

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE:5.1
NAME OF THE COURSE: BUSINESS ETHICS

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)Understanding of basic concepts in business ethics			
b)Effective functioning of ethics.			
c)Application of ethics in various functional areas.			
d)Ethical practices and unethical practices with examples			
Syllabus	Teaching hr	Hours	content
Module No. 1: Foundation to Business Ethics		16	
UNIT 1: Meaning of Ethics, Need & importance for Business Ethics	04		Introduction
UNIT 2: Ethics, values, features of business ethics, types, Factors influencing business ethics,	06		Concept
UNIT 3: Arguments for and against Business ethics, Scope of Business ethics, Business ethics in management discipline	06		Concept
Module No. 2. Theory and practice of ethics		16	
UNIT 1 : Introduction to ethical theories	04		Introduction
UNIT 2: Teleological Theory, Deontological theory, Natural Law, Virtue ethics-Aristotle's Nicomachien Ethics.	06		Concept
UNIT 3: code of conduct- meaning, importance, factors to be considered for code of conduct, essentials od code of conduct, Measures to improve ethical code of conduct.	06		Concept
Module No. 3: Ethics in functional areas		16	
UNIT 1: Introduction to ethics in finance, HRM, Marketing, Technology,	04		Introduction
UNIT 2: Ethical aspects in - Finance, HRM.	06		Concept
UNIT 3: Ethical Aspects in - Marketing, Technology, Research ethics	06		Concept


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ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರ ನಿರಾಯ
 ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
 ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-೦೨


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Module No. 4: Practice of Ethics and CSR		16	Introduction
UNIT 1: Introduction to unethical practices, Ethical dilemma	04		
UNIT 2: Scams and scandals-meaning, 2G Spectrum scam, Telgi Scam, Satyam Scam, Harshad Mehta Scam, Ketan Parekh Scam, Malya Scam, Latest Scams and scandals	06		Concept
UNIT 3: Corporate social responsibility-Meanings towards various stakeholders	06		Recent trends
Skill Developments Activities: 1. Differentiate between ethical and unethical practices in business with examples. 2. Examine the ethical practices of various marketing and finance companies. 3. Identify various and latest scams and scandals by various business firms. 4. Study the various CSR Initiatives any 5 companies.			
Text Books: 1. Business Ethics- Text and cases – CSV Murthi, HPH. 2. Business ethics and corporate governance – Riya Rupani , HPH. 3. Business Ethics – Text and cases from Indian perspectives – Ananda das gupta- Springer. 4. Business Ethics Essentials- Dr Ritika Mahajan -Vibrant Publishers 5. Business Ethics -BA Karunakara Reddy, Pushpa N, Archana MN, Vision Book House			
Note: Latest edition of text books may be used.			

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE: 5.2

NAME OF THE COURSE: RESEARCH METHODS FOR BUSINESS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
3 Credits	3 Hrs	64Hrs		
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.				
Course Outcomes: On successful completion Student will demonstrate				
a) Identify a specific business problem that requires using primary and secondary data, and research methods to solve.				
b) Evaluate the types of research needed to solve a specific problem.				
c) Analyze research results using appropriate technologies.				
d) Formulate research findings for a specific user and conduct research.				
e) Capable to make recommendations based on the study				
Syllabus		Teaching hr	Hours	content
Module No. 1: Introduction to Research:			16	
UNIT 1: Meaning and Definition – Objectives – Types of Research		04		Introduction
UNIT 2: Scope of Research – Research Approaches		06		Concept
UNIT 3: Characteristics of Scientific Method – Research Process.		06		Concept
Module No. 2: Research Design:			16	
UNIT 1: Research Design – Meaning – Need – Features.		04		Introduction
UNIT 2: Steps in Research – Problem Formulation – Statement of Research Objective.		06		Concept
UNIT 3: – Exploratory – Descriptive – Experimental Research. Features of a good research design.		06		Concept
Module No.3: Methods of Data Collection and Sampling Design:			16	
UNIT 1: Methods of Data Collection: Collection of primary data – collection of data through questionnaire – construction of a questionnaire – and schedules – secondary data, sources, Advantages and Disadvantages of primary and secondary data.		04		Introduction
UNIT 2: Sampling Design: Meaning – need – census and sample survey – sampling designs.		06		Concept


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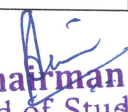
UNIT 3: probability sampling: simple random, systematic, stratified, cluster, area multistage, sequential sampling methods – non probability sampling: convenience, snowball, judgmental, case study, Quota sampling methods. Sample Size.	06		Concept
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Module No. 4: Data Analysis and Report Writing: UNIT 1: Data Analysis: Editing, Coding, Classification, Tabulation, Hypothesis Testing – types, Type I Error and Type II Error.	04	16	Introduction
UNIT 2: Report Writing: Writing Research Reports, Business and Academic Report Writing – steps - layout of the research report precautions while writing research reports.	06		Concept
UNIT 3: Contents – Bibliography Style.	06		Recent trends
Skill Developments Activities: 1. Illustrate primary and secondary data with examples 2. Illustrate different types of samples with examples 3. Construct a questionnaire for collection of primary data of a product or service 4. Interview – precautions – mock interview test			
Text Books: 1. Kothari C.R, Research Methodology , Vikas Publications 2. Divedi R, Research Methods in Behavior Science , Macmillan India Ltd. 3. Gupta S, Research Methodology and Statistical Techniques , Deep and Deep Publication 4. Krishnaswamy O.R, Research Methodology in Social Sciences , HPH. 5. Levin and Rubin, Statistics for Management , Prentice Hall of India, 6. S.N. Murthy, V. Bhojanna, Business Research Methods Excel Books 7. Sachdeva J.K, Business Research Methodology , HPH 8. Dr.Nishikant Jha, Research Methodology , HPH. Note: Latest edition of text books may be used.			

