

DAVANAGERE  UNIVERSITY

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

2024-25 onwards

Semester wise allocation of Credits

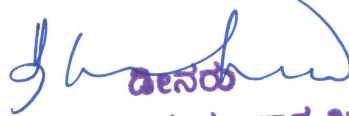
Year	Semester	Credits	Marks
1 st year	I	24	650
	II	24	650
2 nd year	III	24	650
	IV	24	650
3 rd year	V	24	600
	VI	24	600
Total		144	3800

Bachelor of Business Administration (BBA) - Course Structure

Semester - I								
SL. No	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIA	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	DCC	4	80	20	100	4
4	BBA1.4	Fundamentals of Business Accounting	DCC	4	80	20	100	4
5	BBA1.5	Human Resource Management	DCC	4	80	20	100	4
6	BBA1.6	Business Environment	DCC	4	80	20	100	4
7	BBA1.7	Indian Constitution	CVC	2	40	10	50	2
SUB TOTAL(A)					520	130	650	24



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ದೇನರು
ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿಲಾಯ
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
ಶಿವಗಂಗೋತ್ರಿ. ದಾವಣಗೆರೆ-02.

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Semester - II								
SL No	Course Code	Title of the Course	Category of Course	Teaching hours per Week (L+T+P)	SEE	CIA	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	Financial Accounting and Reporting	DCC	4	80	20	100	4
4	BBA2.4	Marketing Management	DCC	4	80	20	100	4
5	BBA2.5	Production & Operations Management	DCC	4	80	20	100	4
6	BBA2.6	Business Communication	DCC	4	80	20	100	4
7	BBA2.7	Environment Studies	CVC	2	40	10	50	2
SUBTOTAL(E)					520	130	650	24



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Semester - III								
SL No	Course Code	Title of the Course	Category of Course	Teaching hours per Week (L+T+P)	SEE	CIA	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	DCC	4	80	20	100	4
4	BBA3.4	Business Mathematics	DCC	4	80	20	100	4
5	BBA3.5	Organization Behavior	DCC	4	80	20	100	4
6	BBA3.6	Business Law	DCC	4	80	20	100	4
7	BBA3.7	Personality Development	SEC	2	40	10	50	2
SUBTOTAL(E)					520	130	650	24



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Semester - IV								
SL No	Course Code	Title of the Course	Category of Course	Teaching hours per Week (L+T+P)	SEE	CIA	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 Decision	DCC	4	80	20	100	4
4	BBA4.4	Financial Management	DCC	4	80	20	100	4
5	BBA4.5	Business Analytics	DCC	4	80	20	100	4
6	BBA4.6	Financial Markets & Services	DCC	4	80	20	100	4
7	BBA4.7	Computer Skills and Business	SEC	2	40	10	50	2
SUBTOTAL(E)					520	130	650	24


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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.


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

*Distribution of Marks for Attendance

SL.No.	% of Attendance	Marks to be Awarded
1	75-80	1
2	80-85	2
3	85-90	3
4	90-95	4
5	95-100	5


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MODEL QUESTION PAPER

Time: 3hours

TotalMarks: 80

SECTION A

(10x2=20)

Answer any TEN sub question each sub question carries TWO marks

1.

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

SECTION B

(6X5=30)

Answer any SIX questions. Each question carries FIVE marks

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

SECTION C

(3 X10=30)

Answer any THREE questions. Each question carries TEN marks

- 9.
- 10.
- 11.
- 12



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Name of the Course: COST ACCOUNTING

Objectives: On successful completion of the course, the students will –

- Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet.
- Be able to prepare material related documents, understand the management of stores and issue procedures.
- Develop the ability to calculate Employee costs.
- Able to classify, allocate apportion overheads and calculate overhead absorption rates.
- Understand and reconcile cost and financial accounts.

