinulam Note: Latest edition of text books may be used . Note: Latest edition of text books may be used.	


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I Semester: Open Elective Course (OEC)

<p align="center">Name of the Program: Bachelor of Arts (Tourism) Course Code: OECT1 Title of the Course: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3+0+0	40 Hrs
<p>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the Students will demonstrate:</p> <ul style="list-style-type: none"> • An understanding of basic concepts and terminologies in Tourism • An understanding of Tourism as an Industry • An ability to discuss and describe the significance of tourism on various aspects of human life • A basic knowledge about selected popular Tourism Destinations in the World 		
Syllabus:		Hours
Unit I: TOURISM TERMINOLOGIES		08
<p>Tourism-Meaning, Definition, Types of Tourism, Domestic and International Tourism, Tourist-Meaning, Definition, Types of Tourists. Excursionist.</p>		
Unit II: TOURISM INDUSTRY		08
<p>Characteristics of Tourism Industry, Service Industry v/s Manufacturing Industry, Components of Tourism Industry.</p>		
Unit III: FORMS OF TOURISM		08
<p>Cultural Tourism, Rural Tourism, Heritage Tourism, Eco Tourism, Adventure Tourism, Medical Tourism, Dark Tourism, Culinary Tourism, Agri Tourism, Etc.</p>		
Unit IV: SIGNIFICANCE OF TOURISM		06
<p>Economic, Socio-Cultural, Environmental, Political Significance of Tourism</p>		
Unit V: INTERNATIONAL TOURISM DESTINATIONS		10
<p>USA, Brazil, Europe, Australia, China, Japan, UAE, South East Asia, Pacific Ocean Islands, South Asia, Africa.</p>		
<p>Text Books:</p> <ol style="list-style-type: none"> 1. International Travel Management - A K Bhatia, 2013, Sterling Publishers 2. Tourism Principles and Practice – Sampada Kumar Swain and Jitendra Mohan Mishra 3. An Introduction to Travel and Tourism – Pran Nath Seth, Sushma Seth Bhat 4. Introduction to Tourism – Shailja Sharma 5. Tourism in India – Gupta V K 		


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 CHICKBALLAPUR - 562104

AECC - ENVIRONMENTAL STUDIES SYLLABUS

Number of Theory Credits	Number of lecture hours	Number of field work hours
2	45	5

	Content of AECC – Environmental Studies	45 hours
Unit 1	Introduction to Environmental Studies	2
	Multidisciplinary nature of environmental studies Scope and importance; Concept of sustainability and sustainable development.	
Unit 2	Ecosystems	6
	What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: <ul style="list-style-type: none"> a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	
Unit 3	Natural Resources: Renewable and Non-Renewable Resources	8
	Land resources and land-use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	
Unit 4	Biodiversity and Conservation	8
	Levels of biological diversity: Genetic, species and ecosystem diversity; Biogeographic zones of India;	

	<p>Biodiversity patterns and global biodiversity hot spots.</p> <p>India as a mega-biodiversity nation; Endangered and endemic species of India.</p> <p>Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.</p> <p>Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.</p>	
Unit 5	Environmental Pollution	8
	<p>Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution,</p> <p>Nuclear hazards and human health risks</p> <p>Solid waste management, Control measures of urban and industrial waste</p> <p>Pollution case studies.</p>	
Unit 6	Environmental Policies & Practices	7
	<p>Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.</p> <p>Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).</p> <p>Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context</p>	
Unit 7	Human Communities and the Environment	6
	<p>Human population growth: Impacts on environment, human health and welfare.</p> <p>Resettlement and rehabilitation of project affected persons; case studies.</p> <p>Disaster management: floods, earthquake, cyclones and landslides.</p> <p>Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan</p> <p>Environmental ethics: Role of Indian and other religions</p>	


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	and cultures in environmental conservation Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).	
Unit 8	Field work	5

Reference

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- Gadgil, M., & Guha, R. (1993). This Fissured Land: An Ecological History of India. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) (1999). Global Ethics and Environment, London, Routledge.
- Glejck, P. H. (1993). Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. (2006). Principles of Conservation Biology. Sunderland: Sinauer Associates.
- Grumbine, R. Edward, and Pandit, M.K. (2013). Threats from India's Himalaya dams. Science, 339: 36-37.
- McCully, P. (1996). Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
- McNeill, John R. (2000). Something New Under the Sun: An Environmental History of the Twentieth Century.
- Nandini, N. (2019). A text book on Environmental Studies (AECC). Sapna Book House, Bengaluru.
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- Pepper, I.L, Gerba, C.P. & Brusseau, M.L. (2011). Environmental and Pollution Science. Academic Press.
- Rao, M.N. & Datta, A.K. (1987). Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012). Environment. 8th edition. John Wiley & Sons.
- Rosencranz, A., Divan, S., & Noble, M. L. (2001). Environmental law and policy in India. Tripathi 1992.
- Sengupta, R. (2003). Ecology and economics: An approach to sustainable development. OUP.
- Singh, J.S., Singh, S.P. and Gupta, S.R. (2014). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). (2013). Conservation Biology: Voices from the Tropics. John Wiley & Sons.

Thapar, V. (1998). Land of the Tiger: A Natural History of the Indian Subcontinent.

Warren, C. E. (1971). Biology and Water Pollution Control. WB Saunders.

Wilson, E. O. (2006). The Creation: An appeal to save life on earth. New York: Norton.

World Commission on Environment and Development. (1987). Our Common Future. Oxford University Press.



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NAGARJUNA COLLEGE OF MANAGEMENT STUDIES

CHICKBALLAPUR - 562101

UNDERSTANDING INDIA AND INDIAN CONSTITUTION
--

Ability Enhancement Compulsory Courses (AECC)
--

UNDERSTANDING INDIA AND INDIAN CONSTITUTION
--

Total Contact Hours: 24	Course Credits: 2
No. of Teaching Hours/Week:2	Duration of ESA/Exam: 1 Hours
Formative Assessment Marks: 20	Summative Assessment Marks: 30+20=50

Course Objective:

The purpose of the course is to familiarize the students with the key elements of Indian constitution. The course has been designed to cover the journey of the India from its emergence as a Republic. This will enable the students to understand various political Institutions that are operationalised under the Indian Constitution.

Learning Outcomes:

After completing this course students will be able to-

- Understand the philosophy of the Constitution and its structure.
- Measure the powers and functions of various offices under the Constitution.
- Appreciate the role of Constitution in a Democracy

Unit	Contents of Course:	24 Hours
Unit-I	<p>Chapter- 1 Making of Indian Constitution : Constituent Assembly- Composition, Objectives, Preamble and Salient features of the Indian Constitution.</p> <p>Chapter-2 Fundamental Rights, Fundamental Duties, Directive Principles, Citizenship and duties of a Citizen</p>	8 Hours
Unit-II	<p>Chapter-3 Union Government-President, Vice-President, Prime Minister and Council of Ministers, Speaker</p> <p>Chapter-4 State Government- Governor, Chief Minister and Council of Ministers, Speaker</p>	8 Hours

Name of the Program: Bachelor of Commerce (B.Com)

Course Code: B.Com 5.7

Name of the Course: SEC – SB – EMPLOYABILITY SKILLS

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	1+0+2 (L + T + P) Hrs	40 Hrs

Pedagogy:

Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes:

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

- Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations.
- Solve the problems on quantitative aptitude, logical reasoning and analytical ability.
- Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc.,
- Exhibit the communication and leadership skills.
- Conduct self SWOC analysis and set his career goals.

Syllabus

Module: 1 – COMPETITIVE EXAMINATIONS

6 Hrs

Central Government Examinations: UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. **Karnataka State Government Examinations:** KPSC, KEA, KSPEB; Eligibility Criteria for various Examinations. Common Examination Pattern; **Private Organizations:** Access Vacancies from naukari.com; indeed.com; shine.com; linkedin.com etc.,

Practical: Explore various vacancies notified by the above-stated authorities

Module: 2 – QUANTITATIVE APTITUDE, LOGICAL REASONING & ANALYTICAL ABILITY

12 Hrs

Quantitative Aptitude: Percentage, Profit or Loss calculation, Time and Work, Speed and Distance, Ratio and Proportion. (Simple problems)

Logical Reasoning: Coding and Decoding, Blood Relations, Directions, and Venn Diagram.

Analytical Ability: Statement and Assumptions and Data Interpretation.

Practical: Conduct Mock Competitive Examination for Quantitative Aptitude, Logical Reasoning and Analytical Ability.

Module: 3 – DIGITAL LITERACY

08 Hrs

Basic Computer Skills: MS Word and MS Excel (Only Layout, Basic Operations and Shortcut Keys). MS PowerPoint, Internet and Web Browsing skills, Email Etiquette.

Practical: Draft an Email to the HR of a Company as an aspirant for the job by attaching your resume.

Module: 4 – SOFT SKILLS

8 Hrs

Communication Skills: Verbal and Non-verbal Communication, Effective Listening Skills, Excellent Writing Skills, and Presentation Skills.

Interpersonal Skills: Understanding the Importance of Teamwork, Conflict Resolution, and Building Positive Relationships with Team Members.

Leadership skills: Importance and Effective Leadership.

Practical: As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.

Module: 5 – CAREER DEVELOPMENT AND WORKPLACE ETIQUETTE

6 Hrs

Career Development: SWOC analysis for Self-assessment, Setting Career Goals and creating a Career Plan, Job Search Strategies, Interview Skills and Effective Resume Writing.

Workplace Etiquette: Time Management- Importance and Strategies for Effective Time Management, Dress Code, Personal Grooming, Office and Workplace Manners, Meeting Etiquette. Work Ethics and Integrity.

Practical: 1. Prepare a resume with at least 2 references.

2. Conduct a mock interview based on the resume prepared by the students.

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22. http://www.in.kpmg.com/pdf/Indian_Sugar_Industry.pdf
23. <http://www.yieldopedia.com/paneladmin/reports/07dc15673834d4ced6b89a854c4b2980.pdf>
24. http://dhi.nic.in/indian_machine_tools_industry.pdf
25. <http://www.tsmg.com/download/article/Overview%20of%20the%20Indian%20Auto%20Component%20industry.pdf>
26. <http://www.cci.in/pdfs/surveys-reports/Engineering-Sector-in-India.pdf>
27. <https://www.in.kpmg.com/pdf/Indian%20Pharma%20Outlook.pdf>
28. http://www.ebtc.eu/pdf/Indian_Biotechnology_Sector-Overview_VO1.pdf
29. http://www.ibef.org/download/Semiconductor_171109.pdf
30. http://nmcc.nic.in/pdf/ithardware_03july2010.pdf
31. <https://www.pwc.in/assets/pdfs/industries/power-mining/icc-coal-report.pdf>
32. <http://pubs.iied.org/pdfs/G00615.pdf>
33. <http://www.surechill.com/pdf/India-refrigerator-market.pdf>
34. http://www.ibef.org/download/FMCG_060710.pdf
35. <http://perso.univ-rennes1.fr/eric.darmon/floss/papers/MATHUR.pdf>
36. <http://www.ibef.org/industry/tourism-hospitality-india.aspx>
37. <http://164.100.47.134/intranet/TourismSectorinIndia.pdf>
38. <http://www.slideshare.net/ankitag9/healthcare-industry-ppt>
39. <http://www.slideshare.net/verma786786/insurance-sector-ppt>
40. http://www.rasci.in/downloads/2012/Retail_Industry_India_2012.pdf
41. <http://www.scribd.com/doc/29700613/Crisis-Management-Ppt>
42. <http://www.tutor2u.net/business/strategy/crisis-management-introduction.html>
43. <http://www.slideshare.net/BabasabPatil/human-resource-management-ppt>
44. http://www.cf-sn.ca/business/business_succession/common_exits.php
45. http://www.nesta.org.uk/sites/default/files/barriers_to_growth_0.pdf
46. <http://hbr.org/1998/05/evolution-and-revolution-as-organizations-grow/ar/2>
47. https://www.pwc.in/en_IN/in/assets/pdfs/publications/2013/companies-act-2013-Key-highlights-and-analysis.pdf

1.7 COMMUNICATION SKILLS

1. GENERAL INFORMATION

Credits 2

Hours per week 2


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2. PERSPECTIVE OF THE COURSE

A fundamental part of a Manager's job is Decision making and Implementation. Initially, he assists in making decision by collecting information, analyzing and preparing a frame work for Decision Making. At a later stage when he reaches positions of higher responsibility, he takes decision and involves in implementation. A sound decision requires critical analysis of the problem, collection of relevant data; develop clear objectives and later workout an action plan. A logical approach and systematic analytical thinking, Reasoning, use of evidences are essential components of sound decisions. Apart from this, he must also have the required skills to present and communicate. One more dimension is inter-personal and group communication including negotiations. Hence, need of the hour is to develop all such skills hands on.

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

- To sharpen the Analytical, Written, non-verbal, Spoken Communication and interpersonal Skills essential in organizations involving Decision making and implementation.
- To demonstrate good team work and negotiation skills

OUTCOMES

- At the end of this course, students will have the clarity about communication skills to be used in organizations.

4. COURSE CONTENT AND STRUCTURE

MODULE ONE: COMMUNICATION IN BUSINESS

4 HOURS

Importance of Communication, Forms of Communication, Communication Network of the Organization; Process of Communication: Different Stages, Difference between Oral and Written Communication

MODULE TWO: ORAL COMMUNICATION SKILLS

6 HOURS

Fundamentals, Barriers and Gateways, Public Speaking, Effective Power point presentation, body language, non-verbal, facial expressions, voice modulation, eye contact, audience research, questions from the audience, communication and emotional intelligence, creativity in oral communication, Communication through Telephonic, video and Skype, Group Discussion.