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE:5.3
NAME OF THE COURSE: INTERNATIONAL BUSINESS

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 concept of International Business.				
b) Differentiate the Internal and External International Business Environment.				
c) Understand the difference MNC and TNC				
4) Understand the role of International Organizations in International Business.				
e) Understand international operations				
Syllabus		Teaching hr	Hours	content
Module No. 1: Introduction to International Business.		04	16	Introduction
UNIT 1: Meaning and definition of international business.				
UNIT 2: Need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.		06		Concept
UNIT 3: 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, Mergers and Acquisition, Strategic alliance, Counter Trade		06		Concept
Module No. 2: International Business Environment.		04	16	Introduction
UNIT 1: Overview, Internal and External environment.				
UNIT 2: a brief on Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		06		Concept
UNIT 3: Foreign investments meaning. FDI and FPI- brief explanation and Difference between FDI and FPI. Foreign Exchange Management- foreign exchange operations and rates.		06		Concept


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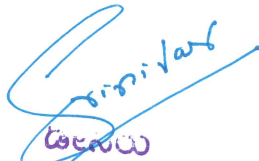
Module No.3: Globalization UNIT 1: Meaning, features.	04	16	Introduction
UNIT 2: essential conditions favoring globalization, advantages of globalization, challenges to globalization	06		Concept
UNIT 3: MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.	06		Concept
Module No. 4: International organizations UNIT 1: Organizations Supporting International Business.	04	16	Introduction
UNIT 2: Meaning, Objectives and functions of IMF, WTO, GATT, GATS.	06		Concept
UNIT 3 : International Operations Management Global Supply Chain Management- Global sourcing, International Logistics, International HRM Staffing policy.	06		Recent trends
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. List any 20 Foreign companies operating in India and vice versa. 2. List 10 Foreign companies and their subsidiaries in India. 3. List 10 foreign currencies traded in international market. 4. Write the exchange rates of USD, Pound, Yen, Dinar, Frank with Indian Rupees. 			
<p>Text Books:</p> <ol style="list-style-type: none"> 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, Himalaya Publishing House (HPH). 4. Sumati Varma. (2013). International Business (1st ed.), Pearson. 5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi. 6. K. Aswath Appa. (2017). International Business, McGraw Hill Education. (New Addition) 7. Justin Paul. (2013). International Business, Prentice Hall of India. <p>Note: Latest edition of text books may be used.</p>			

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

COURSE CODE: BBA 5.4

NAME OF THE COURSE: CONSUMER BEHAVIOUR AND ADVERTISING

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) Understanding of consumer behaviour towards products, brands and services.			
b) Establish the relevance of consumer behaviour theories and concepts to marketing decisions			
c) Implement appropriate combination of theories and concepts.			
d) Basic concepts of advertising and measuring its effectiveness.			
Syllabus	Teaching hr	Hours	content
Module No. 1: Introduction to CB		16	
UNIT 1: Meaning and definition of consumer behaviour.	04		Introduction
UNIT 2: Consumer v/s customer, need to study consumer behaviour, segmentation, targeting, positioning (STP analysis)	06		Concept
UNIT 3: Understanding consumer through research process, factors influencing consumer behaviour (internal external influence)	06		Concept
Module No. 2: Consumer decision making process.		16	
UNIT 1 : Meaning of consumer decision making, and opinion leadership	04		Introduction
UNIT 2: Dynamics of opinion leadership, types of reference groups, diffusion and adoption process	06		Concept
UNIT 3: Levels of consumer decision making, models of consumer decision making (traditional and contemporary models)	06		Concept
Module No. 3: CB in digital Era and consumerism		16	
UNIT 1: Meaning and Definition of CRM & ECRM, concept of consumer satisfaction	04		Introduction
UNIT 2: Types of CRM, importance and tools of E - CRM, difference between E- CRM and relationship marketing	06		Concept