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Meaning, Objectives and uses of Cost Accounting	2 Hrs	16 Hrs	Introduction
	Unit 2: Difference between Cost Accounting and Financial Accounting, Various elements of Cost, Classification of cost, cost unit, Cost control and Cost reduction, limitations of cost accounting,	7 Hrs		Concepts
	Unit 3: Cost sheet meaning, Importance of cost sheet, problems of cost sheet.	7 Hrs		Concepts
Module 2	Unit 1: Material cost meaning, types of material cost.	2 Hrs	16 Hrs	Introduction
	Unit 2: Problems on valuation of material issues: FIFO, LIFO and Weighted average method. Computation of Economic order quantity (EOQ), ABC analysis.	7 Hrs		Concepts
	Unit 3: Employee cost meaning, Methods of remuneration-problems on Straight time rate, Halsey plan and Rowan plan, Time rate and Peace rate method.	7 Hrs		Concepts
Module 3	Unit 1: Meaning and classification of overheads.	2 Hrs	16 Hrs	Introduction
	Unit 2: Estimation of cost, cost allocation, Apportionment, Re-apportionment and absorption of primary overheads.	7 Hrs		Concepts
	Unit 3: Problems on primary distribution and secondary distribution using repeated distribution method only	7 Hrs		Concepts
Module 4	Unit 1: Reasons for differentiation in under accounts and cost based financial problems	2 Hrs	16 Hrs	Introduction
	Unit 2: procedure for reconcillation-Ascertainment of profits as per financial accounts	7 Hrs		Concepts
	Unit 3: Ascertainment of profits as per cost accounts, preparation of Reconilliation problems (simple problems without memorandum accoounts)	7 Hrs		Recent Trends
Total			64 Hrs	

References:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
 2. M.N Arora, Cost Accounting, HPH
 3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
 4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
 5. PV Ratnam, Cost Accounting, Kitab Mahal
 6. PC Tulsian, Cost Accounting, MHE India
 7. Nigam & Sharma, Cost Accounting, HPH
 8. Dr. B. Mariyappa, Cost Accounting, HPH
 9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
 10. B.S. Raman, Cost Accounting, United Publisher
 11. Ravi M. Kishore, Cost Management, Taxmann Note: Latest edition of text books may be used.
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Name of the Course : BUSINESS MATHEMATICS

- **Objectives:**
- Apply commercial arithmetic concepts to solve business problems.
- To Understand the number system in solving Business problems.
- Learn and apply set theory
- Learn basics of statistics

Module	Units	Teaching Hr	Total	Content
Module 1	Unit 1: Number system, Even & odd numbers, Prime numbers, rational and irrational numbers,	2 Hrs	16 Hrs	Introduction
	Unit 2: Simple problems in finding sum of natural, odd and even numbers	7 Hrs		Concepts
	Unit 3: HCF and LCM Problem	7 Hrs		Concepts
Module 2	Unit 1: Set Theory, Meaning and Importance	2 Hrs	16 Hrs	Introduction
	Unit 2: Laws of sets, Types of sets	7 Hrs		Concepts
	Unit 3: Venn Diagram and Problems	7 Hrs		Concepts
Module 3	Unit 1: Meaning of Simple interest, compound interest	2 Hrs	16 Hrs	Introduction
	Unit 2: Problems on Simple and compound interest	7 Hrs		Concepts
	Unit 3: Present and Future Value of Annuity, Problems	7 Hrs		Concepts
Module 4	Unit 1: Introduction - Meaning, Functions and Uses of Statistics	2 Hrs	16 Hrs	Introduction
	Unit 2: Collection of Data - Techniques of Data Collection, sources of data Census Technique and Sampling Technique (Concepts).	7 Hrs		Concepts
	Unit 3: Classification: Meaning, and Methods of Classification of Data,	7 Hrs		Concepts
Total			64 Hrs	

Skill Development:

1. Visit a bank get information about interest rates on deposits and loans.
2. Show the number of ways a phone number can be rearranged to get odd number.
3. Identify the application of Business mathematics.
4. Any other activity related to concepts.