MODULE THREE: WRITTEN COMMUNICATION SKILLS

8 HOURS

Writing an Effective Report: Stages of Writing, Style and Tone; Five Ws and one H of


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Report Writing, Divisions, Numbering and use of Visual Aids, creativity in written communication, use of picture, diagram in written communication, Writing Commercial Letters, E- Mail Messages, Maintaining a Diary, Job applications & resume writing

MODULE FOUR: LISTENING SKILLS 4 HOURS

Importance and need, types, active and empathic listening, listening and judgment, developing skills, listening and understanding, Anatomy of poor Listening, Features of a good Listener

MODULE FIVE: INTERPERSONAL COMMUNICATIONSKILLS 8 HOURS

Advantages and disadvantages of utilizing the team work; characteristic features of successful teams; stages of the development of a team; team roles; challenges in team working, forms of non-team behavior. Conditions of negotiating; strategies of negotiating (win-win, win-loss); participative negotiations; negotiating tactics; cognition and emotions in negotiating; negotiating and ethics

Types and sources of conflicts; the influence of various cultures on the solving of conflicts

5. TEACHING AND LEARNING RESOURCES

a. http://eff.cls.utk.edu/fundamentals/eff_standards.htm

b. <http://www.ndted.org/TeachingResources/ClassroomTips/Communication.htm>

6. RECOMMENDED READINGS

ESSENTIAL READINGS

1. Monipally MM, Business communication strategies, McGraw Hill
2. Bovee, Till and Schatzman, Business Communication today, Pearson

REFERENCES

1. Cardon ; Business Communication: Developing Leaders for a Networked World ; Mc Graw Hill
2. Scot Ober, Contemporary Business Communication, Biztantra
3. ParagDiwan, Business Communication, Excel Book
4. Lesikar, R.V. & Flatley, M.E, Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd
5. Ludlow, R. & Panton, F, The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd



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MBA

5. PEDAGOGY

Case studies to testify the complexity of economic theory as applicable to real life and to provide enhanced insight to comprehend the economic concepts illustrated in each chapter.

6. TEACHING AND LEARNING RESOURCES

- a) www.bibilomania.com/nonfiction/smith/wealth/ind_ex.html
- b) www.planningcommission.gov.in/
- c) www.wsj.com
- d) www.netec.wustl.edu/WebEc/WebEc.html
- e) www.nber.org
- f) www.economist.com
- g) www.slate.com
- h) Economic and Political weekly, Mumbai, Economic & Political Weekly Research Foundation
- i) Indian Economic review, Delhi school of Economics
- j) Indian Economic Journal, Indian Economic Association.

7. RECOMMENDED READINGS

ESSENTIAL READINGS

1. Dwivedi D.N, "Managerial Economics", Vikas Publication
2. PindyckRubinfeld& Mehta, "Micro Economics", Pearson

REFERENCES

1. RitikaSinha : Managerial Economics, SBPD Publishing House
2. Damodaran Suma: Managerial Economics, Oxford University Press
3. Petersen Lewis & Jain: Managerial Economics, Pearson
4. Paul A Samuelson and William D Nordhaus : Economics, McGraw Hill
5. Geethika, Ghosh&Choudary : Managerial Economics, McGraw Hill

1.2 ORGANIZATIONAL BEHAVIOUR

1. GENERAL INFORMATION

Credits 4

Hours per week 4

2. PERSPECTIVE OF THE COURSE

Management deals with individuals in the organizational context. People have diversified personalities, attitudes, perceptions and behaviors. After their entry, they cannot remain as individuals. But, organizations have their own culture, leadership and conflicts. It is this subject


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MBA

which blends incompatible ones into a whole. Understanding the individual and organizational behaviors would go a long way in bringing about this perspective.

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

- To enhance the understanding of the dynamics of interactions between individual and the organization.
- To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations.
- To develop greater insight into their own behavior in interpersonal and group, team, situations.

OUTCOMES

- The degree to which one can make an individual to think beyond self is the real outcome of the course.

4. COURSE CONTENT AND STRUCTURE

MODULE ONE 6 HOURS

The meaning of OB, Why study organizational behavior, Organizational behavior models, Benefits of studying OB, Inter- disciplinary subject.

MODULE TWO 12 HOURS

Personality, Shaping of personality, Determinants of personality, Types of personalities, Personality and work, Self-concept, self-esteem and self-efficiency, Perception, perceptual process, managing the perceptual process;
Learning process, Reward systems and behavioral management, Theoretical process of learning, Principles of learning, Reward and punishment, Organizational reward system
Attitude formation, Functions, Change of attitude, Types of attitudes, Values

MODULE THREE 19 HOURS

Management of motivation: Motivation in work settings, Managerial issues and challenges. Theories, Maslow's need theory, McGregor theory XY, Herzberg's Motivation Hygiene theory, Vroom's Valence and Instrumentality Team building and group dynamics, Working teams and team effectiveness, Intra team dynamics, Influence of the group on individual, Group decision making, Inter group relations, Collaboration and conflict, Conflict management Dynamics of managerial leadership, What is leadership, Transition in leadership theories, Leadership theories, Power and politics, Leadership and managerial change.



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MODULE FOUR 8 HOURS

Conflict, Intra, interpersonal, intergroup conflicts and their resolution, Transactional analysis, Johari window

MODULE FIVE 5 HOURS

Culture, Types of culture in the organization, Culture, Discipline, Organizational effectiveness

MODULE SIX 6 HOURS

Change and organizational development, Meaning of change, Stages of change, why do people resist change, Overcoming resistance to change, Meaning of OD and methods of OD

5. PEDAGOGY

The course is expected to use a combination of approaches such as lecture, case discussion, role plays, experiences, exercises, instruments, videos and films

6. RECOMMENDED READINGS

ESSENTIAL READINGS

1. Fred Luthans, "Organizational Behavior", 12th Edition, McGraw Hill International Edition
2. Stephen P. Robbins, "Organizational Behavior", 12th Edition, Prentice Hall
3. Aswathappa K, "Organizational Behavior (Text, Cases and Games)", Himalaya Publications

REFERENCES

1. Gregory Moorhead & Ricky W. Griffin, "Organizational Behavior, Managing people and organizations", 3rd edition, Jaico
2. Jerald Greenberg, "Behavior in Organizations", Tenth edition, Prentice Hall
3. Robert Krietner & Angelo Kinicki, "Organizational Behavior", Eighth edition, Tata McGraw Hill
4. John M Ivancevich, Robert Konopaske, Michael T Matteson, "Organizational Behavior and Management", 7th edition, Tata McGraw Hill
5. PG Aquinas, "Organizational Behavior: concepts, realities, application and challenges", First edition, Excel



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Name of the Program: Bachelor of commerce (B.Com.)

Course Code: B.Com. 3.6(a)/4.6(a)

Name of the Course: Business Ethics

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	40 Hrs
<u>Pedagogy:</u>		
Classroom lecture, tutorials, Group discussion, Seminar, Case studies & field work		
<u>Course Outcomes:</u>		
On successful completion of the course, the students will be able to understand the basic knowledge of managerial ethics and values and its relevance in modern context.		
Syllabus		
Module: 1 – Introduction to Ethical Concepts		10 Hrs
Ethics: Introduction, Meaning, Scope; Types of Ethics; Characteristics; Factors influencing Managerial Ethics; Importance of Managerial Ethics; Arguments for and against Managerial ethics; Corporate Social Responsibility – Issues of Management – Crisis Management		
Module: 2 – Personal Ethics		10 Hrs
Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.		
Module: 3 – Ethics in Management		10 Hrs
Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.		
Module: 3 – Corporate Governance		10 Hrs
Corporate Governance: Meaning, scope; composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.		
Skill Development:		
<ul style="list-style-type: none">• State the arguments for and against business ethics• Make a list of unethical aspects of finance in any organization• List out ethical problems faced by managers• List out issues involved in Corporate Governance.• List out unethical aspects of Advertising		
Books for Reference:		
<ol style="list-style-type: none">1. Murthy CSV - Business Ethics and Corporate Governance - HPH2. Dr. Muralidhar S & others – Managerial Ethics – Kalyani Publishers3. Bholanath Dutta, S.K. Podder – Corporation Governance - VBH.4. Dr. K. Nirmala, Karunakara Readdy - Business Ethics and Corporate Governance - HPH5. H.R.Machiraju - Corporate Governance6. K. Venkataramana - Corporate Governance - SHBP7. N.M.Khandelwal - Indian Ethos and Values for Managers8. S Prabhakaran - Business ethics and Corporate Governance9. C.V. Baxi - Corporate Governance10. R. R. Gaur, R. Sanghal, G. P. Bagaria - Human Values and Professional ethics11. B O B Tricker - Corporate Governance - Principles , Policies and Practices12. Michael, Blowfield - Corporate Responsibility13. Andrew Crane - Business Ethics14. Ghosh - Ethics in Management and Indian ethos		


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1.7 COMMUNICATION SKILLS**Objectives**

1. To sharpen the Analytical, written, non-verbal, Spoken Communication and interpersonal skills essential in organizations involving Decision making and implementation.
2. To demonstrate good team work and negotiation skills.

MODULE – 1: COMMUNICATION IN BUSINESS

Importance of Communication, Forms of Communication, Communication Network of the Organisation; Process of Communication: Different stages, Difference between oral and written communication.

MODULE – 2: ORAL COMMUNICATION SKILLS

Fundamentals, Barriers and Gateways, Public Speaking, Effective Power point presentations, body language, non-verbal, facial expression, voice modulation, eye contact, audience research, questions from the audience, Communication and emotional intelligence, Creativity in oral communication, Communication through telephonic, Video and Skype, Group Discussion.

MODULE – 3: WRITTEN COMMUNICATION SKILLS

Writing an effective Report: Stages of writing, Style and Tone; Five Ws and one H of Report writing, Divisions, Numbering and use of visual aids, Creativity in written Communication, Use of Picture, diagram in written communication, Writing Commercial letters, E-mail Messages, Maintaining a Diary, Job application and Resume writing.

MODULE – 4: LISTENING SKILLS

Importance and need, Types, Active and Empathic listening, Listening and Judgment, Developing skills, listening and understanding, Anatomy of Poor Listening, Features of good listener.

MODULE – 5: INTERPERSONAL COMMUNICATION SKILLS


Advantages and disadvantages of utilizing the team work; Characteristic features of successful teams; stages of the development of a team; team roles; challenges in team working, forms of non-team behavior.

Conditions of negotiating; strategies of negotiating (Win-win, win-loss); participative negotiations; negotiating tactics; cognition and emotions in negotiating; negotiating and ethics.

Types and sources of conflicts; the influence of various cultures on the solving of conflicts.

Book References:

- 1.
2. Monipally MM, Business Communication Strategies, McGraw Hill
3. Bovee, Till and Schatzman, Business Communication today, Pearson
4. Scot Ober, Contemporary Business Communication, Biztantra
5. Parag Diwan, Business Communication, Excell books
6. Murphy, Effective Business Communication, McGraw-hill
7. Teaching and learning Resources;
http://eff.cls.utk.edu/fundamentals/eff_standards.htm
<http://www.ndted.org/teachingResources/ClassroomTips/Communication.htm>


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1.6 HUMAN RESOURCE MANAGEMENT

Objectives:

1. To expose the students to the principles and practices of Human Resources Management.
2. To make students internalize good HR practices.

Module – 1:

Nature and scope of Human Resource Management (HRM) objectives of HRM, HRM functions, organization of HRM department, qualities of HR Manager, personnel policies and principles, new challenges of HRM, HRM model.

Module – 2:

Human Resource planning, factors affecting planning, planning objective, planning process, evaluation of planning.

Job analysis and design- need for and process of job analysis and design.

Employee hiring: recruitment, importance, nature and international recruiting, selection, importance, process, recruitment and selection practices in India.

Training and development- nature, importance. Training, inputs, training process, recent trends in training, training practices in India.

Job evaluation, nature, objectives, process of evaluation, Performance and appraisal: nature, importance, process of evaluation, challenges.

employee compensation, wage concepts and principles, factors affecting compensation plans, incentives- group and individual plans, wage and salary policies in India.

Module – 3:

Employee safety and health – reasons for accidents and ways of avoiding accidents, need for safety, safety policy:

Health – physical, mental, noise control, work stress, AIDS, alcoholism and drug abuse, violence at work place, workplace harassment.

Participative management, scope and ways of participation, labour welfare – approaches and types.

Industrial relation – causes for disputes and ways of resolving disputes. Trade union– relevance of unions.

Module-4:

Human resource audit, audit of corporate strategy, audit of human resource function, audit of managerial compliance, audit of employee satisfaction.

Ethical issues in HRM –HR ethical issues, managing ethics.


Books for Reference:

1. William .B. Werther & Keith Davis: *Human Resource & Personnel Management*, McGraw Hill.
2. Terry L. Leap & Michael D. Crino: *Personnel / Human Resource Management*, Maxwell Macmillan,
3. H.John Bernardin and Joyce E.A. Russel: *Human Resource Management an Experimental Approach*, McGraw Hill.
4. David. A. Decezo and Stephen P. Robbins: *Personnel / human Resource Management*, PHI.
5. Michael Armstrong: *A handbook of Personnel Management*, NP, Kogan page.
6. Gary Dessler: *Personnel Management*, Prentice Hall India.
7. Edwin D. Flippo: *Personnel Management*, McGraw Hill Book Co.
8. Aswathappa K: *Human Resource and Personnnel Management*, Tata McGraw Hill.
9. Wyne F. Cascio and Clias N. Awad: *Human Resource Management*.


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H.V

Name of the Program: BBA Course Code: BBA 3.2 Name of the Course: ORGANIZATIONAL BEHAVIOUR		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.		
Course Outcomes: On successful completion of the course, the Students will be able to: <ul style="list-style-type: none"> • Understand the role of OB in business organization. • Understand the Behaviour of an Individual • Understand the group behaviour and team dynamics • Learn various motivation and leadership theories • Understand the process of organizational development 		
Syllabus:		Hours
Module 1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR		10
Meaning, Definition, Importance, Nature, Scope of OB, Conceptual Models of OB, factors affecting organisational behavior		
Module 2: INDIVIDUAL BEHAVIOUR		12
Individual Behaviour: Meaning, factors affecting individual behavior, reasons for understanding individual behavior. Personality- Types, Determinants and Traits of Personality, Theories. Learning – Types of Learners, The Learning Process. Attitude: Characteristics, Components, Formation of Attitude. Perception- Importance, Factors influencing perception, Interpersonal Perception, Impression Management.		
Module 3: GROUP AND TEAM DYNAMICS		12
Group Dynamics: Meaning, Types of Group, functions of groups, Stages of group development, strategies for improving group dynamics, Determinants of Group Behaviour. Team Dynamics: Meaning, Types of Teams, Team Building, Effective Team Management, Stages of Professional Interpersonal Relations, Difference between Groups and Teams. Conflict-Meaning, Sources of Conflict, Conflict Resolving Strategies.		
Module 4: MOTIVATION AND LEADERSHIP		12


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Motivation- Nature and Importance of Motivation, Motivation Theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y
Leadership – Nature and Importance, Qualities of Good Leaders, Types, Theories of Leadership - (Contemporary leadership)

Module 5: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

10

Organisation Culture and Climate - Meaning, Importance, Factors influencing Organization climate. Organizational Change- Importance, change process, Resistance to change, Managing Change. Organizational Development: Nature, objectives, Benefit, OD Process.