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UNIT 3: Reasons for growth of consumerism in India, source of consumer satisfaction, online buying behaviour v/s industrial buying behaviour, brand equity and attribution theory	06		Concept
Module No. 4: Advertising and Media management UNIT 1: Introduction, Meaning of advertising, Media management	04	16	Introduction
UNIT 2: Elements of IMC, ethics in advertising, AIDA model, concept of DAGMAR in setting objectives	06		Concept
UNIT 3: stages of evaluation of advertising effectiveness, (pre-testing and post testing) advertising media types, and its merits demerits	06		Recent trends
Skill Developments Activities: 1. Apply the factors influencing consumer behaviour with an example of your own example 2. collect information on behaviour of consumer at an unorganized retail outlet 3. collect feedback on customer satisfaction of online shopping 4. write a report on the marketing problem faced by an organisation of your own choice 5. prepare a questionnaire to conduct consumer survey to assets the important factor that motivate their purchases like mobile, and bags			
Text Books: 1. schiffman kanuk and S Ramesh Kumar (Pearson) 2. Consumer behaviour Angel Blackwell and miniard 3. Consumer behaviour in Indian perspective by suja R Nair (Himalaya) 4. consumer behaviour in India PC Jain and Monika bhutt (Sultan chand) 5. Anita Ghatak consumer behaviour (DK agencies) 6. Consumer behaviour Thakur publications Dr N Kiran Kumar, Dr M Prasanna KR			

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

COURSE CODE: BBA 5.5

NAME OF THE COURSE: STRATEGIC FINANCIAL MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, tutorials, Problem Solving, Group discussion, Seminar, Case studies.				
Course Outcomes: On successful completion Student will demonstrate				
a) To understand the role of financial policy and corporate strategy				
b) To develop analytical skills in capital structure, cost of capital and dividend decisions				
c) To apply risk analysis and performance measurement techniques				
d) To evaluate merger and acquisition decisions				
Syllabus	Teaching hr	Hours	content	
Module No. 1: Financial Policy and Corporate Strategy	04	16	Introduction	
UNIT 1: Meaning of Strategic Financial Management, Objectives of SFM and Importance of Strategic Financial Management	06		Concept & Problems	
UNIT 2: Strategic Financial Decisions: Investment Decisions – Financing Decisions – Dividend Decisions, Role of CFO.	06		Concept & Problems	
UNIT 3: Startup Finance: Concept of Startups – Features of Startup Finance – Sources of Startup Finance – Venture Capital and Angel Funding – Financial Issues in Startups.	06		Concept & Problems	
Module No. 2: Capital Structure, Cost of Capital and Dividend Decisions	04	16	Concept & Problems	
UNIT 1: Capital Structure: Meaning and Definition, Capital Structure Theories- NI Approach, NOI Approach, Traditional Approach and MM Hypothesis. (Simple Problems only on NI & NOI Approaches)	06		Concept & Problems	
UNIT 2: Cost of Capital: Meaning and Definition, Cost of Debentures, Cost of Preference Shares, Cost of Equity Shares and WACC (Simple Problems)	06		Concept	
UNIT 3: Dividend Decision: Meaning, Determinants of Dividend Policy, Theories of Dividend- Walter's and Gordon's Theories (Simple Problem) MM Hypothesis (Only concept)	06			
Module No. 3: Risk Analysis and Strategic Performance	04		Introduction	
UNIT 1: Meaning of Risk, Types of Risk, Risk and				


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Uncertainty		16	
UNIT 2: Risk Analysis Techniques- RADR, CEC, Sensitivity Analysis, Probability Analysis, Standard Deviation, Co-efficient of Variation (Problems)	06		Concept & problems
UNIT 3: Strategic Performance Measurement- Meaning, Balanced Scorecard – Financial Perspective, Du Pont Analysis (Simple problems)	06		Concept & problems
Module No. 4: Mergers, Acquisitions and Valuation UNIT 1: Meaning, Types of Mergers, Motives of Merger, Purchase Consideration (Problems on Net Asset Method only)	04	16	Introduction, Concept & Problems
UNIT 2: Share Exchange Ratio, P/E Ratio, Post Merger- EPS, MPS and Market Capitalization (Simple problems)	06		Concept & problems
UNIT 3: Valuation of Goodwill – Meaning and Need for Valuation – Methods of Valuation of Goodwill: Average Profit Method, Super Profit Method and Capitalization Method – Computation and Problems	06		Concept & problems
Skill Developments Activities: 1. Solving valuation and merger related numerical problems 2. Case study analysis on startup finance and mergers 3. Group discussion on strategic financial decisions 4. Presentation on performance analysis techniques			
Text Books: 1. I M. Pandey, <i>Financial Management</i> , Vikas Publications, New Delhi. 2. Abrish Gupta, <i>Financial Management</i> , Pearson Education, New Delhi. 3. Khan and Jain, <i>Basic Financial Management</i> , Tata McGraw-Hill, New Delhi. 4. S. N. Maheshwari, <i>Principles of Financial Management</i> , Sultan Chand & Sons, New Delhi. 5. Chandra and Chandra D. Bose, <i>Fundamentals of Financial Management</i> , PHI Learning, New Delhi. 6. B. Mariyappa, <i>Advanced Financial Management</i> , Himalaya Publishing House, New Delhi. 7. Ravi M. Kishore, <i>Financial Management</i> , Taxmann Publications, New Delhi. 8. Prasanna Chandra, <i>Financial Management: Theory and Practice</i> , Tata McGraw-Hill, New Delhi. Note: Latest edition of text books may be used.			

