

**DAVANGERE UNIVERSITY**  
**Institute of Management Studies**  
**Shivagangothri, Davangere.**



ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
 ಆಡಳಿತ ನಿರ್ವಹಣಾ ಶಾಸ್ತ್ರ ಸಂಸ್ಥೆ  
 ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-07

ಡಾ. ಜೆ.ಕೆ. ರಾಜು,

ಹಿರಿಯ ಪ್ರಾಧ್ಯಾಪಕರು ಮತ್ತು BOS ಅಧ್ಯಕ್ಷರು

ದೂರವಾಣಿ ಸಂಖ್ಯೆ.: 9448233388

No.DU//MBA/196/2024-25

Date: 18/06/2024

ಗೆ,

ಮಾನ್ಯ ಕುಲಸಚಿವರು,  
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
 ಶಿವಗಂಗೋತ್ರಿ,  
 ದಾವಣಗೆರೆ- 02.

ಮಾನ್ಯರೇ,

ವಿಷಯ: BOS ನಡಾವಳಿಯನ್ನು ಕಳುಹಿಸುತ್ತಿರುವ ಕುರಿತು.

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ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಎಂ.ಬಿ.ಎ. ವಿಭಾಗದಲ್ಲಿ BOS ಸಭೆಯನ್ನು ದಿನಾಂಕ : 18.06.2024ರಂದು ನಡೆಸಲಾಯಿತು. ಇದಕ್ಕೆ ಸಂಬಂಧಪಟ್ಟಂತೆ BOS ನಡಾವಳಿಯನ್ನು ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ಕಳುಹಿಸಲಾಗಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,

**Chairman**  
**Board of Studies,**  
**Institute of Management Studies,**  
**Davangere University,**  
**Shivagangothri, DAVANGERE-02**

ಅಡಕ: 1. BOS ನಡಾವಳಿ ಪತ್ರ



ಡಾ. ಜಿ.ಕೆ. ರಾಜು,

ಹಿರಿಯ ಪ್ರಾಧ್ಯಾಪಕರು ಮತ್ತು BOS ಅಧ್ಯಕ್ಷರು

ದೂರವಾಣಿ ಸಂಖ್ಯೆ.: 9448233388

ಸಂಖ್ಯೆ: DU/MBA/ /2024-25

ದಿನಾಂಕ: 18/06/2024

### Proceedings of BOS Meeting

Proceedings of the meeting of the Board of Studies constituted for the purpose of preparation of BBA Course as per State Education Policy (SEP)

The chairman of BOS welcomed all the members and discuss the BBA course syllabus, course structure, question paper pattern, Internal assessment criteria and other details.

All members discussed and approved the BBA course syllabus and other related details and submitted to the University for further needful action.

Members present :

Signature

1. Dr. J.K. Raju (BOS Chairman)
2. Dr. R. Shashidhar (Member)
3. Dr. Karibasappa T (Member)
4. Smt. Neelambika G. C. (Member)
5. Sri. Ravi S.P. (Member)

  
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Institute of Management Studies,  
Davangere University,  
Shivagangothri, DAVANGERE-02


# DAVANGERE UNIVERSITY

Scheme of Teaching and Evaluation  
For  
Bachelor of Business Administration (BBA)  
As per State Education Policy (SEP)  
2024-25onwards

  
ಕುಲಸಚಿವರು  
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-577007


  
ಡೀನರು


ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಕಾಯ  
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-02.

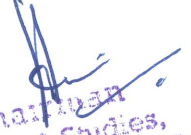
  
Board of Studies  
Institute of Management Studies,  
Davangere University,  
Shivagangothri, DAVANGERE-02

## Semester wise allocation of Credits

Year	Semester	Credits	Marks
1	I	24	650
	II	24	650
2	III	24	650
	IV	24	650
3	V	24	600
	VI	24	600
Total		144	3800


  
ಕುಲಸಚಿವರು  
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-577007


  
ಡೀನರು  
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ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-02.