Skill Developments Activities:

- Prepare a chart showing various OB Models
- Role play on Team Dynamics
- Visit any two organisation and collect information on various motivational models adopted
- Prepare a chart on the stages of OD.

Books for Reference:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Reddy and Appanniah, Management and Behavioural Process, HPH
6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
7. Rekha and Vibha – Organizational Behavioural, VBH.
8. P.G. Aquinas Organizational Behaviour, Excel Books.
9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

Note: Latest edition of text books may be used.



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ENGLISH COURSE OUTCOME – 2018 onwards CBCS

Name of the Program	Course Code	Course Title	Course Outcome	
SEMESTER I				
B.Com\BBA	13101	Perceptions -I General English	CO1	To confidently use English in both written and spoken forms. Develop communication skills for greeting, introduction, making request and offering help
			CO2	Appreciate the significance of prose and poetry. The students will improve in all the four vital components of language learning: Reading, Writing, Speaking and Listening skills focusing particularly on tenses, punctuation, articles, homophones, prepositions, cultivate the skill of writing stories, essays, and summarizing.
SEMESTER II				
B.Com\ BBA	13201	Perceptions -II General English	CO1	To develop overall linguistic competence and communicative skills of students.
			CO2	Students learn the art of drafting letters, reporting the speech, précis writing and dialogue writing. They will learn the types of sentences and changing a sentence in one grammatical form to another.
SEMESTER III				
B.Com\ BBA	13301	Perceptions -III General English	CO1	To expose students to a variety of topics that dominates the contemporary socio-economic and cultural life. Develop interest to appreciate one act plays
			CO2	The students learn to draft Complaint letters, Sales letter, Cover letter, and Curriculum Vitae.


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SEMESTER IV				
B.Com\ BBA	13401	Perceptions -IV General English	CO1	To develop students ability as a critical reader. Also increases their analytical skills. Students decipher the mechanism of language and use it for success in competitive examinations and job related speaking and writing tasks.
			CO 2	Students learn the art of Report writing, Interview Facing skills, Presentation skills.

ENGLISH COURSE OUTCOME – 2021 onwards (NEP)

Name of the Program	Course Code	Course Title	Course Outcome	
SEMESTER I				
B.Com\ BBA		Perceptions –I General English	CO 1	The textbook introduces the students to writers like O'Henry, Ruskin Bond, Henry Bunner, with selection of short stories. The students are also exposed to the evergreen stories of Helen Keller. The selection of works in the textbook explores various themes like the meaning of love, marriage, the joy as well as the trials and responsibilities that come with them, nature, ethics in business etc.
			CO 2	The grammar section of the workbook focuses on giving students a thorough re-grounding in the basics of grammar such as articles, prepositions, tenses and punctuation thus laying the foundation for good communication.


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SEMESTER II

B.Com\ BBA		Perceptions -II General English	CO 1	The textbook contains works of both Indian and international writers. This gives students perspectives from people who are literary figures and beyond. The textbook contains poetry, short stories and autobiography. Thus, presents a glimpse into the mind of a great artist.
			CO 2	The workbook focuses on the basic language skills expected of an undergraduate in the competitive global job scenario. It attempts to give a comprehensive training in terms of writing paragraphs, reports, abstracting, reading skills, analysis, comprehension, and articulation through reading comprehension passages.

SEMESTER III

B.Com\ BBA		Perceptions -III General English	CO 1	The literary pieces consists an assortment of poetry, prose and essays. Every lesson begins with a pre-reading session called brainstorming where a number of questions are posed regarding the themes of the lesson. This is followed by a brief introduction of the author thus familiarizing students to the eminent persons behind the writings
			CO2	The workbook section comprises of Job Skills which equips undergraduates with necessary communication skills expected in the competitive international job scenario. These letters improve students' communication, social and handwriting skills among other things.



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SEMESTER IV

B.Com\ BBA	Perceptions -IV General English	CO 1	Students develop literary sensibilities and language competence which stimulates their literary sensibilities and language by helping them cultivates language skills.
		CO 2	The Language component focuses on the basic skills expected of an under graduate in the competitive global job scenario. It attempts to stimulate their analytical thinking and help them practice organized writing. Language and presentation become extremely important in the present age of Information, Communication and Technology.
		CO 3	The exercises are meant to be worked out in the classroom and generate meaningful discussion that can lead to proper learning. Integrated approach will facilitate the learning of four basic skills of language (LSRW). Extended Activity is meant to provide opportunities for the students to go beyond the text and gain better insight into the world.



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ENGLISH COURSE OUTCOME –2018 onwards (CBCS)

Name of the Program	Course Code	Course Title	Course Outcome	
SEMESTER I				
BCA/B.Sc		Conflations-1 Course book	CO 1	To develop overall linguistic competence and communicative skills of students. The textbook introduces the students to writers like Nilim Kumar, Yehuda Amichai, Farooq Sarwar, MG Vassanji, Abdul Kalam Raja Ram Mohan Roy with selection of short stories, sonnet, poem. The students learn literary skills through these various themes like the New year resolutions, collateral damage due to war, courage, comfort zone and win fear which improves his potential, effects of migration and pain of parting form loved ones, food as a cultural mark, insights into life and thoughts of Kalam and pursuing dream.
			CO 2	The workbook focuses the students to the basics of grammar such as parts of speech, tenses, punctuation, passages thus laying the foundation for good communication.


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SEMESTER II

BCA/B.Sc		Conflations-II Course book	CO 1	The textbook contains works of both eminent writers. This gives students perspectives of great literary works and develops language skills from the textual contents which contain poetry, short stories, and essays. Thus, presents a glimpse into the mind of a great artist and instills importance of nature, life process, negative effects of over thinking and the sense of bonds of friendship, difficulties of life in bias society and film makers should be answerable.
			CO 2	The workbook focuses on the basic language skills expected of an undergraduate in the competitive global job scenario. It attempts to give a comprehensive training in terms of writing paragraphs, reported speech, reading skills, barriers for effective listening, techniques to improve listening and articulation through reading comprehension passages and improve writing skills.

SEMESTER III

BCA/B.Sc		Conflations-III Course book	CO 1	The text book introduces prose, poetry and essays. Every lesson begins with a pre-reading session called brainstorming where a number of questions are posed regarding the themes of the lesson. It focuses on language development with themes like understand the gender roles in society, interests in Indian stories, and narrate the stories, enjoy the
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				thoughts on death, realizing the forgone memories due to change in the lifestyle of present generation and difference familiarity and friendship and manage issues.
			CO2	The workbook section comprises of vocabulary which enhances language skill development by listening skills, reading skills, report writing and story developing, which equips undergraduates with necessary communication skills expected in the competitive international job scenario.

SEMESTER IV				
BCA/B.Sc		Conflations IV Course book	CO 1	Students develop literary sensibilities and language competence which stimulates their literary sensibilities and language by helping them cultivates language skills.


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			CO 2	<p>The Language component focuses on the basic skills expected of an under graduate in the competitive global job scenario. It attempts to stimulate their analytical thinking and help them practice organized writing. Language and presentation become extremely important in the present age of Information, Communication and Technology.</p>
			CO 3	<p>The exercises are meant to be worked out in the classroom and generate meaningful discussion that can lead to proper learning. Integrated approach will facilitate the learning of four basic skills of language (LSRW). Extended Activity is meant to provide opportunities for the students to go beyond the text and gain better insight into the world.</p>



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ENGLISH COURSE OUTCOME – 2021 onwards (NEP)

Name of the Program	Course Code	Course Title	Course Outcome	
SEMESTER I				
BCA/B.Sc		Conflations-1 Course book	CO 1	The textbook introduces the students to writers like Nilim Kumar, Yehuda Amichai, Farooq Sarwar, MG Vassanji, Abdul Kalam Raja Ram Mohan Roy with selection of short stories, sonnet, poem. The students learn literary skills through these various themes like the New year resolutions, collateral damage due to war, courage, comfort zone and win fear which improves his potential, effects of migration and pain of parting form loved ones, food as a cultural mark, insights into life and thoughts of Kalam and pursuing dream.
			CO 2	The workbook focuses the students to the basics of grammar such as parts of speech, tenses, punctuation, passages thus laying the foundation for good communication.



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SEMESTER II

BCA/B.Sc		Conflations-II Course book	CO 1	The textbook contains works of both eminent writers. This gives students perspectives of great literary works and develops language skills from the textual contents which contain poetry, short stories, and essays. Thus, presents a glimpse into the mind of a great artist and instills importance of nature, life process, negative effects of over thinking and the sense of bonds of friendship difficulties of life in bias society.
			CO 2	The workbook focuses on the basic language skills expected of an undergraduate in the competitive global job scenario. It attempts to give a comprehensive training in terms of writing paragraphs, reported speech, reading skills, barriers for effective listening, techniques to improve listening and articulation through reading comprehension passages and improve writing skills.

SEMESTER III

BCA/B.Sc		Conflations-III Course book	CO 1	The text book introduces prose, poetry and essays. Every lesson begins with a pre-reading session called brainstorming where a number of questions are posed regarding the themes of the lesson. It focuses on language development with themes like curing the mind and body, the repercussions of having unusual pets, Importance of trees, work perfection, importance of
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				teacher, reading experiences and favorite authors.
			CO2	The workbook section comprises of vocabulary which enhances language skill development by listening skills, reading skills, report writing and story developing, which equips undergraduates with necessary communication skills expected in the competitive international job scenario.

SEMESTER IV				
BCA/B.Sc		Conflations IV Course book	CO 1	Students develop literary sensibilities and language competence which stimulates their literary sensibilities and language by helping them cultivates language skills.


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			CO 2	The Language component focuses on the basic skills expected of an under graduate in the competitive global job scenario. It attempts to stimulate their analytical thinking and help them practice organized writing. Language and presentation become extremely important in the present age of Information, Communication and Technology.
			CO 3	The exercises are meant to be worked out in the classroom and generate meaningful discussion that can lead to proper learning. Integrated approach will facilitate the learning of four basic skills of language (LSRW). Extended Activity is meant to provide opportunities for the students to go beyond the text and gain better insight into the world.



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YEAR 2021-22

B.Com.

Academic year	Sem	Course Code	Course Title	Course Out Come
2021-22	I Sem B.Com	AECC-4.3	Gadya shikharan गद्य शिखरन	<ol style="list-style-type: none"> 1. आनंदी घर की इज्जत बचा लेती है। 2. रजिया के माध्यम से जाति संप्रदाय की दीवार भेदकर उदभासित होने वाले मानवीय संबंधों का चित्र अंकित। 3. वास्तविक जीवन में घूमना और दर्शन का उपयोग। 4. जनमानस आदर्श एवं लोकप्रिय नायक का चित्रण। 5. सरकारी कर्मचारी और भ्रष्टाचार का दर्शन। 6. जनता की व्यर्थ बातों का अनुभव। 7. सामाजिक विषमता का दर्शन।
2021-22	2 nd sem- B.Com	AEHI-203	कहानी संगम Kahani sangam	<ol style="list-style-type: none"> 1. तत्कालीन समय, परिवेश, समाज में व्याप्त आचरण, कुरीतियों का आभ्यास। 2. एक अदभुत घड़ी की चोरी का मनोरंजक काम, जिसका चोर एक प्रतिष्ठित गृहस्त है। 3. दैनिक पारिवारिक जीवन की समस्याओं को ही मुख्य रूप से अपने कथा साहित्य का विषय बनाया है। 4. विसंगतियों, अंतरविरोध, विकृतियों और मिथ्याचारों का उद्घाटन। 5. एक मध्यम वर्गीय परिवार के नौकर के साथ कटु व्यावहार। 6. भारतीय किसानों की हालत का चित्रण। 7. अमीरी पराकाष्ठता और इंसानियत का महत्व।
2022-23	3 rd Sem- B.Com	AEHI-303	कवितांजली kavinajali	<ol style="list-style-type: none"> 1. साखी-इसमे भगवान के महत्व नाम की महिमा की विशेषता है। 2. मर्यादा पुरुषोत्तम राम राम का अवतारी रूप का चरितगान। 3. पूर्वसुरियोंके योग विषयक धाराओं का खंडन कर भक्ति की सर्वोच्चता का प्रतिपादन। 4. प्रकृति चित्रण, संध्या चित्रण, कृष्ण के सौंदर्य का चित्रण। 5. राष्ट्रीय एकता, भारत की महानता का परिचय। 6. योद्धा, शहीद, पर्वतारोही और अन्वेषको के प्रमाण के साथ देश भक्ति उजागर। 7. आदमी और पोस्टर की तुलना का विसंगति की


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				<p>और संकेत।</p> <p>8. असंतुष्ट एक राष्ट्रप्रेमी सेनानी के आक्रोश की भावनाएं प्रकट।</p>
2023-24	4 th Sem- B.Com.	AEHI-403	जादू का कालीन मृदुला गर्ग Jadoo ka kaleen	<p>1. विसंगती, मानवीय विडंबना, पाखंड का प्रस्तुतिकरण।</p> <p>2. जिस कालीन का बुनना उनके शोषण का माध्यम है, बच्चे उसी कालीन को जादू की कालीन बताकर उसपर बैठकर उडान भरना चाहते हैं।</p> <p>3. राजनीतिक, प्रशासनिक भ्रष्टाचार के पूरे तंत्र खोलने वाला दर्दनाक नाटक है।</p> <p>4. बाल मजदूरी समस्या को दर्शाया है।</p> <p>5. बाल विवाह का दुष्परिणाम दर्शाया है।</p>