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE:5.6

NAME OF THE COURSE: COMPENSATION AND PERFORMANCE 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) Understanding of the practical HR formats				
b) Knowledge on Corporate Hr strategy practices				
c) Ideas about Statutory compliances at present				
d) Understanding about labour laws practice				
Syllabus		Teaching hr	Hours	content
Module No. 1: Basics of Compensation			16	
UNIT 1: Meaning of compensation, primary and secondary objectives of compensation, general breakup of the components of compensation, compensation types: financial and nonfinancial.		04		Introduction
UNIT 2: 3p concept, implementation of 3p salary model, compensation as retention strategy, difference between wages and salary and honorarium, Internal and external factors affecting compensation, employer benefits and employer costs for ESOP.		06		Concept
UNIT 3: Meaning of Attrition rate, Total revenue per employee, ROI for training, retention rate, employee engagement, DA meaning, calculation Basis for compensation fixation, Meaning of Social security: ESIC, EPF. Compensation strategy Importance, short term and long-term incentives types.		06		Concept
Module No. 2: Job Evaluation			16	
UNIT 1: Meaning and definition of Job evaluation objectives, job evaluation methods, concepts of factor evaluation system.		04		Introduction
UNIT 2: Using FED to determine job worth, steps in FED process, major decisions in job evaluation. Give the difference between skilled unskilled and semi-skilled manpower.,		06		Concept


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UNIT 3: factors affecting job evaluation, advantages and disadvantages of job evaluation, significance of job evaluation, specimen copy of job evaluation with hypothetical figures and facts.	06		Concept
Module No. 3: Wages and Salary Administration UNIT 1: Meaning and Definition of wages, theories of wages, effect of various labour laws on wages, preparation of pay roll or muster roll with specimen copy (including all the statutory deduction with ESIC,EPF,PT,TDS).	04	16	Introduction
UNIT 2 components of wages: basic wages, overtime wages, Time rate wages, efficiency-based wages, different types of allowances paid to employees in present corporate world.	06		Concept
UNIT 3: Rewards and incentives: Meaning definition, objectives, significance, types, Regulator bodies for compensation management 1st pay commission to 6th pay commission. Fringe benefits, types with examples, reimbursement types of reimbursement. Executive compensation plan and package at corporates: features, basic tools ,compensable factors.	06		Concept
Module No. 4: Performance Management UNIT1: Introduction, Meaning, objectives, significance, ethics in performance appraisals.	04	16	Introduction
UNIT 2: performance appraisals: methods, importance, draw backs,360degree appraisals difference between performance management and performance appraisal	06		Concept
UNIT 3: issues in performance management, learning organisation, virtual teams handling performance management, role of line managers in performance management, challenges of linking performance and reward for skilled and unskilled man power.	06		Recent trends
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Draft the pay roll with imaginary figures by considering these elements basic +hra+ allowances =gross - esic -epf - pt- tds,=take home , employer esic ,epf contribution includes etc 2.Draft the performance appraisals form for skilled unskilled and semi skilled man power. 3.Draft the specimen copy of Job description and job specification for minimum 5 designation. 4.Draft the specimen copy of offer letter, appointment letter, tendered resignation letter, exit interview form, reference check form. 			

Text Books:

1.Compensation Management: vsp Rao

2.Compensation and performance management , Dr Nidhi Arora,Dr.Lubna Ambreen,Thakur Publications Pvt.Ltd.

3.Compensation and performance management, Dr HK Manjula,Dr Priyanka Sharma,Dr.Divyesh Kumar,Vision Book House

4.Susan L. Verhulst, David A. DeCenzo, Promila Agarwal

5.Compensation Management by Dinesh N., H.K. Manjula & Priyanka Sharma – Himalaya Publishing House.

6.Author: Dipak Kumar Bhattacharyya

Note: Latest edition of text books may be used and current affairs.



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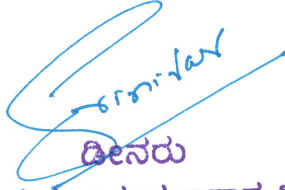
COURSE CODE: 5.7

NAME OF THE COURSE: DIGITAL SKILLS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours	
2 Credits	2Hrs	32 Hrs	
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion Student will demonstrate a) The student will know about the applications of IT in business b) Information system focuses on bridging technology with business needs, enabling students to analyze, design, manage information system to support organizational goals. c) Understand the basic concepts of Database management system			
Syllabus		Teaching hr	Hour
Module No. 1: Information Technology Information Technology Basics - Information definition, Meaning of Data and information - Difference between data and information - Prerequisites of Information- need for Information - components of information Technology - Application of IT in Business & Industry, Home, Education & Training,		10	
Module No. 2: Information System: Introduction to Information System, Need for Information System, Subsystem Of Information System- Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		12	
Module No. 3: Data Base Management System Introduction to Database Management System, Objectives of DBMS, Evolution of Database Management System, Classification of Database Management System. DBMS Approach, Advantage of DBMS, Data Models, Components of Database System, Database Architecture, File Based System in DBMS. Drawbacks of File-Based System.		10	32
Skill Developments Activities: 1. Role of Information system in libraries and Information system 2. Creating database tables in MS Access and Entering Data 3. Latest Trends in Information Technology			

Text Books:

1. Uma Gupta, "Information Systems - Success in 21st Century", Prentice Hall of India, 2000.
2. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
3. Introduction to Database Systems, CJ Date, Pearson
4. Database Management Systems, Raghu rama Krishnan, Johannes Gehrke, TATA Mc Graw Hill 3rd Edition.
5. The Database Systems -The Complete Book, H G Molina, J D Ullman, J Widom Pearson
6. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
7. Fundamentals of Database Systems, Elmasri Navrate Pearson Education


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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE:6.1

NAME OF THE COURSE: STRATEGIC MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours		
4 Credits	4 Hrs	64 Hrs		
Pedagogy: Classrooms lecture, Group discussion, Seminar, Case studies, Group projects, role plays, and simulation exercises.				
Course Outcomes: On successful completion Student will demonstrate				
a) The student will be able to describe and Identify the application of Strategic management in managing and developing a Business Organization,				
b) The student will be able to describe and explain in her/his own words, the relevance and importance of Strategic Management in managing and developing an Organization,				
c)The student will be able to understand the Conceptual Framework of Strategic Management				
d)The student will be able to apply and solve the workplace problems involving in International strategic management issues,				
e) Students will develop analytical skills to assess business environments, formulate strategies, and evaluate their effectiveness.				
Syllabus		Teaching hours	Total Hours	content
Module No. 1: Introduction to Strategic Management		04	16	Introduction
UNIT1: Concept and Nature of Strategic Management- Definition, scope, importance. Levels of strategy: corporate, business, functional				
UNIT 2: Strategic Intent and Vision - Mission, vision, objectives, goals. Hierarchy of objectives.		06		Concept
UNIT 3: Strategic Decision-Making -Characteristics of strategic decisions. Role of top management in strategy formulation		06		Concept
Module No. 2: Environmental and Organizational Analysis		04	16	Introduction
UNIT 1: External Environment Analysis PESTEL framework. Porter's Five Forces model.				
UNIT 2: Internal Environment Analysis- Resource-based view (RBV). Structural View (SV) and Value chain analysis.		06		Concept
UNIT 3: SWOT and Competitive Advantage SWOT/TOWS matrix. Core competencies and distinctive capabilities		06		Concept
Module No.3: Strategy Formulation		04	16	Introduction
UNIT1: Corporate- Level Strategies- Growth, stability, retrenchment strategies. Diversification and portfolio analysis (BCG matrix, GE model).				

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

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Registrar

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UNIT 2: Business-Level Strategies- · Cost leadership, differentiation, focus strategies. Competitive dynamics	06		Concept
UNIT 3: Functional Strategies - Marketing, financial, HR, and R&D strategies. Aligning functional strategies with corporate goals	06		Concept
Module No. 4: Strategy Implementation and Evaluation UNIT 1: Strategy Implementation - Structure, systems, and leadership in implementation. McKinsey 7S framework	04	16	Introduction
UNIT 2: Strategic Change and Innovation - Managing resistance to change. Innovation and strategic renewal	06		Concept
UNIT 3 : Strategy Evaluation and Control Balanced Scorecard. Strategic Audit and performance metrics. ETOP module profiling.	06		Concept and Emerging trends
<p>Skill Developments Activities:</p> <p>1..PESTEL Workshop: Teams conduct a PESTEL analysis of a chosen industry (e.g., FMCG, IT).</p> <p>2..SWOT Competition: Groups prepare SWOT matrices for different companies and present competitive advantages.</p> <p>3..Simulation Exercise: Use business simulation software or mock scenarios to analyze external forces.</p> <p>4..BCG Matrix Project: Students classify products of a company into Stars, Cash Cows, Dogs, and Question Marks.</p> <p>5..Business Strategy Game: Teams design strategies (cost leadership, differentiation, focus) for a hypothetical startup. And Functional Strategy Mapping: Students align marketing, HR, and finance strategies with overall corporate goals.</p>			
<p>Text Books:</p> <p>1..Strategic Management & Business Policy (CCSU/MSU BBA 6th Semester) <i>By Dr. Meenakshi Sharma & Ajay Kumar Varshney</i> – Tailored for BBA syllabi, concise explanations, and case studies relevant to Indian context.</p> <p>2..Strategic Management (4th Edition) <i>By Azhar Kazmi</i> – Widely used in Indian universities, strong coverage of corporate, business, and functional strategies with Indian case studies.</p> <p>3..NEERAJ IGNOU MBA Strategic Management (MMPC 012) <i>By Neeraj Publications</i> – Useful for structured notes, exam preparation, and simplified explanations.</p> <p>Note: Latest edition of text books may be used.</p>			