References:

1. Saha and Rama rao, Business Mathematics, HPH.
 2. SN Dorairaj, United Publication.
 3. SP Gupta , Business Mathematics.
 4. Madappa&Sridhara Rao, Business Mathematics
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Name of the Course: ORGANISATIONAL BEHAVIOUR

Objectives:

On successful completion of the course, the Students will

- Demonstrate an understanding of the role of OB in business organization.
- Demonstrate an ability to understand individual and group behavior in an organization.
- Be able to explain the effectiveness of organizational change and development of organisation.
- Demonstrate an understanding of the process of organizational development.

Modules	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Organizational Behaviour- Meaning, Definition of OB, Importance of OB,	2 Hrs	16 Hrs	Introduction
	Unit 2: Individual behaviour - Perceptions meaning, Factor influencing perception, Personal Factors, Environmental Factors, systems and resources	7 Hrs		Concepts
	Unit 3: Personality-Meaning, Determinants and Traits of Personality- Meaning, Factors Influencing perception, Perceptual Process, Errors. Resistance change.	7 Hrs		Concepts
Module 2	Unit 1: Meaning of group and team.	2 Hrs	16 Hrs	Introduction
	Unit 2: Group and Team Dynamics Group Dynamics-Meaning, Types of Group, Development of Groups- Stages Development,	7 Hrs		Concepts
	Unit 3: Determinants of Group Behaviour. Team Dynamics- Meaning, Types of Teams: Conflict- Sources of conflict and ways of resolving conflict.	7 Hrs		Concepts
Module 3	Unit 1: Introduction to Change Management: Meaning of Change, Importance and Nature of Planning Change.	2 Hrs	16 Hrs	Introduction
	Unit 2: Change Management, , Factors Influencing Change - Resistance to Change,	7 Hrs		Concepts
	Unit 3: Overcoming Resistance to Change.	7 Hrs		Concepts
Module 4	Unit 1: Meaning and Nature of Organizational Development (OD)	2 Hrs	16 Hrs	Introduction
	Unit 2: Process of Organizational Development: Overview of Entering and Contracting, Diagnosing	7 Hrs		Concepts

	Unit 3: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).	7 Hrs		Recent Trends
Total			64 Hrs	

References:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw H
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Appanniah and, 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.

Name of the Course : BUSINESS LAW

Objective: To provide inputs in basic concepts and importance, cases in business law.

Pedagogy: Combination of classroom lectures, seminars, presentations, group discussion, case studies, filed studies, industrial visits and soft skills.

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Introduction to Business Law - Meaning, Definition	2 Hrs	16 Hrs	Introduction
	Unit 2: Nature, Scope & Importance. Law of Contract – Definition	5Hrs		Concepts
	Unit 3: Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Stranger to the Contract. Case laws	9Hrs		Concepts
Module 2	Unit 1: Sale of Goods Act – Meaning and definition	2 Hrs	16 Hrs	Introduction
	Unit 2: Essentials of sale contract, case Laws	7 Hrs		Concepts
	Unit 3: Sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property	7 Hrs		Concepts
Module 3	Unit 1: Environmental Protection Act: Meaning, Importance	2 Hrs	16 Hrs	Introduction
	Unit 2: Types of pollution and causes and sources of pollution	7 Hrs		Concepts
	Unit 3: Major cases: Bhopal gas Tragedy, Penalty and punishments on violation	7 Hrs		Concepts
Module 4	Unit 1: The Consumer Protection Act, 2019– Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services	4Hrs	16 Hrs	Introduction
	Unit 2: Consumer protection Act, Provisions	5Hrs		Concepts
	Unit 3: Consumer redressal Agencies- District Forum, State Commission, National Commission, any two landmark judgments of the Supreme Court	7 Hrs		Concepts
Total			64 Hrs	

Skill Development Activities:

Note: The Concerned teacher of the subject, should assign to the student a minimum of 5 skill development activities including Damodar case, Moharibicase, Balfour case, Lalman Shukla case, Carlill smoke ball case, Bhopal gas tragedy case, and important case laws with reference to the above syllabus and documented in a Record Book / Blue Book / Assignment and submitted to the college at the end of the semester for evaluation.