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YEAR 2023-24

B.C.A

Academic year	Sem	Course Code	Course Title	Course Out Come
2023-24	I Sem B.C.A	AECC-4.5	कथा सागर	<ol style="list-style-type: none"> 1.जीवन संघर्ष से भरी हुई है उसमें आनंद लेना है । 2. भगवान- महावीर और बुद्धदेव का स्थान वैशाली है । 3. जीवन और साहित्य में घनीभूत संबंध है । 4. अंधे अलोपी सूक्ष्म ज्ञान मनोवैज्ञानिक गुणधियां है । 5. आज की जटिल परिस्थितियों को समझने के लिए एक अंत दृष्टि प्रदान करता है । 6. गवर्नर जनरल लार्ड कर्जन को एक प्रजारंजक शासक बनने का आव्हान करते हुए उन्हें अपने कर्तव्य- बोध से अवगत कराया है । 7. अनुभूति समान होती है चाहे गरीब की वस्तु खो जाये या अमीर की और लेखन तो अनुभूतियों की ही व्याख्या है ।
2023-24	2 nd sem- B.C.A	AEHI-205	कथानिधि	<ol style="list-style-type: none"> 1. सूर्यप्रकाश की ज्यादा ऊधमी बुद्धिसे बहुत बदलाव हुआ । 2. भारतीय समाज नारी की कहानी में कष्ट अक्षुण्ण है । 3. चारो तरफ़ का सौंदर्य मृत्यु का अंधकार छाया हुआ है । 4. बचपन से ही अपनी-अपनी जिम्मेदारी सौपना चाहिए । 5. पाजेब कहानी बाल मनोविज्ञानिक कहानी है हर बात सुधारने के लिए सजा देना उचित नहीं है, उसका उलटा परिणाम भी होता है । 6. शरीब अध्यापक की परिस्थिति का वर्णन किया है । तथा आज के समाज में अधम वर्ग की परिस्थिति भयावह है ।
2023-24	3 rd Sem- B.C.A	AEHI-305	काव्यानंद	<ol style="list-style-type: none"> 1. जीवन में हार और जीत केवल मन पर निर्भर है । 2. इस ग्रंथ मे आदर्शों के भावपूर्ण चित्रों समाज का पथ- प्रशस्त करते रहेंगे । 3. मीराबाई की भक्ति दैन्य एवं आधुअर्य भाव की है और उनके उपर होनेवाले अनाचार का भी परिचय दिया है । 4. मानव की ममता, समानता,सामर्थ्य भाव रखते है । 5. वर्तमान समाज में भुध्द के दर्शन का बोध होता है । 6. हमारे अन्नदाता की दुर्दशा और भूखेपेट रहने का चित्रण है । 7. शबरी त्रेता युग में डीन-हीन, गरीब-नीच जाति की आत्मिक एचं आध्यात्मिक संघर्ष का परिचय है । 7. मन मे कुछ खरने की ठान लेने पर कार्य में

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				<p>शफलता अवश्य मिलेगी।</p> <p>8. शिक्षा एवं कानून की जगरुकता का परिचय और स्त्री अस्मिता, सामाजिक चेतना के विविध आयामों को उजागर किया है।</p>
2023-24	4 th Sem- B.C.A	AEHI-405	माधवी	<ol style="list-style-type: none"> 1. आठ सौ अश्वमेधी घोड़ों की व्यवस्था करना असंभव काम है। 2. गालव के हठ के कारण ययाति को भी बढावा मिलता है, ययाति और गालब के महत्वकांक्षा की शिकार माधवी को होना पडा। 3. पुरुष की मानसिकता का परिचय कराया है। 4. महत्वकाक्षा को पूरा करने वाला व्यक्ति अपना कर्तव्य पूरा नहीं करता लेकिन उनसे बचने के रास्ते निकालता रहता है। 5. गुरु अपने शिष्य को अंतिम पाठ भी पढाना चाहते थे, लेकिन मित्र उसकी हालत देखकर परेशान हो जाते है।



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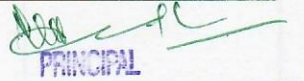
YEAR 2023-24

B.B.A.

Academic year	Sem	Course Code	Course Title	Course Out Come
2022-23	I Sem B.B.A	AECC-4.4	कथा परचम Katha paracham	<ol style="list-style-type: none"> 1. एक समस्या को अलग-अलग लोगों की दृष्टि से व्यंग्यात्मक एवं हास्य के साथ प्रस्तुत किया है। 2. एक आम आदमी सपने और सच का साथ देते है। 3. भारतीय समाज की विडंबना और महिलाओं की सामाजिक स्थिति को उजागर किया है। 4. लाला लजपत राय का बलिदान के चित्रण किया है। 5. बैरिस्टर दया शंकर मेहता वायसराय की कर्यकारिणी और जीवन लीला का चित्रण। 6. अपना-अपना भाग्य कहकर जिम्मेदारी से मुक्त होने का प्रयास नहीं करना चाहिए।
2023-24	2 nd sem- B.B.A	AEHI-204	गद्य कौशल Gadya koushal	<ol style="list-style-type: none"> 1. स्त्रियों का भविष्य बनाने घर के बहर भ सहयोग देना। 2. हमे ऐसा मित्र चुनना चाहिए, जिसमे आत्मबल, पुरुषार्थ, शिष्टता तथा सत्यनिष्ठा हो। 3. सरयू भैया मे सहानुभूति, सौहार्दता-मानवता का चित्रण। 4. अपने व्यक्तिगत जीवन और आत्मकथा का रोचक वर्णन। 5. बुद्धिमता पूर्वक व्यवसाय चुनने में ही मनुष्य की सफलता है। 6. पर्यटन महत्व बताते हुए मारीशस की यात्रा का वर्णन किया है।
2023-24	3 rd Sem- B.B.A	AEHI-304	काव्य सरस Kavya saras	<ol style="list-style-type: none"> 1. जीवन, धर्म, आचरण आदि के बारे में अपने विचार व्यक्त किया है। 2. मीराबाई का प्रेम, विरह, व्याकुलता, मीरा-कृष्ण का मधुर संबंध आदि का वर्णन है। 3. भारतीय समाज को अद्योपतन से बाहर आने कहता है। 4. वर्तमान प्रजातंत्रिक व्यवस्था से संतुष्ट होकर किसी दूसरे प्रजातंत्र की तलाश का वर्णन। 5. मस्ती के सामाजिक महत्व को बड़े सहज रूप से अभिव्यक्त किया है। 6. मुक्तामणि बहुमूल्य वस्तुएं लाकर चढाते है, मन का भाव और वाणी में चातुर्य होना है

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				<p>7. कवयित्री १८५७ की क्रांति में अंग्रेजों के साथ कैसे मुकाबला किया बताया है। 8. प्रकृति, मिट्टी, कैसे जीवनदायी है उसकी संवेदना का अनुभव कराया है। कवि हर जवान को शहिद होने का आमंत्रण देते हुए सूरज की प्रखरता पाने की चुनौती देते है। कवि जीवन किसी युद्ध से कम नहीं है, भगवद गीता के सहारे जीता है उसका संदेश दिया है।</p>
2023-24	4 th Sem- B.B.A.	AEHI-404	अग्निशिखा Agnishikha	<p>1. समाज नीति और राजनीति का पोषित नाटक है। 2. चाणक्य, सम्राट, चन्द्रगुप्त और अमात्य राक्षस के ऐतिहासिक व्यक्तित्व पर प्रकाश डाला है। 3. राजनीति में नवीन परिभाषा देनेवाले आचार्य चाणक्य का व्यक्तित्व अद्वितीय बताया है। 4. राजनीति और समाजशास्त्र दोनों के संतुलन से ही मानव और मानव-समाज का चित्रण।</p>


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B.Sc.

Academic year	Sem	Course Code	Course Title	Course Out Come
2023-24	I Sem B.Sc	AECC-4.2	कथा कुसुम	<p>1. नैतिकता और आदर्शवाद के आवरण को अभिव्यंजित किया है।</p> <p>. बालक की चतुराई और मातृ भक्ति को उजागर किया है।</p> <p>. संगीत कला की सुंदर झांकी है।</p> <p>. विचित्र सौदागर का चित्रण है।</p> <p>. प्रस्तुत व्यंग रचना में एक सामाजिक असंगति की ओर संकेत किया है।</p> <p>. लक्ष्मी का आदर्श व्यक्तित्व आगामी पीढ़ी के लिए शिक्षा की महता से अवगत किया है।</p> <p>. ब्रिटिश शासन काल की आजादी की लड़ाई का चित्रण प्रस्तुत है।</p>
2023-24	2 nd sem- B.Sc	AEHI 202	काव्याभिषेक	<p>1. सर्वत्र ईश्वर की माया व्याप्त है, उसके प्रभाव से कोई अछूता नहीं है। राम का ही एक मात्र आधार संसार से मुक्ति है।</p> <p>2. मीरा की भक्ति दैन्य एवं माधुर्यभाव की है। इन पर नाथयोगियों, संतो और वैष्णव भक्तों का प्रभाव है।</p> <p>3. ऐतिहासिक तथा पौराणिक कथानकों के माध्यम से आधुनिक समस्याओं को प्रस्तुत किया है।</p> <p>4. पंत के मौन निमंत्रण में प्रकृति की व्याप्त ईश्वरीय सत्ता के ही आमंत्रण का चित्रण है।</p> <p>5. सेनापति के आदेश पर अपने प्राणों का उत्सर्ग। लक्ष्य-मार्ग में वह आत्मबलिदान करने के लिए प्रस्तुत है।</p> <p>6. निराला जी ने नींद में डूबे समाज को जगाने का आवाहन किया है।</p> <p>. लाख-लाख प्रतिकूलताओं और बाधाओं के बावजूद प्रगति पथ पर कदम बढ़ाते रहना है।</p> <p>. गरीब भारतीय किसानों की जिंदगी तथा सोच के स्तर को व्यंजित करते हैं, कविता में लाक्षणिकता तथा नयी प्रतीकात्मकता</p>

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				परिलक्षित होती है। . जाति के नाम पर मनुष्य में भेदभाव बढ रहा है कवि का संदेश ऐ कि आज हमें युद्ध नहीं शांति चाहिए।
2023-24	3 rd Sem- B.Sc.	AEHI 302	एक और द्रोणाचार्य	<p>1. एक और द्रोणाचार्य नाटक में वर्तमान शिक्षक की तुलना उस द्रोणाचार्य से किया है जिसने एक शिक्षक को अपने सिद्धान्तों से समझौता करते हुए अन्याय सहने की परम्परा दे दिया।</p> <ul style="list-style-type: none"> • नाटककार ने पौराणिक कथा के माध्यम से आधुनिक समस्या का हल ढूँढने का प्रयास किया है। • इस नाटक में नाटककार ने वर्तमान शिक्षा व्यवस्था में व्याप्त भ्रष्टाचार, पक्षपात, राजनितिक घुसपैठ तथा आर्थिक एवं सामाजिक दबावों के चलते निम्न मध्यवर्गीय व्यक्ति के असहाय बेबस चरित्र को उद्घाटित किया है। • पौराणिक कथा को दोहराना नहीं बल्कि मनुष्य जीवन के छोटे - छोटे सत्य को खोजना है। • महाभारत कालीन प्रसिद्ध पात्र द्रोणाचार्य के जीवन प्रसंगों को आधार बनाकर वर्तमान विसंगति को दिखाया गया है। • पौराणिक कथा में आधुनिक समस्या का हाल खोजने का प्रयास किया गया है
2023-24	4 th Sem- B.Sc.	AEHI 402	दौड उपन्यास	<p>. यह एक समाज की कड़वी सच्चाई है कि जब से बाज़ारवाद ने पूरे विश्व में अपना वर्चस्व कायम किया है तब से लेकर अब तक उसकी चमक-दमक में लोगों की ज़िन्दगी को पूरी तरह से अपने में समेटता चला गया है।</p> <p>. पहले लोग अपनी आजीविका के लिए नौकरी करते थे, लेकिन आज लोग अपनी आजीविका के लिए नौकरी से अधिक आजीविका के अधिन एक मशीन बन चुके है वो भी पैसे कमाने वाली मशीन और पहले जहाँ वे आजीविका के लिए अपनी नैतिकता, जिम्मेदारी या मनुष्यत्व को खोना नहीं चाहते थे।</p> <p>. लेकिन आज बाज़ारवाद ने लोगों के इन सब से कोसो दूर कर दिया है। आधुनिक समाज में चल रहे बाजारवाद तथा उपभोक्तावाद में सिमटती ज़िन्दगियों का परिचय कराता हुआ ये एक ऐसा उपन्यास है जो वर्तमान की सच्चाई दिखाता है</p> <p>. सीखने वाले इस से सिख भी सकते हैं कि पैसे कमाने के साथ अपनी आवश्यकता भी मालूम कर लेना चाहिए जिससे संबंधों पर इसका बुरा प्रभाव न पड़े स्वस्थ जीवन जी सकें</p>


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2021-2022	1stSem	AECC 1.5	ಬಿ.ಬಿ.ಎ ಕನ್ನಡ ಸಹಯೋಗಿ -01	<ul style="list-style-type: none"> ➤ ಕವಿ ಪರಿಚಯ, ವೈಚಾರಿಕತೆ, ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ಅರಿವು ➤ ಹೆಣ್ಣಿನ ಪ್ರತಿಭಟನಾತ್ಮಕ ಮನೋಭಾವನೆ, ಮಹಿಳಾ ಸಮಸ್ಯೆಗಳು. ➤ ಕಾಲದ ವೇಗ ಮತ್ತು ಮನುಷ್ಯನ ಮೇಲೆ ಅದರ ಪ್ರಭಾವ. ➤ ಸ್ವಾತಂತ್ರ್ಯ ಹೋರಾಟಗಾರರತ್ನಾಗ ಬಲಿದಾನ. ➤ ವೈದ್ಯಲೋಕ ಹಾಗೂ ಖಾಯಿಲೆಗಳ ಬಗ್ಗೆ ವೈಜ್ಞಾನಿಕದೃಷ್ಟಿಕೋನದ ಅರಿವು. ➤ ಹಳೆಯ ಮತ್ತು ಹೊಸ ಕಾವ್ಯಗಳ ವಸ್ತುಗಳ ಬಗ್ಗೆ ತೌಲನಿಕ ದೃಷ್ಟಿಕೋನ. ➤ ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯಕಲೆ ಬಗ್ಗೆ ಅರಿವು. ಕನ್ನಡ ಭಾಷೆ ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳು ಮತ್ತು ಪರಿಹಾರ.
2021-2022	2ndSem	AECC 1.5	ಬಿ.ಬಿ.ಎ ಕನ್ನಡ ಸಹಯೋಗಿ -01	<ul style="list-style-type: none"> ➤ ಕನ್ನಡ ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನ. ➤ ವಿಜ್ಞಾನರಹಸ್ಯ ಭೇದಿಸುವಿಕೆ ಸೃಷ್ಟಿಯ ಮೂಲದ ಕಲ್ಪನೆ. ➤ ಮಾತಿನ ಮಹತ್ವ, ಗ್ರಾಮಜೀವನ-ಯಂತ್ರ ನಾಗರೀಕತೆ ಪರಿಣಾಮ. ➤ ಜೀತ ಪದ್ಧತಿಯ ಕರಾಳ ವ್ಯವಸ್ಥೆಯ ಸ್ವರೂಪ. ➤ ಸಾಮಾಜಿಕ ಮೌಲ್ಯ, ಕುಟುಂಬದ ಬಗ್ಗೆ ಜವಾಬ್ದಾರಿ, ಪ್ರೀತಿ, ಬೆಳಸಿಕೊಳ್ಳಬೇಕು. ಬುದ್ಧನಜೀವನ ತತ್ವಗಳು ಅಹಿಂಸೆ, ಧರ್ಮ ನಿರಪೇಕ್ಷತೆ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ. ➤ ಸ್ತ್ರೀವಾದ ಕಲ್ಪನೆ. ಮೌಢ್ಯತೆ, ಅನಕ್ಷರತೆ, ಮಾತೃಭಾಷೆಯ ಶಿಕ್ಷಣದ ಬಗ್ಗೆ ಅರಿವು.