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

COURSE CODE: 6.2

NAME OF THE COURSE: TAXATION 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 Tax system in India			
b) Understand Residential Status and Tax Incidence			
c) Simple Understanding of calculation of Income from salary, house property, Capital Gains, Business and Profession.			
d) Understand the "GST" – calculating tax and managing compliance.			
Syllabus	Teaching hr	Hours	content
Module No. 1: Introduction Tax system in India UNIT 1: Meaning and types of taxes in India.	04	16	Introduction
UNIT 2: Meaning of Assessee, person, Income, Assessment year, Residential status and Tax Incidence. Problems on residential status and Tax incidence.	06		Concept
UNIT 3: Meaning of salary, allowances and Perquisites. Calculation of Income from Salary with DA, HRA, Children Education Allowance, Furnished accommodation.	06		Concept
Module No. 2: Heads of Income UNIT 1: Income from House Property, Determination of Annual value.	04	16	Introduction
UNIT 2: Meaning of business and profession. Allowed expenses and Disallowed expenses and losses. Calculation of Income from Business and Profession	06		Concept
UNIT 3: Meaning of Capital gains, short term and long term gains. E-filing of Income tax procedure.	06		Concept
Module No. 3 : GST Fundamentals & Framework UNIT 1 : The GST Structure: Understanding the triple-tax structure: CGST (Central), SGST (State), and IGST (Integrated).	04	16	Introduction

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UNIT 2 : GST Application: Scope of Supply: Defining what counts as a taxable event (Sale, Transfer, Barter, etc.) and what is exempt from GST. Returns & Documentation: A brief look at Tax Invoices and the timeline for filing monthly/annual returns.	06		Concept
UNIT 3: Registration: Who needs to register for GST and the basic process for a business to get a GSTIN.	06		Concept
Module No. 4: GST Application & Computation UNIT 1: Determining Value: How to find the "Taxable Value" of a product or service (Time, Place, and Value of Supply).	04	16	Introduction
UNIT 2: Input Tax Credit (ITC): concept—how businesses deduct the tax they already paid on purchases from the tax they collect on sales.	06		Concept
UNIT 3 :Calculating Liability: Practical Problems on finding the Net GST payable to the government.	06		Recent trends
Skill Developments Activities: 1. Collect a copy of Income tax filed by a salaried employee 2. Write down various tax slabs for current year. 3. Search Input tax paid copy of business firm. 4. Collect 4 bills containing GST and analyse various types of GST.			
Text Books: 1. Books for Reference: 1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education 2. Datey, V S, 'Direct and Indirect Taxes', Taxmann Publications. 3. Hiregange et al, "Indirect Taxes:, Puliani and Puliani. 4. Haldia, Arpit, "GST Made Easy", Taxmann Publications. 5. Chaudhary, Dalmia, Girdharwal, "GST - A Practical Approach", Taxmann			

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE: 6.3

NAME OF THE COURSE: ENTREPRENEURSHIP & START-UP 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) Explain the concept, nature and importance of entrepreneurship. b) Identify and evaluate business opportunities using analytical tools c) Prepare a basic business/start-up plan. d) Understand legal, financial, marketing and growth challenges of start-ups.			
Syllabus	Teaching Hours	Total Hours	Content
Module No. 1: Introduction To Entrepreneurship UNIT 1: Meaning, Concept, Nature, Scope, Need and Evolution of Entrepreneurship.	04	16	Introduction
UNIT 2: Entrepreneurial Traits, Competencies, Types of Entrepreneurs. Women Entrepreneur: – Meaning, Role and Problems of Women Entrepreneur. Entrepreneur, Intrapreneur and Ontrepeneur:-Meaning, Entrepreneur Vs Intrapreneur	06		Concept
UNIT 3: Role of Entrepreneurship in Economic Development, Entrepreneurship in India, Barriers to Entrepreneurship, Support System to Entrepreneurship- (Financial institutions and Government Schemes)	06		Overview
Module No. 2: Opportunity Identification & Business Models Unit 1: Meaning and Definition of Creativity and Innovation, Sources Of Business Ideas, Idea Generation Techniques - Brain Stroming, Problem Identification, Observation Method, Scamper Technique, Mind Mapping and Trend Analysis.	04	16	Concept


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UNIT 2: Concept of Environmental Scanning: - Internal and External Business Environment, Market Opportunity Analysis, SWOT Analysis, Application of SWOT Analysis.	6		Analysis
UNIT 3: Business Model Concept, Business Model Canvas (Nine Building Blocks of BMC), Detailed Study of Value Proposition and Feasibility Analysis (Technical, Market, Financial and Operational)	6		Application
Module No. 3: Start-Up Planning & Legal Framework UNIT 1: Meaning, Definition and Concept of Start-Up, Importance of Business Plan, Components of Business Plan.	04	16	Concept
UNIT 2: Forms of Business Ownership: – Sole Proprietorship, Partnership, LLP, Private Limited Company - Features , Advantages And Limitations	06		Comparison
UNIT 3: Basics of Business Registration: - Importance, Documents Required for Registration. Startup India:- Concept, Objective and Benefits. MSME: - Classification, Objectives, Importance, Intellectual Property Right: – Meaning and Types.	06		Overview
Module No. 4: Financing, Marketing & Growth of Start-Ups Unit 1: Sources of Finance: - Internal Vs External Source, Bootstrapping: - Concept, Angel Investors and Venture Capital:- Meaning, Features, Advantages and Limitations. Break-Even Analysis: - Meaning and Concept.	04	16	Concept
UNIT 2: Marketing Concept, Marketing Mix, Digital Marketing Basics-(Social Media Marketing, Online Marketing And Website Presence)	06		Concept
Unit 3: Growth Strategies, Scaling challenges, Sustainability and Exit Strategies	06		Overview
Skill Developments Activities: 1. Assess yourself on entrepreneurial traits . Write down any 5 traits that you possess 2.Draft / formulate a business model canvas for any business of your choice 3.Prepare a SWOT analysis for any small business 4.Draft a simple Business plan outline for your idea			