Reference Books:

1. Indian Contract Act – by Bare Act, Government of India.
 2. Mercantile Law - by N.D. Kapoor, Sultan Chand & Company, New Delhi.
 3. Mercantile Law – by Avatar Singh, Vikas Publication.
 4. Business Regulatory Frameworks – Prof. Ravi S P and team (HPH)
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Name of the Program: Bachelor of Business Administration Course Code: BBA 3.7 Name of the Course: Personality Development		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	32 Hrs
Pedagogy: Classroom lectures, case studies, group discussions, seminars, field work, role plays, soft skills games, audio-visual presentations, and use of digital tools such as resume builders, LinkedIn profile creation, and mock interview platforms to ensure experiential and application-oriented learning. etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> Understand personality types, assess their strengths and weaknesses, and apply goal-setting and time management techniques. Monitor their behavior, understand perception and attitude, and develop assertive communication skills. Gain skills in team collaboration, leadership, negotiation, and conflict resolution using practical methods. Improve communication and emotional intelligence, analyze interactions using transactional analysis, and manage stress effectively. Develop professional etiquette, participate in group discussions, and prepare confidently for job interviews. 		
Syllabus:		Hours
Module No. 1: Personality, Self-Awareness, SWOT & Goal Setting		06
Personality: Definition - Determinants - Personality Traits -Theories of Personality - Importance of Personality Development. Self-Awareness: Meaning - Benefits of Self-Awareness - Developing Self-Awareness - Use of Personality Assessment Tools. SWOT Analysis: Meaning - Importance - Application - Components. Goal Setting: Meaning - Importance - Effective Goal Setting - Principle of Goal Setting - Goal Setting at the Right Level - Time Management Techniques - Overcoming Procrastination & Building Discipline.		
Module No. 2: Self-Monitoring, Perception, Attitude & Assertiveness		06
Self-Monitoring: Meaning - High Self-Monitor vs Low Self-Monitor - Advantages and Disadvantages - Self-Monitoring and Job Performance. Perception: Definition - Factors Influencing Perception -Perception Process - Errors in Perception -Avoiding Perceptual Errors - Cognitive Biases in Decision-Making. Attitude: Meaning - Formation of Attitude -Types of Attitude - Measurement of Attitudes - Barriers to Attitude Change - Methods to Attitude Change. Assertiveness: Meaning - Assertiveness in Communication - Assertiveness Techniques - Benefits of Being Assertive - Improving Assertiveness.		
Module No. 3: Team Building, Leadership, Negotiation & Conflict Management		06
Team Building: Meaning - Types of Teams - Importance of Team Building - Creating Effective Teams- Role Plays and Gamified Team Activities.		