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Academic Year	Sem	Course code	Course Title	Course Outcome
2022-2023	3rd Sem	BBKN301	ಬಿ.ಬಿ.ಎ ಕನ್ನಡ ಸಹಯೋಗಿ 02	<ul style="list-style-type: none"> ➤ ಮಾತಿನ ಮಹತ್ವ ➤ ಹಿಂದಿನ ಸಂಸ್ಕೃತಿ, ಪರಂಪರೆಯ ಮಹತ್ವ ➤ ಮೊಬೈಲ್ ಫೋನ್ ಬಳಕೆಯ ಬಗ್ಗೆ ಎಚ್ಚರಿಕೆ ➤ ವೈಜ್ಞಾನಿಕ ಮನೋಭಾವದ ಅಗತ್ಯತೆಯ ಮಹತ್ವ
2022-2023	4th Sem	BBKN301	ಬಿ.ಬಿ.ಎ ಕನ್ನಡ ಸಹಯೋಗಿ -02	<ul style="list-style-type: none"> ➤ ಪ್ರಜಾಪ್ರಭುತ್ವ ವ್ಯವಸ್ಥೆಯ ಬಗ್ಗೆ ಅರಿವು ➤ ಜಾತಿ ಪದ್ಧತಿ, ಕಲಾಭಿರುಚಿ, ಸಂಸ್ಕೃತಿ ➤ ಗಾಂಧಿ ಮಹತ್ವ, ಗೆಲುವಿನ ಮಹತ್ವ

ತಯಾರಿಸಿದವರು

ಸುರೇಶ.ಎನ್
(ಕನ್ನಡ ಪ್ರಾಧ್ಯಾಪಕರು)


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ಶೈಕ್ಷಣಿಕ ವರ್ಷ 2021-22 ರ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆಯ ಫಲಿತಾಂಶ

Academic Year	Sem	Course code	Course Title	Course Outcome
2021-2022	1st Sem	AECC 1.2	ಬಿ.ಎಸ್ಸಿ. ಕನ್ನಡ ವೈಭವ-1	<ul style="list-style-type: none"> ➤ ಪ್ರಕೃತಿ ಸೌಂದರ್ಯದ ಬಗ್ಗೆ. ➤ ಆಹಾರದ ಮಹತ್ವ ಮತ್ತು ಹಸಿವಿನ ಸಮಸ್ಯೆಯ ಚಿತ್ರಣ. ➤ ನಾಡಿನ ಸಂಸ್ಕೃತಿ, ಸಮಗ್ರತೆ ಮತ್ತು ವಿವಿಧತೆಯಲ್ಲಿ ಏಕತೆಯ ಬಗ್ಗೆ. ➤ ಮಗುವಿನ ಬಾಲ್ಯದ ಚಲನವನಗಳು, ಗುರಿ, ಆತ್ಮವಿಶ್ವಾಸದ ತಿಳಿಯುವುದು. ➤ ಸ್ತ್ರೀ ಸ್ವಾತಂತ್ರ್ಯ ಮತ್ತು ಹೋರಾಟ ಮನೋಭಾವ. ➤ ಐರೋಪ್ಯದೇಶದ ಬೆಳೆ ಭಾರತಕ್ಕೆ ಬಂದದ್ದು, ಅದರ ಬಳಕೆ. ➤ ವಿಜ್ಞಾನ ಮತ್ತು ಪರಿಸರ ಸಂರಕ್ಷಣೆಯ ಪರಿಚಯ.
2021-2022	2nd Sem	AECC 1.2	ಬಿ.ಎಸ್ಸಿ. ಕನ್ನಡ ವೈಭವ-1	<ul style="list-style-type: none"> ➤ ಮನುಷ್ಯನ ಅಧಃ ಪತನಕ್ಕೆ ದುರಾಸೆಯೇ ಕಾರಣ. ➤ ಜೀವನದ ಗುಟ್ಟು, ಕಷ್ಟದ ದಿನಗಳು, ಪುನರ್ಜನ್ಮದ ಕಲ್ಪನೆ. ➤ ವಿಶ್ವಕುಟುಂಬ ಕನಸಿನ ಸಕಾರ. ➤ ತಾಯ್ನ ಹೆಣ್ಣಿನಲ್ಲಾಗುವ ಬದಲಾವಣೆ, ದೈಹಿಕ, ಮಾನಸಿಕ ಸ್ವರೂಪ. ➤ ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನ. ಕತೆಯ ಹುಟ್ಟು, ಮನುಷ್ಯನ ಕತೆ-ವ್ಯಥೆ. ➤ ಕನ್ನಡ ಭಾಷೆಯ ಸ್ಥಿತಿ, ಕಾರಣ, ವಿಪತ್ತುಗಳ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ.


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ತಯಾರಿಸಿದವರು

Academic Year	Sem	Course code	Course Title	Course Outcome
2022-2023	3rdSem	BSKN301	ಬಿ.ಎಸ್ಸಿ. ಕನ್ನಡ ವೈಭವ-2	<ul style="list-style-type: none">➤ ದುರ್ಯೋಧನನಭಲ, ಭೀಷ್ಮನ ಸಲಹೆಗಳು.➤ ಜೀತದ ಕರಾಳ ರೂಪದದರ್ಶನ.➤ ಗಾಂಧೀಜಿಯವರ ಚಿಂತನೆಗಳು ಇಂದಿಗೂ ಪ್ರಸ್ತುತವಾಗಿದೆ.➤ ಕುಲ ಶ್ರೇಷ್ಠವಲ್ಲಗುಣವೇ ಶ್ರೇಷ್ಠವೆಂಬುದನ್ನು ತಿಳಿಯುವುದು.➤ ವನ್ಯಜೀವಿಗಳ ರಕ್ಷಣೆ, ಪರಿಸರರಕ್ಷಣೆ - ನಮ್ಮೆಲ್ಲರ ಹೊಣೆ➤ ಕಾನೂನು ಎಲ್ಲರಿಗೂ ಸಮಾನವೆಂಬುದರ ಬಗ್ಗೆ ಅರಿವು.➤ ಅಕ್ಕನ ಸ್ತ್ರೀ ಸಂವೇದನೆ, ಜಾಗೃತಿ ಸಂಸ್ಕೃತಿಯ ಪ್ರತೀಕದಅರಿವು.➤ ಮಾನವನಆದರ್ಶ ಗುಣಗಳು ಇಂದುಕಣ್ಮರೆಯಾಗುತ್ತಿರುವ ಸನ್ನಿವೇಶ.
2022-2023	4thSem		ಬಿ.ಎಸ್ಸಿ. ಕನ್ನಡ ವೈಭವ-2	<ul style="list-style-type: none">• ಆತ್ಮ ವಿಮರ್ಶೆ, ಭಾವುಕತೆ,ವಿವೇಕ, ಸಂವಾದ ಸಾಧ್ಯತೆ• ಜಾತ್ಯಾತೀತ, ವರ್ಗರಹಿತ ವರ್ಣರಹಿತ ಸಮಸಮಾಜದ ನಿರ್ಮಾಣ• ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸ, ಜ್ಞಾನ,ಭಕ್ತಿಯ ಮೂಡುವಿಕೆ• ಕತೆಯತಾತ್ವಿಕತೆಯ ತಿರುಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಕೆ• ರೈತನ ಬದುಕು ಬವಣೆಯ ಸ್ಥಿತಿಯನ್ನು ಅರಿಯುವುದು• ಸ್ವಾರ್ಥರಹಿತ, ಪ್ರೀತಿ,ಸ್ನೇಹ, ವಿಶ್ವಾಸಗಳಿಂದ ಕೂಡಿದ ಸಮ ಸಮಾಜದ ನಿರ್ಮಾಣ

ಸುರೇಶ.ಎನ್
(ಕನ್ನಡ ಪ್ರಾಧ್ಯಾಪಕರು)

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Name of the Programme	Course Code	Curriculum,	Skill	Carrier Opportunity
ಬಿಸಿಎ 1ನೇ ಸೆಮಿಸ್ಟರ್ - 2022-23		1. ಕಾಣಿಕೆ - ಬಿ.ಎಂ.ಶ್ರೀ	ನವೋದಯ ಶೈಲಿಯ ಪರಿಚಯ	
		2. ಯಾವ ಕಾಲದ ಶಾಸ್ತ್ರವೇನಂ ಹೇಳಿದರೇನಂ - ಕುವೆಂಪು	ಮೌಢ್ಯದ ದುಷ್ಪರಿಣಾಮಗಳ ಬಗೆಗಿನ ಅರಿವು	
		3. ನೆರಳು - ಪು.ತಿ.ನ.	ಗಾಂಧೀಜಿಯ ವ್ಯಕ್ತಿತ್ವದ ಪರಿಚಯ	
		4. ತಕರಾರಿನವರು - ಡಾ ಚಂ. ಕಂಬಾರ	ಮನುಕುಲದ ಇಂದಿನ ಮನಃಸ್ಥಿತಿಯ ಬಗೆಗಿನ ಅರಿವು	
		5. ನಮ್ಮ ನಗರದ ಬದುಕು - ಕೆ.ಎಸ್.ನಿ. ಅಹಮದ್	ಸಾರವಿಲ್ಲದ ಯಾಂತ್ರಿಕವಾದ ನಗರ ಜೀವನವನ್ನು ತಿಳಿಸುತ್ತದೆ	
		6. ಬೋಳುಮರ - ಚಂ.ಪಾ.	ಮಧ್ಯಮ ವರ್ಗದ ಜನರ ಜೀವನ ಶೈಲಿಯ ಬಗ್ಗೆ ತಿಳಿಸುತ್ತದೆ	ಮನರಂಜನಾ ಕ್ಷೇತ್ರ
		7. ಮಾಮರವೂ ಮಾಪಿಳ್ಳಿಯೂ - ಶ್ರೀಕೃಷ್ಣ ಆಲನಹಳ್ಳಿ	ಆಧುನಿಕತೆಯಿಂದಾಗುವ ಪರಿಸರದ ನಾಶದ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ ಮೂಡಿಸುತ್ತದೆ	
		8. ಎಣ್ಣೆ ಚಿಮಣಿ ಎಣ್ಣೆ - ನಿರಂಜನ	ಬಡವರ ಶೋಷಣೆಯ ಕುರಿತು ಬೆಳಕು ಚೆಲ್ಲುವುದು	ಸಂಶೋಧನೆ
		9. ಮುಟ್ಟಿಸಿಕೊಂಡವನು - ಪಿ. ಲಂಕೇಶ್	ಜಾತಿ ಪದ್ಧತಿಯಿಂದಾಗುವ ಕೆಟ್ಟ ಪರಿಣಾಮಗಳ ಬಗ್ಗೆ ತಿಳಿಸುವುದು	
		10. ಹರಕೆಗಳು - ಎ.ಎನ್. ಮೂರ್ತಿರಾವ್	ಕೆಲವು ನಂಬಿಕೆಗಳು ಬದುಕಿಗೆ ಭರವಸೆಗಳನ್ನು ನೀಡುತ್ತವೆ ಎಂದು ತಿಳಿಸುತ್ತದೆ.	ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರ



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	11. ಬೆಟ್ಟದ ಭಾಗೀರಥಿ - ಭುವನೇಶ್ವರಿ ಹೆಗಡೆ	ಮಾಧ್ಯಮಗಳ ಪ್ರಭಾವದಿಂದ ಸಮಾಜದಲ್ಲಿ ಉಂಟಾಗುವ ಗೊಂದಲಗಳ ಬಗ್ಗೆ ಅರಿವು ಮೂಡಿಸುತ್ತದೆ.
	12. ಮಾದವೀಲತೆ ಮತ್ತು ಸಾರ್ಕೆಂಡ್ರ - ಬಿ.ಜಿ.ಎಲ್. ಸ್ವಾಮಿ	ಸಸ್ಯಶಾಸ್ತ್ರ ಹಾಗೂ ಸಂಶೋಧನೆಗಳು, ಸಸ್ಯ ಸಂಗ್ರಹಣೆಯ ಬಗ್ಗೆ ಅರಿವು ಮೂಡಿಸುತ್ತದೆ.