5. Prepare a marketing Mix for a new product
6. List the challenges a start up may face while growing

Text Books:

1. Hisrich, Peters & Shepherd – Entrepreneurship
2. Poornima M. Charantimath – Entrepreneurship Development & Small Business Enterprises
3. Vasant Desai – Entrepreneurship and Small Business Management
4. Eric Ries – The Lean Startup
5. Osterwalder & Pigneur – Business Model Generation

Note: The latest edition of textbooks may be used.



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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE: 6.4
NAME OF THE COURSE: DIGITAL MARKETING

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) Gain Knowledge on Digital Marketing, Email Marketing, Content marketing				
b) Search engine optimization tools				
c) Learning on social media marketing and web analytics				
d) Learn YouTube advertising and conversations				
Syllabus		Teaching hr	Hours	content
Module No.1: Introduction to Digital Marketing			16	
UNIT 1: Meaning of Digital Marketing, Need, Digital Marketing Platforms. DM to Students, Professionals and Business		04		Introduction
UNIT 2: Email Marketing-Meaning Importance, Email Marketing platforms, Creating E-Mailers, Contact Management & Segmentation Strategy. E mail deliverability, Tracking E-mails, Creating E mail Content Effectively, Marketing Email Designs.		06		Concept
UNIT 3: Content Marketing: Meaning, Generating Content Ideas, Planning long term content Strategy, Building Content creation Framework, Becoming a effective writer, value addition through repurposing, Measure ,Analyze and Promotion of content.		06		Concept
Module No. 2: Search Engine optimization			16	
UNIT 1: Meaning and importance, Growth in recent years.		04		Introduction
UNIT 2: Ecosystem of search engines, kinds of traffic, keyword research & analysis (free and paid tool, extensions), Recent google updates and addons, off page optimization.		06		Concept
UNIT 3: SEO Tools: Google web master tools, Site map creators, browser based analytical tools, Page rank tools, pinging and indexing tools, Deadlink identification tools, open site explorer, domain information, 'who is' tool, Quick sprout, Google my business.		06		Concept
Module No. 3: Social media marketing and Web analytics			16	
UNIT 1: Meaning of Facebook marketing, Twitter		04		Introduction

marketing, LinkedIn marketing, Google plus marketing, YouTube marketing, Pinterest marketing, Snapchat Marketing, Instagram Marketing.			
UNIT 2 :Social Media Automation Tools, Social Media Ad Spaces, ROI on SMM, Tols and Dashboards, Reputation Management.	06		Concept
UNIT 3: Web Analytics: Need & Importance, Introducing Google analytics, Google Analytics Layout, Basic Reporting, Basic Campaign and Conversation Tracking, Google tag Manager, Social Media Analytics, Social CRM & Analytics, Other web analytics tool, Common Mistakes that Analyst Make.	06		Concept
Module No. 4: You Tube Advertising and conversations UNIT 1: Introduction, Meaning, Importance	04	16	Introduction
UNIT 2: Creating YouTube campaigns, choosing Audience for video ads, Instream ads, Invideo ads, Insearch ads, In display ads, Measuring YouTube ad performance,	06		Concept
UNIT 3 : Drive leads & sales from YouTube ad conversations, understanding conversation tracking, types of conversations, setting up conversation tracking, optimizing conversations, tracking offline conversations, Analyzing conversation data, conversation optimizer.	06		Recent trends
Skill Developments Activities: 1. Explain key digital marketing needs for business success? 2.Explain the concept of digital media and its benefits? 3.Explain the features of CRM & Customer retention Programmes? 4.Explain the ways to limit marketing materials available through emails?			
Text Books: 1. Understanding digital Marketing, Marketing Strategies for engaging digital generation: Damian ryan, calvin jones 2. The art of digital Marketing, Effective guide to creating strategy: Ian Dodson 3.Internet marketing : a Practical approach ,Alen Charlesworth 4.Digital Marketing ,Dr sharanya M,niha asif,Shruthi Mohan, Vision Book house. 5.Digital marketing,Dr Shikha Mittal,Dr.Neha Sharma, Thakur Publications. Note: Latest edition of text books may be used.			