<p>Leadership: Definition - Leadership Styles - Theories of Leadership - Qualities of an Effective Leader - 21st Century Leadership Competencies (Agility, Empathy, Adaptability).</p> <p>Negotiation Skills: Meaning - Principles of Negotiation - Types of Negotiation -The Negotiation Process - Common Mistakes in Negotiation - Collaborative vs Competitive Negotiation Styles.</p> <p>Conflict Management: Definition -Types of Conflict -Levels of Conflict - Conflict Resolution - Conflict Management - Critical Thinking & Problem-Solving Approaches in Conflict Situations.</p>	
Module No. 4: Communication, Emotional Intelligence, Stress & Transactional Analysis	08
<p>Communication: Definition - Importance of Communication -Process of Communication - Communication Symbols -Communication Network - Barriers in Communication - Overcoming Communication Barriers -Cross-Cultural and Global Communication Skills - Digital Communication Etiquette (Email, Video Calls, Chat Platforms).</p> <p>Transactional Analysis: Meaning - EGO States -Types of Transactions - Johari Window - Life Positions.</p> <p>Emotional Intelligence: Meaning - Components of Emotional Intelligence - Significance of Managing Emotional Intelligence - How to Develop Emotional Quotient.</p> <p>Stress Management: Meaning - Sources of Stress - Symptoms of Stress - Consequences of Stress - Managing Stress.</p>	
Module 5: Social Graces, Group Discussion, and Interview Skills	06
<p>Social Graces: Meaning - Social Grace at Work - Acquiring Social Graces - Cyber Etiquette and Online Professionalism (Social media, LinkedIn behavior).</p> <p>Table Manners: Meaning - Table Etiquettes in Multicultural Environment - Do's and Don'ts of Table Etiquettes.</p> <p>Dress Code: Meaning -Dress Code for Selected Occasions - Dress Code for an Interview - Personal Grooming and Branding Basics.</p> <p>Group Discussion: Meaning - Personality Traits Required for Group Discussion - Process of Group Discussion - Group Discussion Topics - Evaluation Rubric for GD Practice.</p> <p>Interview: Definition -Types of Interviews - Skills Required - Employer Expectations - Planning for the Interview - Interview Process - Interview Questions - Critical Interview Questions - STAR Technique for Behavioral Questions - Building a Video Resume - Using AI Tools for Resume & Mock Interview Practice.</p> <p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Personality tests (MBTI/Big Five), preparing a personal SWOT analysis, SMART goal-setting exercises, time management games, and self-reflection journaling. 2. Self-monitoring questionnaires, perception role-plays, attitude surveys, assertiveness practice sessions, and group activities on bias and behavior. 3. Team-building tasks, leadership style assessments, negotiation role-plays, conflict resolution case studies, and group problem-solving games. 	

4. Communication activities, digital etiquette practice, emotional intelligence self-tests, stress diary, relaxation techniques, and transactional role-plays.
5. Table etiquette demonstrations, dress code practice, LinkedIn profile building, mock group discussions with feedback, interview rehearsals using STAR technique, and creating a video resume.
6. Any other activities, which are relevant to the course.

Reference Books:

1. Barun K. Mitra – *Personality Development and Soft Skills*, Oxford University Press, New Delhi, 2011.
2. Dr. S. Narayana Rajan et al. – *Personality Development*, Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2010.
3. Dr. K. K. Ramachandran & Dr. K. K. Karthick – *From Campus to Corporate*, Macmillan Publishers India, New Delhi, 2010.
4. Dr. Shalini Verma – *Development of Life Skills and Professional Practice*, Sultan Chand & Sons, New Delhi, 2016.
5. Prof. M. S. Rao – *Soft Skills: Enhancing Employability and Career Growth*, I.K. International Publishing House, New Delhi, 2011.

Note: Latest edition of Reference books may be used.

Course of the Name : Statistics for Business Decision

Objectives: To familiarize the students with the fundamental tools of Statistics.

Pedagogy: Combination of classroom lectures, seminars, presentations, group discussion, case studies, filed studies, industrial visits and soft skills.

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Classification: Meaning, and Methods of Classification of Data,	2 Hrs	16 Hrs	Introduction
	Unit 2: Tabulation: Meaning, Parts of a Table - Simple problems, on Tabulation;	7 Hrs		Concepts
	Unit 3: Diagrammatic Presentation: Bar Diagrams - Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; TwoDimensional Diagrams - Pie Diagram.	7 Hrs		Concepts
Module 2	Unit 1: Measures of Central Tendency (Averages) - Meaning of Central Tendency - Arithmetic Mean: Definition	2 Hrs	16 Hrs	Introduction
	Unit 2: Properties, Merits and Demerits, problems on discrete & continuous series	7 Hrs		Concepts
	Unit 3: Median and Mode. problems on discrete & continuous series	7 Hrs		Concepts
Module 3	Unit 1: Measures of Dispersion: - Meaning ,importance	2 Hrs	16 Hrs	Introduction
	Unit 2: Absolute and Relative measures of dispersion	7 Hrs		Concepts
	Unit 3: Standard Deviation in Individual, Discrete and Continuous Series - Problems	7 Hrs		Concepts
Module 4	Unit 1: Correlation Analysis - Meaning,	2 Hrs	16 Hrs	Introduction
	Unit 2: Types of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Computation of Probable Error,	7 Hrs		Concepts
	Unit 3: Regression Analysis - Concept of Regression, Regression equations, Simple problems	7 Hrs		Concepts
Total			64 Hrs	