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Name of the Programme	Course Code	Curriculum,	Skill	Carrier Opportunity
ಬಿಸಿಎ 2ನೇ ಸೆಮಿಸ್ಟರ್ - 2021-22		1. ಮಡಿಕೇರಿಲಿ ಮಂಜು - ಜಿ.ಪಿ. ರಾಜರತ್ನಂ	ಪ್ರಕೃತಿಯನ್ನು ಆಸ್ವಾದಿಸುವ ರೀತಿಯನ್ನು ಕಲಿಯಬಹುದು	
		2. ಪ್ರತಿಜ್ಞೆ - ವಿ.ಕೃ. ಗೋಕಾಕ	ನವ್ಯ ಕಾವ್ಯದ ಶೈಲಿಯನ್ನು ಕಲಿಯಬಹುದು	
		3. ಯೋಧ ಮತ್ತು ಹೆಂಗಸು - ಸು.ರಂ. ಎಕ್ಕುಂಡಿ	ಆದಿಕವಿ ಪಂಪನ ಪೂರ್ಣ ಪರಿಚಯ	
		4. ಅಡುಗೆ ಮನೆಯ ಹುಡುಗಿ - ವೈದೇಹಿ	ಹೆಣ್ಣು ಮಕ್ಕಳನ್ನು ಮುಖ್ಯವಾಹಿನಿಗೆ ತರುವ ಅಗತ್ಯತೆ ಕುರಿತು ಕಲಿಕೆ	ಭಾಷಾಂತರಕಾರರಾಗಬಹುದು
		5. ನಾನು ಹೆಣ್ಣುಮಕ್ಕಳನ್ನು ಮುಖ್ಯವಾಹಿನಿಗೆ ತರುವ ಅಗತ್ಯತೆ ಕುರಿತು ಕಲಿಕೆ	ಭಾಷಾಂತರಕಾರರಾಗಬಹುದು	
		6. ನಾನು ರಾತ್ರಿಗಳನ್ನು ಮಾತ್ರ ಪ್ರೀತಿಸುತ್ತೇನೆ - ಶಶಿಕಲಾ ವೀರಯ್ಯಸ್ವಾಮಿ	ಮಾನವೀಯ ಸಂಬಂಧಗಳ ಅರಿವು	
		7. ಗೋದತ್ತ ಮತ್ತು ಬೆಳ್ಳಿನಾಣ್ಯ - ಚ. ಸರ್ವಮಂಗಳ	ಒಂಟಿ ಹೆಣ್ಣಿನ ಧೈರ್ಯ ಹಾಗೂ ಸಮಾಜವನ್ನು ಎದುರಿಸಿದ ರೀತಿಯ ಅರಿವು	ಮಾಧ್ಯಮ ಕ್ಷೇತ್ರ
		8. ಮುನ್ನಾದಿನ - ಕೊಡಗಿನ ಗೌರಮ್ಮ	ಧಾರ್ಮಿಕ ಐಕ್ಯತೆಯನ್ನು ಈ ಕತೆಯ ಮೂಲಕ ಅರಿಯಬಹುದು.	ಭಾಷಾ ತಜ್ಞರು



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		9. ನಿಯಮ ನಿಯಮಗಳ ನಡುವೆ - ಸಾರಾ ಅಬೂಬಕ್ಕರ್	ಮುಸ್ಲಿಂ ಸಂಪ್ರದಾಯದಲ್ಲಿ ನಡೆಯುವ ಹೆಣ್ಣಿನ ಶೋಷಣೆಯ ಅರಿವು	ತಂತ್ರಜ್ಞಾನ ಬರಹಗಾರರು
		10. ಹರಿಯಿತು ಕರುಳ ಬಳ್ಳಿ - ಅಮರೇಶ ನುಗಡೆಗೀಣೆ	ಆಧುನಿಕತೆಯಿಂದಾಗುವ ದುಷ್ಪರಿಣಾಮಗಳ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ	
		11. ರಸಫಲಿಗಳೆಗಳು - ಡಾ ಸಿದ್ದಲಿಂಗಯ್ಯ	ಹಳೆಯ ನೆನಪುಗಳು ಸೃಷ್ಟಿ ಮಾಡುವ ರಸಫಲಿಗಳೆಗಳ ಅರಿವು	
		12. ಕನಕದಾಸರ ಕೀರ್ತನೆಗಳು ಮತ್ತು ಆಧುನಿಕ ಮೌಲ್ಯಗಳು - ಕೆ.ವಿ. ನಾರಾಯಣ	ದಾಸ ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಡಕವಾಗಿರುವ ಆಧುನಿಕ ಮೌಲ್ಯಗಳ ಬಗ್ಗೆ ಅರಿವು	
		13. ಬಸವಣ್ಣನ ಮಹಾಮನೆಯ ಕಲ್ಪನೆ - ಡಾ ಬಸವರಾಜ ಕಲ್ಲುಡಿ	ಬಸವಣ್ಣನ ವಚನಗಳಲ್ಲಿ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದ ಬಗೆಗಿನ ಅರಿವು	


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ಬಿಸಿಎ 3ನೇ ಸೆಮಿಸ್ಟರ್ - 2022-23		1. ಬನವಾಸಿ ವರ್ಣನೆ - ಪಂಪ	ಹಳಗನ್ನಡವನ್ನು ಓದುವುದು, ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು	
		2. ಹೀನಸುಳಿ - ಎಂ.ಕೆ. ಇಂದಿರಾ	ಸುರುಷಪ್ರಧಾನ ಸಮಾಜದಲ್ಲಿ ಹೆಣ್ಣು ಎದುರಿಸಬೇಕಾದ ಕಷ್ಟಗಳ ಪರಿಚಯ	ಕಾರ್ಯಕ್ರಮ ನಿರೂಪಕರು
		3. ಜಾಗತೀಕರಣ ಮತ್ತು ಸಂಸ್ಕೃತಿ - ರಾಜೇಂದ್ರ ಚೆನ್ನಿ	ಜಾಗತೀಕರಣದಿಂದ ಸಂಸ್ಕೃತಿಯ ಮೇಲಾಗುವ ಪರಿಣಾಮಗಳ ಬಗ್ಗೆ ಅರಿವು	ಸಂದರ್ಶನಕಾರರು
		4. ಸತ್ಯವಂತರ ಸಂಗ - ಕನಕದಾಸರು	ಮನುಷ್ಯನ ಗುಣ ಹಾಗೂ ವ್ಯಕ್ತಿತ್ವದ ಬಗ್ಗೆ ತಿಳಿಸುವುದು	ಪ್ರಕಾಶಕರು
		5. ಪಶ್ಚಾತ್ತಾಪ - ಹೆಚ್.ವಿ. ಸಾವಿತ್ರಮ್ಮ	ಆತುರದ ನಿರ್ಧಾರದಿಂದ ಜೀವನದ ಗತಿ ಬದಲಾಗುವ ಬಗ್ಗೆ ತಿಳಿಸುತ್ತದೆ	ವರದಿಗಾರರು
		6. ಸಾವಿನ ಸುತ್ತ - ಡಾ ಪ್ರಭುಶಂಕರ	ಸಾವಿನ ದುಃಖವನ್ನು ಹಗುರಗೊಳಿಸುವ ರೀತಿಯನ್ನು ತಿಳಿಸುತ್ತದೆ	
		7. ಉಮರನ ಒಸಗೆ - ಡಿ.ವಿ.ಜಿ.	ಹನ್ನೊಂದನೇ ಶತಮಾನ ಪರ್ಶಿಯನ್ ಕವಿಯ ಪರಿಚಯ ಹಾಗೂ ತತ್ವಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುತ್ತದೆ.	
		8. ಕಮ್ಬಾರ ವೀರಭದ್ರಾಚಾರಿ - ಜೋಯಿಸನಾದುದು - ಗೊರೂರು ರಾಮಸ್ವಾಮಿ ಅಯ್ಯಂಗಾರ್	ಪಾರಂಪರಿಕ ವೃತ್ತಿ ಬಿಟ್ಟು ದುರಾಸೆಯಿಂದ ಬೇರೆ ವೃತ್ತಿ ಮಾಡಿದಾಗ ಆಗುವ ಸಮಸ್ಯೆಗಳ ಬಗ್ಗೆ ಅರಿವು, ಮನುಷ್ಯರ ಒಳ್ಳೆಯ ನಡೆ-ನುಡಿಗಳು ದೇವರು ನೆಲೆಸುವಂತೆ ಮಾಡುತ್ತವೆ ಎಂಬುದನ್ನು ತಿಳಿಯುವುದು.	
		9. ರಸಿಕರ ಮಾತು - ಚೆನ್ನವೀರ ಕಣವಿ	ಮನುಷ್ಯರ ಒಳ್ಳೆಯ ನಡೆ-ನುಡಿಗಳು ದೇವರು ನೆಲೆಸುವಂತೆ ಮಾಡುತ್ತವೆ ಎಂಬುದನ್ನು ತಿಳಿಯುವುದು	



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		10. ನಾನು ಹೆಣ್ಣು - ಡಾ. ಟಿ. ಯಲ್ಲಪ್ಪ	ಹೆಣ್ಣಿನ ವಿವಿಧ ವ್ಯಕ್ತಿತ್ವ ಹಾಗೂ ಅವಳ ಮೇಲೆ ನಡೆಯುವ ದೌರ್ಜನ್ಯಗಳ ಕುರಿತು ಅರಿವು ಮುಡಿಸುತ್ತದೆ	
		11. ಹ್ಯಾಂಗೋವರ್ - ಜಿ.ಎಸ್. ಸದಾಶಿವ	ಮನುಷ್ಯ ಸಂಬಂಧದ ನೈಜತೆಯ ಅರಿವು ಮೂಡಿಸುತ್ತದೆ.	
		12. ಇಂಗ್ಲೀಷ್ ಕಲಿಕೆ ಕನ್ನಡ ವಿರೋಧಿಯೇ? - ಬರಗೂರು ರಾಮಚಂದ್ರಪ್ಪ	ಮಾತೃಭಾಷೆಯ ಜೊತೆಗೆ ಇಂಗ್ಲೀಷ್ ಕಲಿಕೆಯ ಅನಿವಾರ್ಯತೆಯನ್ನು ತಿಳಿಸುತ್ತದೆ.	


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Name of the Programme	Course Code	Curriculum,	Skill	Carrier Opportunity
ಬಿಸಿಎ 4ನೇ ಸೆಮಿಸ್ಟರ್ - 2021-22		1. ಹಳಗನ್ನಡ - ಪಂಪನ ಆದಿಪುರಾಣದ ಭಾಗ	ಹಳಗನ್ನಡ ಕಾವ್ಯವನ್ನು ಓದುವ ಕೌಶಲ್ಯ, ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು, ಆಧುನಿಕ ಕನ್ನಡಕ್ಕೂ, ಹಳಗನ್ನಡಕ್ಕೂ ಇರುವ ವ್ಯತ್ಯಾಸ ತಿಳಿಯುವುದು	ಭಾಷಾಂತರ
		2. ಕೀರ್ತನೆಗಳು	ದಾಸಸಾಹಿತ್ಯದ ಪರಿಚಯ, ದಾಸಸಾಹಿತ್ಯದ ವಸ್ತು, ವಿಷಯದ ತಿಳುವಳಿಕೆ	ಸಿನಿಮಾ ಮಾಧ್ಯಮ
		3. ಪಟ್ಟದಿ - ಲಕ್ಷ್ಮೀಶ	ಭಂದಸ್ಸಿನ ಬಗೆಗೆ ತಿಳುವಳಿಕೆ, ಮಹಾಭಾರತದ ಬಗ್ಗೆ ಅರಿವು	ನಾಟಕ ಕ್ಷೇತ್ರ
		4. ಪ್ರಕೃತಿಯಿಂದ ಕಲಿಯಬೇಕಾದ ಪಾಠ	ಪರಿಸರದ ಬಗ್ಗೆ ಅರಿವು ಪ್ರಕೃತಿಯಲ್ಲಿರುವ ಎಲ್ಲಾ ಜೀವಿಗಳಿಂದಲೂ ಕಲಿಯಬಹುದಾದ ಪಾಠಗಳ ಅರಿವು	ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರ
		5. ತ್ಯಾಗಭೂಮಿಯಿಂದ ಭೋಗ ಭೂಮಿಯೆಡೆಗೆ	ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರ ಅಮೇರಿಕಾ ಪ್ರವಾಸದ ಪೂರ್ವ ಸಿದ್ಧತೆಯ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ	ಗಣಕ ಲಿಪಿಕಾರರು
		6. ಭ್ರಷ್ಟಾಚಾರದ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಮರೀಚಿಕೆಯಾಗುತ್ತಿರುವ ನ್ಯಾಯ	ನ್ಯಾಯಾಂಗ ವ್ಯವಸ್ಥೆಯ ಅರಿವು	
		7. ವಿಜ್ಞಾನದ ಸಂವಹನಕ್ಕೆ ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನ	ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಬಗೆಗೆ ಮಾತೃಭಾಷೆಯಲ್ಲಿ ಮಾಹಿತಿ	ವೈಜ್ಞಾನಿಕ ವಿಷಯ, ಸಂಶೋಧನೆಗಳ ಬಗೆಗೆ ಲೇಖನಗಳನ್ನು ಬರೆಯುವ ಕಲೆ, ಬರಹಗಾರರಾಗಬಹುದು, ತರ್ಜುಮೆ ಮಾಡಬಹುದು.



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		8. ಪ್ರವಾಸ - ಲಂಡನ್	ಲಂಡನ್ ನಗರದ ಇತಿಹಾಸ, ಬೆಳವಣಿಗೆ, ಅಭಿವೃದ್ಧಿಯ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ	ಪ್ರವಾಸ ಕಥನಕಾರರಾಗಬಹುದು, ಇತಿಹಾಸತಜ್ಞರಾಗಬಹುದು
		9. ಹಸು ಪುಣ್ಯಕೋಟಿ ಹುಲಿ - ಅಭರ್ತ	ಮೌಲ್ಯಗಳ ಬಗ್ಗೆ ಬೆಳಕು ಚೆಲ್ಲುವುದು	ಪ್ರಬಂಧಕಾರರಾಗಬಹುದು, ವಿಶ್ಲೇಷಣಾಕಾರರಾಗಬಹುದು, ಜನಪದ ಸಾಹಿತ್ಯದ ಸಂಶೋಧನಕಾರರಾಗಬಹುದು.
		10. ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ	ಶಾಸ್ತ್ರೀಯ ಭಾಷೆಗೆ ಇರಬೇಕಾದ ಅರ್ಹತೆಯ ಬಗೆಗಿನ ಅರಿವು	ಸಂಶೋಧನೆಗೆ ವಸ್ತು, ಸಂಶೋಧಕರಾಗಿ ಭಾಷೆಯ ಅಧ್ಯಯನ ನಡೆಸಬಹುದು.