  
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## BBA FIRST SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	BBA1.1	Kannada	Language	4	80	20	100	3
2	BBA1.2	English	Language	4	80	20	100	3
3	BBA1.3	Management Principles & Practice	Discipline	4	80	20	100	4
4	BBA1.4	Fundamentals of Business Accounting	Discipline	4	80	20	100	4
5	BBA1.5	Human Resource Management	Discipline	4	80	20	100	4
6	BBA1.6	Business Environment	Discipline	4	80	20	100	4
7	BBA1.7	Indian Constitution	Compulsory	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24


  
**ಕಾಲನಿರ್ದೇಶಕರು**  
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
 ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-577007


  
**ಡೀನರು**  
 ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಕಾಯ  
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
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## BBA SECOND SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching hours per Week(L+T+P)	SEE	CI E	Total Marks	Credits
1	BBA2.1	Kannada	Language	4	80	20	100	3
2	BBA2.2	English	Language	4	80	20	100	3
3	BBA2.3	Marketing Management	Discipline	4	80	20	100	4
4	BBA2.4	Financial Accounting and Reporting	Discipline	4	80	20	100	4
5	BBA2.5	Production & Operations Management	Discipline	4	80	20	100	4
6	BBA2.6	Business Communication	Discipline	4	80	20	100	4
7	BBA2.7	Environment Studies	Compulsory	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24

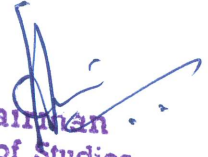
  
**ದೀನರು**  
 ಕುಲಸಚಿವರು  
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಕಾಯ  
 ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-577007  
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
 ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-02.

  
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## BBA THIRD SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching hours per Week(L+T+P)	SEE	CI E	Total Marks	Credits
1	BBA3.1	Kannada	Language	4	80	20	100	3
2	BBA3.2	English	Language	4	80	20	100	3
3	BBA3.3	Cost Accounting	Discipline	4	80	20	100	4
4	BBA3.4	Business Mathematics	Discipline	4	80	20	100	4
5	BBA3.5	Organization Behaviour	Discipline	4	80	20	100	4
6	BBA3.6	Business Law	Discipline	4	80	20	100	4
7	BBA3.7	Artificial Intelligence	Compulsory	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24

  
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# BBA FOURTH SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching hours per Week(L+T+P)	SEE	CI E	Total Marks	Credits
1	BBA4.1	Kannada	Language	4	80	20	100	3
2	BBA4.2	English	Language	4	80	20	100	3
3	BBA4.3	Statistics for Business Decisions	Discipline	4	80	20	100	4
4	BBA4.4	Financial Management	Discipline	4	80	20	100	4
5	BBA4.5	Business Analytics	Discipline	4	80	20	100	4
6	BBA4.6	Financial Markets & Services	Discipline	4	80	20	100	4
7	BBA4.7	Management Skills	Compulsory	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24

  
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## BBA FIFTH SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching hours per Week( L+T+P )	SEE	CIE	Total Marks	Credits
1	BBA5.1	Business Ethics	Discipline	3	80	20	100	3
2	BBA5.2	Research Methods for Business	Discipline	3	80	20	100	3
3	BBA5.3	International Business	Core	4	80	20	100	4
4	BBA5.4	Consumer Behaviour and Advertising	Specialization-Marketing	4	80	20	100	4
5	BBA5.5	Strategic Financial Management	Specialization-Finance	4	80	20	100	4
6	BBA5.6	Compensation and Performance Management	Specialization-HR	4	80	20	100	4
7	BBA5.7	Digital Skills	Skill Based/ Internship/Practical	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24

  
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## BBA SIXTH SEMESTER AS PER SEP

SLNo.	Course Code	Title of the Course	Category of Course	Teaching hours per Week( L+T+P )	SEE	CIE	Total Marks	Credits
1	BBA6.1	Strategic Management	Discipline	3	80	20	100	3
2	BBA6.2	Taxation Management	Discipline	3	80	20	100	3
3	BBA6.3	Entrepreneurship & Startup Management	Core	4	80	20	100	4
4	BBA6.4	Digital Marketing	Specialization-Marketing	4	80	20	100	4
5	BBA6.5	Security analysis and Portfolio Management	Specialization-Finance	4	80	20	100	4
6	BBA6.6	Training and Development	Specialization-HR	4	80	20	100	4
7	BBA6.7	Projects/Dissertation/ Company Analysis	Skill Based/ Internship/Practical	2	40	10	50	2
SUB TOTAL(E)					520	130	650	24

**Total Credits for the entire BBA Programme 24x6=144 CREDITS**

**20 Marks CIE is bifurcated as follows**

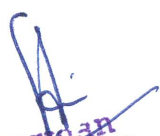
**Attendance =5 Marks**

**Two Internal Tests =10 Marks**

**Seminar / Assignment = 5 marks**

**Dissertation/Project Report: 40 Marks (Internal Evaluation)**

**Viva voce: 10 Marks (Internal Panel)**

  
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**Davangere University,**  
**Salvagangothri, DAVI NOEPAL-04**


## INTERNAL ASSESSMENT AND SEMESTER END EXAMINATION

As per SEP, the IA and SEE to carry 20% and 80% weightage each, to enable the course to be evaluated for a total of 100/50 marks. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester.