Skill Development:

1. Prepare table with data relating to your exam results.
2. Learn excel features and functions for preparing charts and tables

References:

1. SP Gupta, Statistical Methods, Sultan Chand
 2. SC Gupta, Business Statistics, HPH
 3. Sanchethi and Kapoor: Business Statistics, Business Statistics,
 4. University referred books.
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Course of the Name: Financial Management

Pedagogy: Classroom teaching, Tutorials and problem solving

Objectives: On successful completion of the course, the Students will able to

- To identify the goals of financial management.
- To apply the concepts of time value of money for financial decision making.
- To evaluate projects using capital budgeting techniques.
- To design optimum capital structure using EBIT and EPS analysis.
- To evaluate working capital effectiveness in an organization.

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Meaning of finance, Business finance, organization structure of financial department, Goals of financial management, Role of a financial manger	2 Hrs	16 Hrs	Introduction
	Unit 2: Time value of money, future value(single flow, annuity and uneven flow), present value(single flow, annuity and uneven flow) doubling period.	7 Hrs		Concepts
	Unit 3: Valuation of bonds, debentures and shares (Simple problems)	7 Hrs		Concepts
Module 2	Unit 1: types of financial decision, sources of long term finance,	2 Hrs	16 Hrs	Introduction
	Unit 2: capital structure, factors influencing capital structure, EBIT, EPS analysis, (simple problems)	7 Hrs		Concepts
	Unit 3: Determinants of dividend policy, types of dividend, bonus shares	7 Hrs		Concepts
Module 3	Unit 1: meaning and scope of capital budgeting,	2 Hrs	16 Hrs	Introduction
	Unit 2: payback period accounting rate of return meaning and simple problems.	7 Hrs		Concepts
	Unit 3: Net present value, Internal rate of return, Profitability index (simple problems)	7 Hrs		Concepts
Module 4	Unit 1: Concept of working capital, significance of adequate working capital	2 Hrs	16 Hrs	Introduction
	Unit 2: types of working capital, Determinants of working capital, Sources of working capital.	7 Hrs		Concepts
	Unit 3: Problems of Excess or inadequate working capital, Estimation of working capital (simple problems)	7 Hrs		Recent Trends
Total			64 Hrs	

References:

1. Prasanna Chandra, Financial Management, TMH SN IM Pandey, Financial Management. Vikas Publication.
 2. Maheshwari, Financial Management, Sultan Chand
 3. Khan and Jain, Financial Management, TMH
 4. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
 5. Dr. Aswathanarayana.T, Financial Management, VBH
 6. K.Venkataramana, Financial Management, SHBP
 7. G. Sudarshan Reddy, Financial Management, HPH
 8. Sharma and Shashi Gupta, Financial Management, Kalyani Publication
 9. Note: Latest edition of text books may be used.
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Course of the Name: Business Analytics

Pedagogy: Classroom lectures, Tutorials

Objectives: On successful completion of the course, the Students will able to

- Understand types of analytics and data models
- Understand the role of data indecision making, sources and types of Data.
- Ability to analyse data using different data analytic tools and draw inferences. Understand applied statistics for business problems.
- Demonstrate visualization of data.