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ನಾಗಾರ್ಜುನ ಕಾಲೇಜ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಚಿಕ್ಕಮರಳಿ, ದೊಡ್ಡಮರಳಿ ಪೋಸ್ಟ್, ನಂದಿ ಹೋಬಳಿ ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಪುರ -562101

Academic Year	Sem	Course code	Course Title	Course Outcome
2021-2019	ಬಿ.ಕಾಂ 1st Sem	63102	ಸುವರ್ಣಸಂಪದ	ವಚನಗಳ ಮಹತ್ವವನ್ನು ಅರಿಯುವುದು. ಧಾಂಭಿಕ ಭಕ್ತಿ ಹಾಗೂ ಮನಸ್ಸಿನ ಹತೋಟಿಯಕುರಿತು ಆಧುನಿಕತೆಯಿಂದ ಭೂಮಿ ಮತ್ತು ಪ್ರಕೃತಿ ಮೇಲೆ ಆಗುತ್ತಿರುವ ಪರಿಣಾಮ ಹಾಗೂ ವಿನಾಶವನ್ನು ಕುರಿತು, ವರದಿಗಳು ಮತ್ತು ಜಾಹೀರಾತುಗಳ ಬಗ್ಗೆ ಸರ್ಕಾರದ ಹೊಸ ಕಂಪನಿ ಮಸೂದೆಗಳ ಬಗ್ಗೆ ತಿಳುವಳಿಕೆ, ವಿಘಟನಾ ಕುಟುಂಬ, ಅವಿಭಕ್ತ ಕುಟುಂಬಗಳ ವಿವರಣೆ. ಕೌಟುಂಬಿಕ ಜೀವನದಲ್ಲಿ ಸಂಬಂಧಗಳ ಮಹತ್ವ ಪರಿಸರದಲ್ಲಿ ಕಣ್ಮರೆಯಾಗುತ್ತಿರುವ ಪ್ರಾಣಿಸಂಕುಲಗಳ ಬಗ್ಗೆ ಪರಿಸರದಲ್ಲಿ ಅಳಿವಿನ ಅಂಚಿನಲ್ಲಿರುವ ಪ್ರಾಣಿಗಳ ಬಗ್ಗೆ ತಿಳಿಯುವುದು. ದುಶ್ಚಟಗಳಿಂದ ದೂರಾಗುವ ಪರಿ ಹೇಗೆ? ಎನ್ನುವ ಬಗ್ಗೆ ಮಾಹಿತಿ


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2021-2022	2nd Sem	63202	ಸುವರ್ಣಸಂಪದ	<p>ಸಾಂಗತ್ಯದ ಪರಿಚಯ, ಗಂಡು ಹೆಣ್ಣಿನ ಸಂಬಂಧಗಳಲ್ಲಿ ಕಣ್ಮರೆಯಾಗುತ್ತಿರುವ ಪಾತಿವ್ರತ್ಯ ಹಾಗೂ ಅದರ ಮಹತ್ವವನ್ನು ಅರಿಯುವುದು, ಕಂಪ್ಯೂಟರ್ ಮತ್ತು ಕನ್ನಡದ ಬಳಕೆ.</p> <p>ಮಗಳ ಮದುವೆಗಾಗಿ ಹೆತ್ತವರು ಪಡುವ ಕಷ್ಟಗಳು ಮೂಢನಂಬಿಕೆ ಮತ್ತು ಅದರಿಂದಾಗುವ ಅನಾಹುತಗಳು ದೇಶ ಸುತ್ತಿ ಕೋಶ ಓದುವುದರ ಮಹತ್ವ ಜಾನಪದ ಮತ್ತು ಗರತಿ ಜನಪದ ಹಾಡುಗಳಲ್ಲಿ ಹೆಣ್ಣಿನ ಕೌಟುಂಬಿಕ ಮಹತ್ವ</p>
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BANGALORE UNIVERSITY
B.COM (CBCS) SEMESTER SCHEME -- 2014 - 15
COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	1.1	4	3	20	80	100	2
	Language – II : English	1.2	4	3	20	80	100	2
Part 2 Optional	Financial Accounting	1.3	4	3	30	70	100	2
	Indian Financial System	1.4	4	3	30	70	100	2
	Marketing and Services Management	1.5	4	3	30	70	100	2
	A. Corporate Administration OR B. Methods and Techniques for Business Decisions. (Students can choose any one)	1.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	20	80	100	2
	CC & EC*				50		50	1
Total Credits								15

II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	2.1	4	3	20	80	100	2
	Language – II : English	2.2	4	3	20	80	100	2
Part 2 Optional	Advanced Financial Accounting	2.3	4	3	30	70	100	2
	Retail Management	2.4	4	3	30	70	100	2
	Banking Law and Operations	2.5	4	3	30	70	100	2
	Quantitative Analysis for Business Decisions – I	2.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	20	80	100	2
	CC & EC*				50		50	1
Total Credits								15

III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	3.1	4	3	30	70	100	2
	Language – II:English	3.2	3	3	30	70	100	2
Part 2 Optional	Corporate Accounting	3.3	4	3	30	70	100	2
	Financial Management	3.4	4	3	30	70	100	2
	Business Ethics	3.5	4	3	30	70	100	2
	Quantitative Analysis for Business Decisions –II	3.6	4	3	30	70	100	2
	Public Relations and Corporate Communication	3.7	3	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50		50	1
Total Credits								17

IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	4.1	4	3	30	70	100	2
	Language – II: English	4.2	3	3	30	70	100	2
Part 2 Optional	Advanced Corporate Accounting	4.3	4	3	30	70	100	2
	Cost Accounting	4.4	4	3	30	70	100	2
	E-Business and Accounting	4.5	4	3	30	70	100	2
	Stock and Commodity Markets	4.6	4	3	30	70	100	2
	Principles of Event Management	4.7	3	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50		50	1
Total Credits								17

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V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Entrepreneurship Development	5.1	4	3	30	70	100	3
	International Financial Reporting Standards	5.2	4	3	30	70	100	3
	Income Tax – I	5.3	4	3	30	70	100	3
	Costing Methods	5.4	4	3	30	70	100	3
	Elective – I	5.5	4	3	30	70	100	3
	Elective – II	5.6	4	3	30	70	100	3
Part 3	SDC		3	3	30	70	100	2
Total Credits								20

VI SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Business Regulations	6.1	4	3	30	70	100	3
	Principles and Practice of Auditing	6.2	4	3	30	70	100	3
	Income Tax – II	6.3	4	3	30	70	100	3
	Management Accounting	6.4	4	3	30	70	100	3
	Elective – I	6.5	4	3	30	70	100	3
	Elective – II	6.6	4	3	30	70	100	3
Part 3	SDC		3	3	30	70	100	2
Total Credits								20

ELECTIVE GROUPS

1. ACCOUNTING & TAXATION GROUP

Semester No.	Paper No.	Title of the Paper
V	AC. 5.5	Advanced Accounting
	AC.5.6	Goods and Services Tax
VI	AC.6.5	Business Taxation
	AC.6.6	Cost Management

2. FINANCE GROUP

Semester No.	Paper No.	Title of the Paper
V	FN.5.5	International Financial Management
	FN.5.6	Goods and Services Tax
VI	FN.6.5	Performance Management
	FN.6.6	International Auditing & Assurance

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3. INFORMATION & TECHNOLOGY GROUP

Semester No.	Paper No.	Title of the Paper
V	I.T 5.5	Accounting Information Systems
	I.T 5.6	Enterprise Resource Planning
VI	I.T 6.5	Information Technology and Audit
	I.T 6.6	Banking Technology and Management

4. BANKING & INSURANCE GROUP

Semester No.	Paper No.	Title of the Paper
V	BI 5.5	International Banking & Forex Management
	BI 5.6	Life & General Insurance
VI	BI 6.5	Risk Management
	BI 6.6	Marketing of Insurance Products

1. Foundation, Skill Development or Interdisciplinary Courses (Foundation Course*) (Common for all programmes):

- Constitution of Indian and Human Rights
- Environment and Public Health
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership / Integrating Mind, Body and Heart
- Indian History, Culture and Diversity
- Research Methodology
- Education and Literacy / Science and Life
- Human Resource Development .Management
- One of the Foreign Languages such as German, French etc.
- Any other Course prescribed by the University from time to time
- Commodity & Stock Market
- Mathematics in finance.

2. Co-and Extra – Curricular Activities (CC& EC*)

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

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

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



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or any other award.

XV. TERMS AND CONDITIONS:

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

XVI. PATTERN OF QUESTION PAPER:

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

SECTION-A 1. a,b,c,d,e,f,g,	(Conceptual questions) Answer any Five	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5,6.	(Analytical questions) Answer any Three	(03 X 06 = 18 Marks)
SECTION-C: 7,8,9,10,11.	(Essay type questions) Answer any THREE	(03 X 14 = 42 Marks)
Total		70 Marks

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

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

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

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


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ANNEXURE - 1

BANGALORE UNIVERSITY
B.B.A (CBCS) COURSE SEMESTER SCHEME -- 2014 - 15
COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Malayalam/ Additional English / Marathi / Hindi	1.1	4	3	30	70	100	2
	Language: English	1.2	4	3	30	70	100	2
Part 2 Optional	Fundamentals of Accounting	1.3	4	3	30	70	100	2
	Business Organization and Environment	1.4	4	3	30	70	100	2
	Quantitative Methods for Business - I	1.5	4	3	30	70	100	2
	Management Process	1.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								15

II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language: English	2.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	2.3	4	3	30	70	100	2
	Quantitative Methods for Business - II	2.4	4	3	30	70	100	2
	Organizational Behavior	2.5	4	3	30	70	100	2
	Production and Operations Management	2.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								15


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III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Soft Skills for Business	3.2	4	3	30	70	100	2
	Corporate Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Business Regulations	3.5	4	3	30	70	100	2
	Corporate Environment	3.6	4	3	30	70	100	2
	Business Ethics	3.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								17

IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Business Research Methods	4.2	4	3	30	70	100	2
	Marketing Management	4.3	4	3	30	70	100	2
	Financial Management	4.4	4	3	30	70	100	2
	Services Management	4.5	4	3	30	70	100	2
	Banking Regulations & Operations	4.6	4	3	30	70	100	2
	Cost Accounting	4.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								17


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V SEMESTER								
	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Entrepreneurial Management	5.1	4	3	30	70	100	3
	Computer Applications in Business	5.2	4	3	30	70	100	3
	Investment Management	5.3	4	3	30	70	100	3
	Management Accounting	5.4	4	3	30	70	100	3
	Elective Paper I	5.5	4	3	30	70	100	3
	Elective Paper II	5.6	4	3	30	70	100	3
Part 3	SDC*		3	3	30	70	100	2
Total Credits								20

VI SEMESTER								
	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credit
					IA	Exam	Total	
Part 2 Optional	International Business	6.1	4	3	30	70	100	3
	E-Business	6.2	4	3	30	70	100	3
	Income Tax	6.3	4	3	30	70	100	3
	Strategic Management Or Project Report & Viva (Voce)	6.4	4	3	30	70	100	3
	Elective Paper III	6.5	4	3	30	70	100	3
	Elective Paper IV	6.6	4	3	30	70	100	3
Part 3	SDC*		3	3	30	70	100	2
Total Credits								20

ELECTIVE GROUPS

1. FINANCE GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	FN.5.5	Advanced Financial Management	04	100
	FN.5.6	Financial Markets & Services	04	100
VI	FN.6.5	International Finance	04	100
	FN.6.6	Stock and Commodity Markets	04	100


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2. MARKETING GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	MK.5.5	Consumer Behavior	04	100
	MK.5.6	Advertising & Media Management	04	100
VI	MK.6.5	Brand Management	04	100
	MK.6.6	Retail Management	04	100

3. HUMAN RESOURCE GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	HR.5.5	Employee Welfare & Social Security	04	100
	HR.5.6	Strategic HRM	04	100
VI	HR.6.5	Organizational Change & Development	04	100
	HR.6.6	Compensation Management	04	100

1. Foundation, Skill Development or Interdisciplinary Courses (Foundation Course*)

(Common for all programmes):

- Constitution of Indian and Human Rights
- Environment and Public Health
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership / Integrating Mind, Body and Heart
- Indian History, Culture and Diversity
- Research Methodology
- Education and Literacy / Science and Life
- Human Resource Development Management
- One of the Foreign Languages such as German, French etc.
- Any other Course prescribed by the University from time to time
- Commodity & Stock Market
- Mathematics in Finance

2. Co-and Extra – Curricular Activities (CC& EC*)

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

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

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


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3.7 BUSINESS ETHICS

OBJECTIVE

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Unit 1: BUSINESS ETHICS 12 Hrs

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Unit 2: PERSONAL ETHICS 10 Hrs

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

Unit 3: ETHICS IN MANAGEMENT 12 Hrs

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS 10 Hrs

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

Unit 5: CORPORATE GOVERNANCE 12 Hrs

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

SKILL DEVELOPMENT

- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
- List out issues involved in Corporate Governance.
- List out unethical aspects of Advertising

BOOKS FOR REFERENCE

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Reddy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.

P.C

B. Com

3.7 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

OBJECTIVE

To create awareness among the students on the soft skills required to plan and pursue a career and empower them with employability skills.

Unit 1: ATTITUDE AND EMOTIONAL INTELLIGENCE

10 Hrs

Importance of Attitude – Meaning of Positive Thinking and Positive Attitude – Ways to build positive attitude – Effects of negative attitude and measures to overcome them. Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships - Emotional Intelligence.

Unit 2: VISION, GOAL SETTING & TIME MANAGEMENT

06 Hrs

Meaning of Vision – Doing things for the right purpose – Setting and achieving goals – Importance of goal setting – periodicity in goal setting – short, medium, long-term – methods to achieve set goals. General principles of Stress Management and Time Management.

Unit 3: CREATIVITY

10 Hrs

The creative mind – Importance of Creativity – Elements of Creativity – Influence and Flexibility – Factors influencing creativity – Methods of enhancing creativity – techniques of creativity – Brainstorming, attributes listing.

Unit 4: COMMUNICATION SKILLS

10 Hrs

Significance – Process of Communication – Forms of Communication - Communication Gap – Listening Skills – Basics of Managerial Speaking Skills – Body Language – How to develop matter for a speech, Presentation aids and effective use of presentation aids. Preparation of Resume & preparation for GD & Interview.

Unit 5: CAREER PLANNING

06Hrs

Career Planning, Awareness of different Careers, Sources of Information, Choosing a Career and Career counseling.

SKILL DEVELOPMENT:

- Extempore speeches, Just a Minute.
- Conducting Stress Interviews.
- Creative Exercise
- Role play.

BOOKS FOR REFERENCE:

1. C.S. Raydu – Corporate Communication, HPH
2. Rai & Rai Business Communication, HPH
3. S.P. Sharman, Bhavani H. – Corporate Communication, VBH
4. Collins: Public Speaking
5. Mair : Art of Public Speaking
6. K. Venkataramana, Corporate Communication, SHBP.
7. Rajkumar: Basic of Business Communication
8. V.N. Ahuja.: The World's Famous Speeches
9. Daniel Goleman : Emotional Intelligence
10. Jyotsna Codety :Understanding Emotional Intelligence .


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3.5 BUSINESS REGULATIONS

OBJECTIVE

The objective is to introduce the students to various regulations affecting business and to familiarize the students with such regulations.

Unit 1: INTRODUCTION TO BUSINESS LAWS

06 Hrs

Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit 2: CONTRACT LAWS

14 Hrs

Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. **Indian Sale of Goods Act, 1930:** Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE

10Hrs

Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act, **Right to Education Act:** Objectives of the RTE Act – Salient Features.

Unit 4: COMPETITION AND CONSUMER LAWS

12Hrs

The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. **Consumer Protection Act, 1986:** Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission, any two landmark judgments of the Supreme Court.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAWS

14Hrs

FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, **Environment Protection Act, 1986:** Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.


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CHICKBALLAPUR - 562101

3.5 BUSINESS ETHICS**OBJECTIVE**

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Unit 1: BUSINESS ETHICS**12 Hrs**

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Unit 2: PERSONAL ETHICS**12 Hrs**

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

Unit 3: ETHICS IN MANAGEMENT**12 Hrs**

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS**12 Hrs**

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

Unit 5: CORPORATE GOVERNANCE**12 Hrs**

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

SKILL DEVELOPMENT

- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
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4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.