S1.No.	Parameters of the Evaluation	Marks
1	Attendance	05Marks
2	Assignment/Seminars	05Marks
3	Internal Assessment Test(IAT)	10Marks
	Total of IA	<b>20Marks</b>
3	Semester End Examination(SEE)	80Marks
	Total of IA&SEE	<b>100Marks</b>

\*Distribution of Marks for Attendance

Sl.no.	% of Attendance	Marks to be Awarded
1	75-80	1
2	81-85	2
3	86-90	3
4	91-95	4
5	96-100	5

  
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MODEL QUESTION PAPER

Total Marks: 80

Time: 3 hours

SECTION- A

(10x2=20)

Answer any TEN sub questions each carries TWO marks

1. a  
b  
c  
d  
e  
f  
g  
h  
i  
j  
k  
l

SECTION- B

Answer any SIX questions. Each carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION – C

Answer any THREE questions .Each carries TEN marks (3X10=30)

- 9.
- 10.
- 11.
- 12

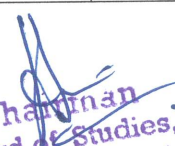
  
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**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**COURSE CODE: 2.3**

**NAME OF THE COURSE: MARKETING MANAGEMENT**

NAME OF THE COURSE: MARKETING MANAGEMENT				
Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.				
Course Outcomes: On successful completion Student will demonstrate				
<div>1. Basic knowledge of markets.</div> <div>2. Marketing environment factors shall be assessed.</div> <div>3. Understanding about marketing mix</div> <div>4. Identify bases for segmentation.</div> <div>5. Understand recent trends in marketing.</div>				
Syllabus:		Teaching hr	Hours	content
<b>MODULE NO. 1: INTRODUCTION TO MARKETING AND SERVICES</b>		02	16	Introduction
UNIT 1: Meaning and Definition-Market and Marketing-Nature-Goals-Concepts of Marketing				
UNIT 2: Functions of Marketing- Importance and Scope of Marketing.		06		Concept
UNIT 3: Services - Meaning and Definition, characteristic of services – classification of services – distinction between goods marketing and service marketing.		08		Concept
<b>MODULE NO. 2: MARKETING ENVIRONMENT</b>			16	
UNIT 1 : MARCO AND MICRO factors		02		Introduction
UNIT 2: Micro environment factors: Customer Supplier-Manufacturer-Employees-Public and Community Competitors.		07		Concept
UNIT 3:Macro environment factors: Demographic-Economic-Natural-Technological – Political-Legal and Socio-Cultural.		07		Concept
<b>MODULE NO. 3 : MARKETING MIX</b>			16	

  
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<b>UNIT 1</b> Meaning-Elements	02		Introduction
<b>UNIT 2:</b> Product- Product Mix- Product Lifecycle-Product Planning-New Product Development- Stages-Failure of New Product-Branding-Packing and Packaging. Pricing – Objectives, Factors influencing Pricing and Methods of Pricing	07		Concept
<b>UNIT 3:</b> Physical Distribution-Meaning-Factors affecting Channel Selection-Types of Marketing Channels .Promotion- Meaning and Significance of Promotion- Personnel Selling and Advertising (Meaning Only).	07		Concept
<b>MODULE NO. 4: MARKETING SEGMENTATION</b>		16	Introduction
<b>UNIT 1:</b> Meaning and Definition of segmentation	02		
<b>UNIT 2::</b> Meaning and Definition -Bases for Market Segmentation-Requisites for sound Market Segmentation	07		Concept
<b>UNIT 3 :</b> Introduction to E-business-Tele-marketing-M-Business- Green and Grey Marketing, Brown marketing, Digital Marketing-Advantages and Disadvantages, Relationship Marketing, Retailing- Virtual Marketing, Event Management, Viral Marketing, Reverse Marketing.	07		Recent trends
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>1. Collect and record the effects of micro and macro environmental factors of any company</li> <li>2. Develop an Advertisement copy for a new product</li> <li>3. Develop a E content on Consumer Behavior of a product of your choice.</li> <li>4. Prepare a market segmentation chart</li> <li>5. Prepare a chart for modern marketing methods for different products.</li> <li>6. Draft a chart of recent marketing trends</li> </ol>			
<b>References:</b> <ol style="list-style-type: none"> <li>1. Philip Kotler, Marketing Management, Prentice Hall</li> <li>2. J.C. Gandhi - Marketing Management, TMH</li> <li>3. Stanton W.J. etzal Michael &amp; Walker, Fundamentals of Management, TMH</li> <li>4. S A Sherlekar &amp; Sherlekar marketing management HPH</li> </ol>			