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Introduction to Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics,	4 Hrs	16 Hrs	Introduction
	Unit 2: Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive,	5 Hrs		Concepts
	Unit 3: Application of Business analytics, Introduction to Data Science and Big Data.	7 Hrs		Concepts
Module 2	Unit 1: Sources of data, Use of Data in Decision making, Importance of data quality.	2 Hrs	16 Hrs	Introduction
	Unit 2: dealing with missing or incomplete data, Types of Digital Data Structured, Semi Structured, and Unstructured Data.	7 Hrs		Concepts
	Unit 3: Data warehouse, Data mining, Data Integration advantages, approaches of Data integration, Data profiling.	7 Hrs		Concepts
Module 3	Unit 1: Introduction to data analytics software	2 Hrs	16 Hrs	Introduction
	Unit 2: Types of data analytics software proprietary software. open source proprietary software.(theory only)	7 Hrs		Concepts
	Unit 3: Tools Used for Data Analytics- for business decision- application	7 Hrs		Concepts
Module 4	Unit 1: Introduction to Dimensions and measures.	2 Hrs	16 Hrs	Introduction
	Unit 2: Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart)	7 Hrs		Concepts
	Unit 3: Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)	7 Hrs		Recent Trends
Total			64 Hrs	

References:

1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee, Publisher: Sage Publication
 2. Business Analytics, U Dinesh Kumar, Publication: Wiley
 3. Business Analytics, R. Evans James, Publisher: Pearson
 4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley
 5. Business Analytics: Data Analysis and Decision Making, Albright and Winston published by Cengage Learning.
 6. Swain Scheps, Business Intelligence for Dummies.
 7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics
 8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data
 9. Seema Acharya RN Prasad, Fundamentals of Business Analytics, 2ed, Wile
-

Course of the Name : Financial Markets & Services

Outcome:

- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets

Pedagogy: Classroom lectures and Tutorials

Module	Unit	Teaching Hr	Total	Content
Module 1	Unit 1: Introduction of financial system, Features	2 Hrs	16 Hrs	Introduction
	Unit 2: An overview of financial market, Components Of Financial system, Structure	7 Hrs		Concepts
	Unit 3: Indian Financial System, History and Problems	7 Hrs		Concepts
Module 2	Unit 1: Overview of Financial Markets, Meaning	2 Hrs	16 Hrs	Introduction
	Unit 2: Money Markets and Money market instruments	7 Hrs		Concepts
	Unit 3: Capital Markets and Capital Market Instruments. Stock Market: Meaning & Functions	7 Hrs		Concepts
Module 3	Unit 1: Financial Services, Meaning, types	2 Hrs	16 Hrs	Introduction
	Unit 2: Merchant Banking, Venture capital & Types, Credit rating agencies	7 Hrs		Concepts
	Unit 3: Mutual funds, Types, Merits and demerits, AMC Functions	7 Hrs		Concepts
Module 4	Unit 1: Financial Instruments Meaning, Features	2 Hrs	16 Hrs	Introduction
	Unit 2: Objectives & Functions of ICICI, IDBI, IFCI	7 Hrs		Concepts
	Unit 3: Objectives & Functions of SFC, SIDBI, NIDC, EXIM Bank	7 Hrs		Recent Trends
Total			64 Hrs	

Skill Development:

1. Visit any financial institution and prepare report on its structure and functions.
2. Analyse credit rating of any 3 companies.
3. Collect information about BSE and NSE.
4. Identify the features of Indian Money Market.

References:

1. LM Bhole, Financial Institutions and Markets, McGraw Hill
2. Khan MY, Indian financial system, McGraw Hill
3. Guruswamy, S. Financial Services and system, McGraw Hill
4. Khan MY, Indian Financial System, Vikas Pub House.
5. E Gordon & K Natraj, Financial Markets and Services HPH


Registrar

Davangere University
Shivagangotri, Davangere



Chairman
Board of Studies
Institute of Management Studies
Davangere University
Shivagangotri, DAVANGERE-577007


ದೇನರು

ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ಸಿಲಾಬಸ್
ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-೦೭.