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4.2 BUSINESS RESEARCH METHODS**OBJECTIVE**

The objective is to create an awareness of the Process of Research, the tools and techniques of research and generation of reports

Unit 1: INTRODUCTION TO RESEARCH**14Hrs**

Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design – Research Methods Vs Research Methodology - Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research.

Unit 2: METHODS OF DATA COLLECTION**08 Hrs**

Observational and Survey Methods – Field Work Plan - Administration of surveys - Training field investigators - Sampling methods - Sample size.

Unit 3: TOOLS FOR COLLECTION OF DATA**08 Hrs**

Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection of Appropriate Statistical Techniques

Unit 4: STATISTICAL METHODS**18 Hrs**

Tabulation of data - Analysis of data –Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square - Discriminant Analysis - Factor analysis, Conjoint analysis - Multidimensional Scaling - Cluster Analysis (Concepts Only).

Unit 5: REPORT WRITING**08 Hrs**

Types of Reports, Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography

SKILL DEVELOPMENT

- Illustrate different types of samples with examples
- Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research
- Narrate your experience using observation technique
- Diagrammatically present the information collected through the questionnaire

BOOKS FOR REFERENCE

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd.,1998.
8. Tripathi P.C:A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
9. Cooper: Business Research Methods 6th edition, MC Graw Hill,
10. C.R. Kothari, Research Methodology, Vikas Publications
11. Usha Devi N, Santhosh Kumar - Business Research Methodology

6.2 E-BUSINESS**OBJECTIVE:**

The objective is to expose the students to electronic modes of commercial operations.

UNIT 1 :E-BUSINESS**16Hrs**

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model – emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

UNIT 2 : SECURITY FOR E-BUSINESS**12 Hrs**

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures

UNIT 3 : E-PAYMENTS**12Hrs**

E-payment systems – An overview. B to C payments, B to B payments. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

UNIT 4 : E-BUSINESS MARKETING TECHNOLOGIES**10 Hrs**

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

UNIT 5 : CYBER LAWS**06Hrs**

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

SKILL DEVELOPMENT

- Visit Few Business Websites and note down in Practical Record Book

BOOKS FOR REFERENCE

1. Marriappa M – E- Commerce,
2. R. G. Saha, E-Business, HPH
3. M. Suman – E – Commerce & Accounting
4. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison
5. Watson R T : “Electronic Commerce – the strategic perspective.” The Dryden press
6. Agarwala K.N and Deeksha Ararwala: “Business on the Net – Whats and Hows of E-Commerce”
7. Agarwala and Ararwala : “Business on the Net – Bridge to the online store front,”
8. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt.Ltd.


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4.7 PRINCIPLES OF EVENT MANAGEMENT**OBJECTIVE:**

The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

Unit: 1- INTRODUCTION TO EVENT MANAGEMENT**12 Hrs**

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.

Unit: 2-EVENT MANAGEMENT PROCEDURE**12 Hrs**

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

Unit: 3-CONDUCT OF AN EVENT.**12 Hrs**

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles & Responsibilities of Event Managers for Different Events.

Unit: 4-PUBLIC RELATIONS**10 Hrs**

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations.

Unit: 5 CORPORATE EVENTS**10 Hrs**

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

Skill Development

1. Preparation of Event Plan for Wedding, Annual general body Meeting of an MNC.
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations
4. Preparation of Budget for Conducting inter collegiate Commerce Fest.

Book References

1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
2. Ghouse Basha – Advertising & Media Mgt, VBH.
3. Anne Stephen – Event Management, HPH.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning – Shannon Kilkenny
7. Human Resource Management for Events – Lynn Van der Wagen (Author)
8. Successful Team Management (Paperback) – Nick Hayed (Author)
9. Event Management & Public Relations by Savita Mohan – Enkay Publishing House
10. Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher - 2009


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5.1 ENTREPRENEURIAL MANAGEMENT

OBJECTIVE

The objective is to enable students to understand the basic concepts of entrepreneurship and prepare business plan to start a small industry.

Unit 1: ENTREPRENEURSHIP

12 Hrs

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Differences between Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur – Role of Entrepreneur for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Differences between Manager and Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneurs. Entrepreneurship Development- Need – Problems – National and State Level Institutions

Unit 2: SMALL SCALE INDUSTRIES

10 Hrs

Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries – Definition – Meaning - Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's

Unit 3: STARTING A SMALL INDUSTRY

12 Hrs

Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. - An overview of the steps involved in starting a business venture – Location, Clearances and Permits required, Formalities, Licensing and Registration Procedures - Assessment of the market for the proposed project - Importance of financial, technical and social feasibility of the project.

Unit 4: PREPARING THE BUSINESS PLAN (BP)

10 Hrs

Business Plan, Importance of BP, Preparation of BP, Typical BP format - Financial aspects of the BP - Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Preparation of BP - Common pitfalls to be avoided in preparation of a BP

Unit 5: IMPLEMENTATION OF THE PROJECT AND SICKNESS IN SSIs

12 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates – Role and Types. Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

SKILL DEVELOPMENT

- Preparation of a Project report to start a SSI Unit.
- Preparing a letter to the concerned authority-seeking license to the SS Unit, You propose to start.
- Format of a business plan.
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.

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5.1 ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE:

To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

Unit 1: ENTREPRENEURSHIP

10 Hrs

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL SCALE INDUSTRIES

12 Hrs

Meaning & Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

Unit 3: FORMATION OF SMALL SCALE INDUSTRY

14 Hrs

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.

Unit 4: PREPARING THE BUSINESS PLAN (BP)

10 Hrs

Meaning – importance – preparation – BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

Unit 5: PROJECT ASSISTANCE

10 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

SKILL DEVELOPMENT

- Preparation of a Project report to start a SSI Unit.
- Preparing a letter to the concerned authority-seeking license for the proposed SS Unit
- Format of a business plan.
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.
- Chart showing tax concessions to SSI both direct and indirect.
- Success stories of Entrepreneurs in the region.

BOOKS FOR REFERENCE

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications


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1.4 BUSINESS ORGANISATION AND ENVIRONMENT**OBJECTIVE**

The objective is to familiarize the students with aspects of Business Organization and its Environment.

Unit 1: INTRODUCTION TO BUSINESS ORGANIZATION**10 Hrs**

Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade – Meaning – Advantages and Disadvantages

Unit 2: FORMS OF BUSINESS ORGANIZATION**14Hrs**

Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.

Unit 3: JOINT STOCK COMPANY**08 Hrs**

Meaning – Definition – Features – Types of Companies – Formation of a Company.

Unit 4: BUSINESS ENVIRONMENT**14Hrs**

Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.

Unit 5: GOVERNMENT AND BUSINESS**10Hrs**

Meaning and Importance. Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.

SKILL DEVELOPMENT

- Draw a Business Tree
- Prepare a Partnership deed
- Prepare Memorandum and Articles of Association of any company
- Discuss the Impact of Globalization on Indian Business and Industry
- State the impact of Technology on Indian Business

BOOKS FOR REFERENCE

1. Dr. Aswathappa: Essentials of Business Environment, HPH.
2. Francis Cherrunilam : Business Environment, HPH.
3. Muniraju S.K. Podder – Business Organisation & Environment , VBH
4. VivekMittal, – Business Environment, Excel Books, New Delhi.
5. Raj Agarwal – Business Environment, Excel Books, New Delhi.
6. K. Venkataramana, Business Environment, SHB Publishers.
7. Dr. Alice Mani: Business Organization & Environment, SBH.


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3.5 BUSINESS REGULATIONS**OBJECTIVE**

The objective is to introduce the students to various regulations affecting business and to familiarize the students with such regulations.

Unit 1: INTRODUCTION TO BUSINESS LAWS**06 Hrs**

Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit 2: CONTRACT LAWS**14 Hrs**

Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract.
Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE**10Hrs**

Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act.,
Right to Education Act: Objectives of the RTE Act – Salient Features.

Unit 4: COMPETITION AND CONSUMER LAWS**12Hrs**

The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act.
Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission, any two landmark judgments of the Supreme Court.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAWS**14Hrs**

FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties,
Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.


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6.1 BUSINESS REGULATIONS**OBJECTIVE:**

To introduce the students to various Business Regulations and familiarize them with common issues of relevance.

UNIT 1: INTRODUCTION TO BUSINESS LAWS**06 Hrs**

Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Laws.

UNIT 2: CONTRACT LAWS**18Hrs**

Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract, classification of contracts, remedies for breach of contract.

Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

UNIT 3: COMPETITION AND CONSUMER LAWS:**14 Hrs**

The Competition Act, 2002: Objectives of Competition Act, Features of Competition Act, CAT, offences and penalties under the Act, Competition Commission of India.

Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Rights of the consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

UNIT 4: ECONOMIC LAWS**12 Hrs**

Indian Patent Laws and WTO Patent Rules: Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent, FEMA 1999: Objects of FEMA, salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign security, offences and penalties.

UNIT 5: ENVIRONMENTAL LAW**06 Hrs**

Environment Protection Act, 1986: Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.

SKILL DEVELOPMENT

- Prepare a chart showing sources of business law and Indian Constitution Articles having economic significance.
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
- Draft an application to the Chief Information Officer of any government office seeking information about government spending.
- Draft digital signature certificate.
- Draft a complaint to District Consumer Forum on the deficiency of service in a reputed corporate hospital for medical negligence.
- Collect leading cyber-crimes cases and form groups in the class room and conduct group discussion.
- Draft a constructive and innovative suggestions note on global warming reduction.

BOOKS FOR REFERENCE:

1. K. Aswathappa, Business Laws, HPH,
2. Bulchandni, Business Laws, HPH.
3. K. Venkataramana, Business Regulations, SHBP.
4. Kamakshi P & Srikumari P – Business Regulations, VBH.
5. N.D. Kapoor, Business Laws, Sultan chand publications.
6. S.S Gulshan – Business Law
7. S.C. Sharma: Business Law I.K. International Publishers
8. Tulsion Business Law, TMH.


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3.7 BUSINESS ETHICS**OBJECTIVE**

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Unit 1: BUSINESS ETHICS

12 Hrs

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Unit 2: PERSONAL ETHICS

10 Hrs

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

Unit 3: ETHICS IN MANAGEMENT

12 Hrs

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS

10 Hrs

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

Unit 5: CORPORATE GOVERNANCE

12 Hrs

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

SKILL DEVELOPMENT

- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
- List out issues involved in Corporate Governance.
- List out unethical aspects of Advertising

BOOKS FOR REFERENCE

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S.Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.


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2.5 ORGANISATIONAL BEHAVIOUR**OBJECTIVE:**

The objective is to enable the students to understand the Organizational Behaviour, and Organizational Change and dynamic of groups .

Unit 1: ORGANIZATIONAL BEHAVIOUR**06Hrs**

Organization Behaviour– Definition, Scope and Application in Management -Contributions of other disciplines to OB–Emerging issues in Organizational Behaviour.

Unit 2: PERSONALITY, PERCEPTION AND ATTITUDES**16 Hrs**

Personality :Meaning - Determinants of Personality - Biological factors - Cultural factors - Family and Social Factors - Situational factors -Personality attributes influencing OB, Interactive Behaviour and Interpersonal Conflict.

Perception :Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors influencing perception.

Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude formation, change in attitude and barriers to attitude.

Unit 3: LEARNING AND BEHAVIOUR MODIFICATION**08Hrs**

Principles of Learning & Reinforcement - Observational Learning - Cognitive Learning - Organizational Behaviour Modification - Steps in Organizational Behaviour Modification process - Organizational Reward Systems

Unit 4: GROUP DYNAMICS**12Hrs**

Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications – Group Behaviour - Group Norms - Cohesiveness - Group Think,

Unit 6: ORGANIZATIONAL CHANGE AND DEVELOPMENT**14Hrs**

Organizational Change: Meaning - Nature of work change - Pressure for change - Change process - Types of change – Factors influencing change - Resistance to change - Overcoming resistance - **Organizational Development**–Meaning and different types of OD interventions.

SKILL DEVELOPMENT

- Meaning of job enrichment and list the requirements of job enrichments
- Characteristics of attitude and components of attitude – A brief discussion
- List the determinants of personality
- Factors influencing perceptions - A brief explanation
- List the characteristics of various leadership styles.

BOOKS FOR REFERENCE

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Appanniah&, Management and Behavioural Process, HPH.
3. Rekha & Vibha – Organizational Behavioural, VBH.


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p.c B-Comm

3.7 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

OBJECTIVE

To create awareness among the students on the soft skills required to plan and pursue a career and empower them with employability skills.

Unit 1: ATTITUDE AND EMOTIONAL INTELLIGENCE

10 Hrs

Importance of Attitude – Meaning of Positive Thinking and Positive Attitude – Ways to build positive attitude – Effects of negative attitude and measures to overcome them. Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships - Emotional Intelligence.

Unit 2: VISION, GOAL SETTING & TIME MANAGEMENT

06 Hrs

Meaning of Vision – Doing things for the right purpose – Setting and achieving goals – Importance of goal setting – periodicity in goal setting – short, medium, long-term – methods to achieve set goals. General principles of Stress Management and Time Management.

Unit 3: CREATIVITY

10 Hrs

The creative mind – Importance of Creativity – Elements of Creativity – Influence and Flexibility – Factors influencing creativity – Methods of enhancing creativity – techniques of creativity – Brainstorming, attributes listing.

Unit 4: COMMUNICATION SKILLS

10 Hrs

Significance – Process of Communication – Forms of Communication - Communication Gap – Listening Skills – Basics of Managerial Speaking Skills – Body Language – How to develop matter for a speech, Presentation aids and effective use of presentation aids. Preparation of Resume & preparation for GD & Interview.

Unit 5: CAREER PLANNING

06Hrs

Career Planning, Awareness of different Careers, Sources of Information, Choosing a Career and Career counseling.

SKILL DEVELOPMENT:

- Extempore speeches, Just a Minute.
- Conducting Stress Interviews.
- Creative Exercise
- Role play.

BOOKS FOR REFERENCE:

1. C.S. Raydu – Corporate Communication, HPH
2. Rai & Rai Business Communication, HPH
3. S.P. Sharman, Bhavani H. – Corporate Communication, VBH
4. Collins: Public Speaking
5. Mair : Art of Public Speaking
6. K. Venkataramana, Corporate Communication, SHBP.
7. Rajkumar: Basic of Business Communication
8. V.N. Ahuja.: The World's Famous Speeches
9. Daniel Goleman : Emotional Intelligence
10. Jyotsna Codety :Understanding Emotional Intelligence .


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