5. Sontakki, Marketing Management, HP

6. Nair, S. R.. Consumer Behaviour and Marketing Research: Text and Cases. Global Media

7. Karanakaran, Marketing Management, Himalaya Publishers.

8. Sunil B Rao, Marketing and Service management, HPH.

9. K Ramachandra and et.,al. Marketing Management HPH

Note: Latest edition of text books may be used.

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**COURSE CODE: 2.4**

**NAME OF THE COURSE: FINANCIAL ACCOUNTING AND REPORTING**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
<b>4 Credits</b>	<b>4 Hrs</b>	<b>64 Hrs</b>

Pedagogy: Classrooms lecture, tutorials. And problem solving.

Course Outcomes: On successful completion Student will demonstrate

- The ability to introduction of FAR. Prepare final accounts of partnership firm.
- The ability to understand the process of public issue of shares and accounting for the same
- The ability to prepare final accounts of joint stock companies.
- The ability to prepare and evaluate vertical and horizontal analysis of financial statement.
- The ability to understand company's annual report.

Syllabus	Teaching hr	Hours	content
<b>MODULE NO. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM</b>			
<b>UNIT 1 :</b> Meaning and definition of financial accounting reporting, types and characteristics of FAR	02	16	Introduction
<b>UNIT 2:</b> Meaning of Partnership Firm, Partnership deed-clauses in partnership deed and introduction of Partnership firm formats	07		Concept
<b>UNIT 3:</b> Preparation of Final accounts of partnership firm- Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet.	07		Concept
<b>MODULE NO. 2: ISSUE OF SHARES</b>			
<b>UNIT 1 :</b> Meaning of Share, Types of Shares - Preference shares and Equity shares- Issue of Shares at	02	16	Introduction

par, at Premium, at Discount.			
<b>UNIT 2:</b> Issues of shares at par, premium and discount with Preparation of Balance Sheet in the Vertical form (Practical Problems).	07		Concept
<b>UNIT 3:</b> Preparation of Valuation of shares with Methods (Practical Problems).	07		Concept
<b>MODULE NO. 3 :FINAL ACCOUNTS OF JOINT STOCK COMPANIES</b>			
<b>UNIT 1:</b> Statutory Provisions regarding preparation of Company Final Accounts.	02		Introduction
<b>UNIT 2 :</b> Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation,	05	16	Concept
<b>UNIT 3:</b> Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III)12 (Practical Problems).	09		Concept
<b>MODULE NO. 4: FINANCIAL STATEMENTS ANALYSIS</b>		16	Introduction
<b>UNIT 1:</b> Comparative Statements - Comparative Income Statement, Comparative Balance Sheet.	02		
<b>UNIT 2:</b> Common size Statements - Common Size Income Statement, Common Size Balance Sheet Trend Percentages. Analysis and Interpretation	09		Concept
<b>UNIT 3:</b> Corporate Governance Report. CSR Role and Significance. Auditor's report and auditors duties of Company.	05		Recent trends

#### Skill Developments Activities:

1. Collect financial statement of a company for five years and analyze the same using trend analysis.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.

#### References:

1. Jawaharlal and Seema Srivastava: Financial Accounting, HPH
2. Anil Kumar, Rajesh Kumar and Mariyappa, Financial Accounting, HPH
3. Dr. S.N. Maheswari, Financial Accounting, HPH
4. Dr. Venkataraman R. and others, Fundamentals of Accounting, VBH5.
5. Grewal and Gupta, Advanced Accounting, Sultan Chand.
6. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.
7. Soundrarajan A and K. Venkataramana, Financial Accounting, SHB Publishers.
8. Manjunath, GunduRao – Computer Business Applications, HPH. 9. Sudaimuthu and Anthony: Computer Applications in Business, HPH

Note: Latest edition of text books may be used.