Name of the Program: Bachelor of Business Administration Course Code: BBA 4.7 Name of the Course: Computer Skills in Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	32 Hrs
Pedagogy: Classroom Lectures, Case Studies, Hands-on Lab Sessions, Demonstrations, Group Discussions, Problem-solving Tasks, Role Plays & Simulations, Mini Projects, Seminars, Quizzes & Self-Assessments, and Blended Learning (use of online tools, video tutorials, and learning platforms).		
Course Outcomes: On successful completion of the course, the Students will be able to		
a) Understand the basics of computer systems and operating environments. b) Create and format business documents and presentations using MS Office tools. c) Perform data entry, analysis, and visualization using spreadsheets. d) Communicate effectively using digital communication and collaboration tools. e) Demonstrate awareness of e-business models and cybersecurity practices.		
Syllabus:		Hours
Module No. 1: Basics of Computers and Operating Systems		05
a) Components of a Computer System: Input, Output, CPU, Storage Devices b) Types of Computers (Desktop, Laptop, Mobile Devices) c) Introduction to Operating Systems (Windows, Linux, macOS) d) File Management: Creating, Saving, Organizing Files and Folders e) Introduction to Cloud Storage (Google Drive, OneDrive) f) Computer Viruses, Anti-virus, and Safe Computing Practices		
Module No. 2: Office Productivity Tools – MS Word & MS PowerPoint		07
a) MS Word: Creating Business Documents, Formatting, Tables, Templates, Mail Merge b) MS PowerPoint: Creating Business Presentations, Slide Design, Charts, SmartArt, Animations c) Document Layout for Reports, Proposals, Letters, Circulars d) Practical Business Use Cases: Resumes, Letters, Proposals, Reports		
Module No. 3: Spreadsheet Applications – MS Excel		08
a) Basic Functions: SUM, AVERAGE, COUNT, IF, VLOOKUP, HLOOKUP b) Sorting, Filtering, and Formatting Data c) Charts and Graphs for Business Analysis d) Pivot Tables and Business Dashboards e) Practical Applications: Payroll, Budgeting, Sales Analysis		
Module No. 4: Digital Communication & Business Tools		06
a) Email Communication: Etiquette, Attachments, Signature, Group Emails b) Introduction to Collaboration Tools: Google Workspace (Docs, Sheets, Meet), Microsoft Teams, Zoom c) Digital Calendar, Task Management (Google Calendar, Trello, Notion) d) Basics of Online Forms and Surveys (Google Forms) e) Basics of Video Conferencing Tools: Scheduling, Screen Sharing, Recording		

Module 5: E-Business, Internet Usage & Cybersecurity	06
<ul style="list-style-type: none"> a) Introduction to E-Business and E-Commerce Platforms (Amazon, Flipkart, Shopify Basics) b) Digital Payments: UPI, Net Banking, Payment Gateways, Wallets c) Understanding Websites, URLs, Browsers, and Online Research d) Introduction to Cybersecurity: Password Safety, Phishing, Cyber Laws in India e) Importance of Data Privacy and Ethical Use of IT in Business 	
Skill Development Activities: <ul style="list-style-type: none"> 1. Prepare a formatted business report using MS Word. 2. Create a business presentation with charts and animations. 3. Analyze and visualize sales data using Excel with formulas and charts. 4. Conduct a mock online meeting with shared tasks via Google Meet or Zoom. 5. Design an online feedback form using Google Forms. 6. Simulate an e-commerce transaction and explain digital payment steps. 7. Quiz on cybersecurity and phishing detection. 8. Any other activities, which are relevant to the course. 	
Reference Books: <ul style="list-style-type: none"> 1. Ramesh Bangia - <i>Learning Computer Fundamentals, MS Office and Internet</i>, Khanna Publishing. 2. V. Rajaraman - <i>Introduction to Information Technology</i>, PHI Learning. 3. Ron Mansfield - <i>Working in Microsoft Office</i>, Tata McGraw-Hill. 4. Sanjay Saxena - <i>MS Office for Every One</i>, Vikas Publishing. 5. Douglas E. Comer - <i>The Internet Book</i>, Pearson Education. 6. Sushila Madan - <i>Introduction to Computers</i>, Taxmann Publications. 7. P.K. Sinha & P. Sinha - <i>Computer Fundamentals</i>, BPB Publications. 	
Note: Latest edition of Reference books may be used.	