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**COURSE CODE: 2.5**

**NAME OF THE COURSE: PRODUCTION AND OPERATIONS MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.				
Course Outcomes: On successful completion Student will demonstrate				
a) Understand the Production and Operations Management in business				
b) Understanding Plant Location and Layout of different production units.				
c) Comprehend the challenges of Inventory Management.				
d) Understand the techniques of Production Planning and Control.				
e) Understand the mechanism of waste management.				
Syllabus		Teaching hr	Hours	content
<b>Module No. 1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT</b>		02	16	Introduction
UNIT 1: Meaning of Production and Operations, differences between Production and Operations Management.				
UNIT 2: Scope of Production Management, Production System. Types of Production, Benefits of Production Management.			07	
UNIT 3: Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions		07		Concept
<b>Module No. 2: PLANT LOCATION AND LAYOUT</b>			16	

<b>UNIT 1</b> : Meaning and definition location , layout, sample layouts	02		Introducti on
<b>UNIT 2</b> :Factors affecting location, Theory and practices, cost Factor in location	07		Concept
<b>UNIT 3</b> :Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	07		Concept
<b>Module No. 3 :PRODUCTION PLANNING AND CONTROL</b>		16	
<b>UNIT 1</b> : Meaning and Definition-Characteristics of Production Planning and Control	02		Introducti on
<b>UNIT 2</b> : Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control	07		Concept
<b>UNIT 3</b> : Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.	07		Concept
<b>Module No. 4: MAINTENANCE AND WASTE MANAGEMENT</b>		16	
<b>UNIT 1</b> :Introduction ,Meaning ,Objectives	02		Introducti on
<b>UNIT 2</b> :Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling	07		Concept
<b>UNIT 3</b> : Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery	07		Recent trends



**Skill Developments Activities:**

1. Visit any industry and draw the layout of the factory.
2. List out the influencing factors in selecting plant location
3. Identify and list the Inventory Management in an organization.
4. Demonstrate the waste management techniques to the public

**References:**

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

**Note:** Latest edition of text books may be used.

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**COURSE CODE: 2.6**

**NAME OF THE COURSE: BUSINESS COMMUNICATION**

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

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

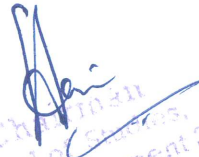
Course Outcomes: On successful completion Student will demonstrate

1. To provide general understanding about communication and its importance in corporate world.
2. To inculcate oral and written communication skills required incorporates amongst students.
3. To bring in noticeable change in learners by studying importance of communication skills across the cultures.
4. To imbibe the value system among students by explaining significance of communication in lives of people.

**Syllabus:**

	Teaching hr	Hours	content
<b>Module No. 1: BUSINESS COMMUNICATION BASICS</b>		16	
<b>UNIT 1:</b> Meaning, Nature, Scope,	02		Introduction
<b>UNIT 2:</b> Process of communication , Basic types of communication (Non-verbal and verbal), Benefits of communication, Noise in the communication process .	07		Concept
<b>UNIT 3:</b> Essentials of good communication, Barriers in Communication, factors responsible for growing importance of communication.	07		Concept
<b>Module No. 2: CORPORATE ORAL COMMUNICATION</b>		16	
<b>UNIT 1 :</b> Meaning- importance of oral communication in business.	02		Introduction

<b>UNIT 2:</b> Interviews- Meaning, Importance of interviews in corporate world, categories of interviews, Role of interviewer and interviewee for the interview effective. Skills required to conduct interviews	07		Concept
<b>UNIT 3:</b> Meetings-Meaning, types of meetings, Process of running a productive meeting, Roles and responsibilities of the chairman in conduct of effective meeting.	07		Concept
<b>MODULE NO. 3 : WRITTEN COMMUNICATION</b>		16	
<b>UNIT 1 :</b> Meaning and importance of written communication Major types of corporate written communication	02		Introduction
<b>UNIT 2 :</b> Corporate letters-Types of letters -Standard parts, optional parts of the letter, letter layout.	07		Concept
<b>UNIT 3:</b> Reports and proposals: Meaning and differences between report and proposal, features of good corporate report - accuracy, good judgment, responsive format, style and organization, Planning and organizing of short and long reports, Kinds of proposals parts of proposal, short and long proposal.	07		Concept
<b>MODULE NO. 4: LISTENING SKILLS , IT IN COMMUNICATION</b>		16	
<b>UNIT 1:</b> Importance of listening skills	02		Introduction
<b>UNIT 2:</b> Importance of listening skills, types of listening, ways for active listening.	07		Concept
<b>UNIT 3 :</b> IT in corporate communication –Role of office automation – Time saving message media – Social media – E –office for oral and written communication	07		Recent trends

  
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 Saveetha Group of Institutions.

**Skill Developments Activities:**


- a) List out the different types of communications in organization
- b) Write the flowchart of communication process
- c) list the importance of social media in communication
- d) write the strategies for effective listening
- e) Prepare a report on meeting procedures.

**References:**

1. Business Communication: Concepts, Cases and Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education.
  2. Business Communication, Process and Product – Mary Ellen Guffey – Thomson Learning.
  3. Basic Business Communication – Lesikar, Flatley TMH
  4. Advanced Business Communication – Penrose, Rasberry, Myers Thomson Learning,
  5. Business Communication, M.K. Sehgal & V. Khetrapal, Excel Books.
  6. Effective Technical Communication by M Ashraf Rizvi. - TMH, 2005
  7. Business Communication Today by Bovee Thill Schatzman – Pearson & Education.
- Note: Latest edition of text books may be used.

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)****COURSE CODE: 1.3****NAME OF THE COURSE: MANAGEMENT PRINCIPLES & PRACTICES**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.				
<b>Course Outcomes: On successful completion Student will demonstrate</b> 1)Understanding the principles of enterprise management of a business entity and its recent trends. 2)Identify planning importance in business. 3)Learn evolution of Management. 4)Understand principles of management. 5)Latest trends in Management.				
Syllabus:		Teaching hrs	Teaching Hours	content
<b>MODULE NO. 1: INTRODUCTION OF MANAGEMENT</b> Meaning, definition of Management Nature , features of Management, Evolution of Management. Pre-scientific, Classical, Neo-classical and Modern management, Difference Between management and administration. Management as Science, art and Profession. Principles of Management. Fayol’s and Taylor’s Principles.		02+07+07	16	Introduction & Concept
<b>MODULE NO. 2: PLANNING</b> Meaning and purpose of planning, Features, Importance, Planning Process, types of plans, Limitations Plan vs Programme- Policies and Procedures; Decision making – meaning, process of individual decision making.		02+07+07	16	Introduction & Concept
<b>MODULE NO. 3 :ORGANISING, STAFFING AND DIRECTING</b> Nature and meaning of organizing, Meaning of staffing. Principles of organizing, types of organization, centralization and decentralization, Delegation of authority. Types of organisation Structure.Span of control, concept of staffing. Importance and need for staffing. Meaning of directing, importance of directing.		02+07+07	16	Introduction & Concept
<b>MODULE NO. 4: CO-ORDINATING AND CONTROLLING</b> Meaning of co-coordinating and controlling, Importance and principles of co-coordinating, steps in controlling control techniques, budgeting.MBO, MBE, TQM, Management by results, Change Management-Crisis Management-Global practices-International Manager-Quality of work life –		02+07+07	16	Introduction & Concept
<b>Skill Developments Activities:</b> 1. Develop a Chart on Principles of Management 2. Prepare Chart on steps involved in decision making 3. Develop Chart on organisation structure 4. Explain steps in controlling 5. List out recent trends in management				

  
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 Board of Studies,  
 Institute of Management Studies,  
 Durgam Cheruvu Road,  
 Shivajinagar, DAVANAGERE-02

**References:**

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGrawHill.
3. Griffin, Nelson, Manjunath, MGMT and ORGB, Cengage
4. L M Prasad, Principles of management, Sultan Chand and Sons
5. V.S.P Rao/Bajaj, Management process and organization, ExcelBooks.
6. T. Ramaswamy : Principles of Management, HPH.
7. Tripathi & Reddy, Principles of Management. McGraw Hill
8. R.K Sharma Shashi K Gupta Rahul Sharma: Principles of Management Kalyani Publishers

Note: Latest edition of text books may be used.



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**COURSE CODE: 1.4**

**NAME OF THE COURSE: FUNDAMENTALS OF BUSINESS ACCOUNTING**

NAME OF THE COURSE: FUNDAMENTALS OF BUSINESS ACCOUNTING			
Course Credits	No. of Hours per Week	Total No. of Teaching Hours	
4 Credits	4 Hrs	64 Hrs	
Pedagogy: Classrooms lecture, tutorials, Seminar, field works.			
Course Outcomes: On successful completion Student will demonstrate			
a) Understand the basic Concepts of Accounting.			
b) Pass Journal Entries and Prepare Ledger Accounts.			
c) Prepare Subsidiary Books.			
d) Prepare Trial Balance and Final Accounts of Proprietary concern.			
Syllabus:	Teaching hr	Hours	content
<b>MODULE NO.1: : INTRODUCTION TO ACCOUNTANCY</b>	02	16	Introduction
UNIT 1 : Introduction – Meaning and Definition – Objectives of Accounting			
UNIT 2: Functions of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle	07		Concept
UNIT 3 : Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards-objectives-significance of accounting standards. List of Indian Accounting Standards	07		Concept
<b>MODULE NO. 2: ACCOUNTING PROCESS</b>	02	16	Introduction
UNIT 1 : Process of Accounting			
UNIT 2: Double entry system – Kinds of Accounts – Rules of accounting – Journal entry	07		Concept
UNIT 3:Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance	07		Concept
<b>MODULE NO. 3 :SUBSIDIARY BOOKS</b>	02	16	Introduction
UNIT 1 :Meaning – Significance – Types of Subsidiary Books			
UNIT 2 : Purchases Book, Sales Book (With Tax Rate) , Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book	07		Concept
UNIT 3:Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book).	07		Concept

<b>MODULE NO. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>	02	16	Introduction
<b>UNIT 1:</b> Trading and profit and loss account meaning and format			
<b>UNIT 2:</b> Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding And Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest On Capital.	10		Concept
<b>UNIT 3:</b> Accounting software, uses of tally, career in Accounting	04		Recent trends
<b>Skill Developments Activities:</b> a) List out the accounting concepts and conventions. b) Collect the financial statement of a proprietary concern and record it. c) List out AS as Per GAAP d) Any other activities, which are relevant to the course.			
<b>References:</b> 1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers 2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House 3. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House. 4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication 5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 6. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand 7. M.C. Shukla and Goyel, Advanced Accounting , S Chand. <b>Note: Latest edition of textbooks and reference Books may be used</b>			

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**COURSE CODE: 1.5**

**NAME OF THE COURSE: HUMAN RESOURCE MANAGEMENT**

NAME OF THE COURSE: HUMAN RESOURCE MANAGEMENT				
Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.				
Course Outcomes: The objective of this course is to enable the students to gain knowledge and skills of managing human resources in various organizations.				
Syllabus:		Teaching hr	Hours	content
MODULE NO. 1: BASIC CONCEPTS OF HRM		02	16	Introduction
UNIT 1 : Meaning, definition of HRM				
UNIT 2: Objectives of HRM, Importance of HRM, difference between HRM and personnel management, functions of HRM,		07		Concept
UNIT 3: HR Manager Role, Qualities and qualification of HR Manager, meaning and Process of HR planning.		07		Concept
MODULE NO. 2: HR PLANNING AND RECRUITMENT		02	16	Introduction
UNIT 1 : HRP Meaning, HR planning process				
UNIT 2: Introduction to Job Analysis. Meaning of job specification and job description, Job Evaluation, job enlargement, job enrichment		06		Concept
UNIT 3: Recruitment – meaning, methods of recruitment, sources of recruitment. Present Online recruitment portals and campus drives Selection – meaning, process of selection, barriers to effective selection		08		Concept
MODULE NO. 3 : TRAINING AND DEVELOPMENT		02	16	Introduction
UNIT 1 : Induction – Meaning, purpose. Placement meaning				
UNIT 2 : Training – meaning, need for training, benefits of training, methods of training, difference between training and development,		07		Concept

<b>UNIT 3:</b> Types of interview, Online interviews, various rounds of interview in large companies, Joining bonus concepts, preparing for interview by candidate.	07		Concept
<b>MODULE NO. 4: PERFORMANCE APPRAISAL &amp; COMPENSATION</b>	02	16	Introduction
<b>UNIT 1:</b> Introduction , meaning of performance appraisal, compensation meaning			
<b>UNIT 2:</b> Objectives and methods of performance appraisal, Direct and indirect forms of compensation, Promotion and transfer- methods	07		Concept
<b>UNIT 3 :</b> Recent trends in HRM, Talent Management, Knowledge transfer and buddy system in HR. Flexible work time, work from home concept.	07		Recent trends
<b>Skill Developments Activities:</b> 1) Prepare Job design for any 5 job profiles 2)Prepare a format of performance of performance appraisal of a typist. 3)prepare a CTC format for accountant job 4)Mention basis for promotion. 5)write the method and process of recruitment for govt. jobs.			
<b>References:</b> 1. Dr. K Aswathappa -Human resource Management Tata Mcgraw Hills 2. Shashi K Gupta and Rosy Joshi Human Resource Management 3. Managing Human Resources by Wayne F Cascio 4. Subba Rao Human resource management-HPH 5. K Ramachandra and et.,al. Human Resource Management HPH 6. C.B.Mamoria, Personnel management, HPH. 7. Edwin Flippo, Personnel management, McGraw Hill. 8. Michael Porter, HRM and human Relations, Juta & Co.Ltd.			

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**COURSE CODE: 1.6**

**NAME OF THE COURSE: BUSINESS ENVIRONMENT**

NAME OF THE COURSE: BUSINESS ENVIRONMENT			
Course Credits	No. of Hours per Week	Total No. of Teaching Hours	
4 Credits	4 Hrs	64 Hrs	
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion Student will demonstrate			
a) An Understanding of components of business environment.			
b) Ability to analyze the environmental factors influencing business organization.			
c) Ability to demonstrate Competitive structure analysis for select industry.			
d) Ability to explain the impact of fiscal policy and monetary policy on business.			
e) Ability to analyze the impact of economic environmental factors on business.			
Syllabus:		Teaching hr	Hours content
Module No. 1: BUSINESS ENVIRONMENT		02	16 Introduction
UNIT 1: Introduction of Environment			
UNIT 2: Concept, Definition & Importance of Business Environment, Internal & External environment of business.		07	Concept
UNIT 3 :Economic Environment, Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market.		07	Concept
MODULE NO. 2: MULTINATIONAL COMPANIES		02	16 Introduction
UNIT 1 : Introduction of MNC			
UNIT 2: Investment motives, Benefits, Demerits, Recent trends, Multinational in India Introduction, public, Private joint & co-operative sectors, village, small & ancillary industry. Business & Society:- Business & social responsibility, pollution threat, Ecology balance, environmentalist movement, values & ethics in management.		07	Concept
UNIT 3: Brief introduction of stock exchange & its control, FERA, Monetary & fiscal policy, Company law, Money & Capital market. Financial Institutions - an overview.		07	Concept
MODULE NO. 3 : GLOBAL ENVIRONMENT			16
UNIT 1 : Introduction of Global Environment		02	Introduction

<b>UNIT 2 :</b> Globalization: Definition, Meaning & Indicators of Globalization, Foreign Investment Flows: Concepts of FDI, FPI & Role of Foreign Investments, Balance of Payments (BOP)	07		Concept
<b>UNIT 3:</b> Introduction Of GATT ,Origin & Objectives of WTO, Impact of WTO on Indian Economy. MNCs: Meaning of MNC&TNC, Benefits from MNCs, Problems brought by MNCs. EXIM Policy (Latest)	07		Concept
<b>MODULE NO. 4: MICRO and MACRO ENVIRONMENT OF BUSINESS</b>	02	16	Introduction
<b>UNIT 1:</b> Introduction of Micro and Macro Environment Business.			
<b>UNIT 2:</b> Business & Law _ Business cycle, Inflation - Meaning, causes& Measures to check inflation and price spiral.	07		Concept
<b>UNIT 3:</b> Recent trends in Business Environment, Foreign Capital and Collaboration, Meaning and features; types of innovation, Impact of Technological changes on business.	07		Recent trends
<b>Skill Developments Activities:</b> a) List out key features of recent Monetary policy published by RBI impacting businesses. b) Give your observation as to how technology has helped society. c) Draft Five Forces Model for Imaginary business. d) Identify the benefits of Digital transformation in India			
<b>References:</b> 1. Dr. K Ashwatappa: Essentials Of Business Environment 2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Chidambaram: Business Environment; Vikas Publishing 4. Upadhyay, S: Business Environment, Asia Books 5. Chopra, BK: Business Environment in India, Everest Publishing 6. Suresh Bedi: Business Environment,Excel Books 7. Economic Environment of Business by M. Ashikary. 8. Business Environment by Francis Cherrinulam Note: Latest edition of text books may be used.			

ಕುಲಸಚಿವರು  
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾಲಯ  
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-577002

ದೀನರು  
ಪಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಕಾಯ  
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾಲಯ,  
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-02.

Chairman  
Board of Studies,  
Institute of Management Studies,  
Davangere University,  
Shivagangothri, DAVANGERE-02