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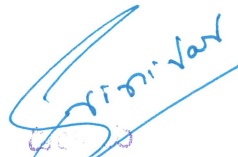

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ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
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NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE: 6.5
NAME OF THE COURSE:- SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT

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				
<p>A. To provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment</p> <p>B. Remember the concepts of risk and return, bonds and their valuation, technical and fundamental analysis, asset pricing and risk return of portfolio.</p> <p>C. To provide a sound theoretical base with examples and references related to the Indian financial system.</p> <p>D. Analyze the outcomes of evaluation to choose the best return risk asset, change in bond price based on changes in interest rate etc., execute buy and sell transactions based on fundamentals and trends in the respective asset and compare the risk return ratios of various assets and portfolios so as to choose the optimal portfolio.</p>				
Syllabus		Teaching Hours	Total Hours	Content
Module No. 1:- INVESTMENT AND SECURITIES MARKETS		04	16	Introduction
UNIT 1: - Investment – Meaning – Nature and scope of Investment – Investment vs Speculation				
UNIT 2: - Type of Investors – Investment Avenue – Factors influencing the investment choice.		06		Concept
UNIT 3: - Portfolio Management: Meaning and significance, Active Vs Passive portfolio management –Strategic Vs Tactical asset allocation – factors affecting investment decisions in Portfolio management.		06		Concept
Module No. 2:- VALUATION OF SECURITIES.		04	16	Introduction
UNIT 1:- Bond : Introduction – Reasons for issuing Bonds – Features of Bond				
UNIT 2:- Types of Bonds – Determinants of Bond safety – Bond prices, Yields and Interest Rates – Measuring Price Volatility of Bonds – Maturity Duration and Modified Duration		06		Concept

UNIT 3:- Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to call – Concept of Present Value – Equity Share Valuation Models.	06		Concept
Module No. 3 :- FUNDAMENTAL ANALYSIS AND TECHNICAL ANALYSIS UNIT 1:- Fundamental Analysis: Objectives - Economic Analysis - Industry Analysis – Company Analysis.	04	16	Introduction
UNIT 2:- Technical Analysis: Meaning – Assumptions – Pros and cons of technical analysis – Difference between Fundamental analysis and Technical Analysis	06		Concept
UNIT 3:- Dow theory – Type of Charts – Chart Patterns -Trend Analysis – Support Line and Resistance Line – Volume analysis – Indicators and Oscillators – Simple Moving Average – Super trend signals and volume chart – Relative Strength Index – Bollinger Band Elliott Wave Theory.	06		Concept
Module No. 4: - PORTFOLIO PERFORMANCE EVALUATION AND EFFICIENT MARKET HYPOTHESIS UNIT 1:- Portfolio performance evaluation: Meaning – Need for Evaluation – Methods of Calculating Portfolio return	04	16	Introduction
UNIT 2:- Sharpe Ratio – Treynor’s Ratio – Jensen’s Different Returns – Portfolio Revision – Need for Portfolio Revision – Formula Plans.	06		Concept
UNIT 3:- Efficient Market Hypothesis - Markowitz’s Model, theory, Arbitrage pricing theory - Sharpe Single Index Portfolio selection method - Capital Asset Pricing model.	06		Recent trends
Skill Developments Activities: -			
<p>A. Identify different investment avenues (Equity, Bonds, Mutual Funds, Gold) and observe daily movements of Sensex and Nifty</p> <p>B. Analyze macro-economic indicators, Conduct industry analysis and Analytical and interpretative skills</p> <p>C. Study line, bar and candlestick charts along with identify support and resistance levels Use indicators like: - Moving Averages, MACD</p> <p>D. Understanding of investment performance, construct a diversified portfolio using Markowitz’s Model and Apply Sharpe’s Single Index Model for portfolio selection</p>			



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Text Books:

1. Prasanna Chandra (2021), "Security Analysis and Portfolio Management", 6th edition, McGraw Hill, Noida, UP.
2. Rustagi R.P. (2022), "Security Analysis and Portfolio Management", 5th edition, Sultan Chand & Sons, New Delhi.
3. Bhalla.V.K. (2019), "Investment Management" 19th edition, S. Chand & Sons, New Delhi.
4. Reilly, F. K. & Brown, K.C. (2012) Analysis of Investments and Management of Portfolios, (12th edition), Cengage India Pvt. Ltd.
5. Chandra, P., "Investment Analysis & Portfolio Management",
6. Sharpe, William F, Gordon J Alexander and J.V.Bailly: Investments, Prentice Hall of India, New Delhi

Note: Latest edition of text books may be used.

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)
COURSE CODE:6.6

NAME OF THE COURSE: TRAINING AND DEVELOPMENT

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 Principles of learning and training process of in an organization.			
b) Understand the Technology implication on training and training evaluation methods.			
c) Understand the development Role, purpose, stages, impact of globalization and soft skills of personal development.			
d) Understand the management development factors, process and challenges in implementing.			
Syllabus	Teaching hr	Hours	content
Module No. 1: Introduction of Training		16	
UNIT 1: Meaning and Definition of Training Need and purpose for Training.	04		Introduction
UNIT 2: Importance of training – Objectives of Training – advantages of training programs in organization-Steps in training programs.	06		Concept
UNIT 3: Training Policy - Training for different employees – Principles of learning and training- Training methods with suitable examples. Induction and orientation.	06		Concept
Module No. 2: Technology implication		16	
UNIT 1: Meaning and definition Technology in training. Benefits of Technology in training.	04		Introduction
UNIT 2: Instructor led online courses – Self paced courses – Blended learning - Corporate training- Online training platforms	06		Concept
UNIT 3: Social and micro learning - Gamification in learning - Training evaluation – Retraining Steps. Technical, Digital & Future-Ready Skills.	06		Concept
Module No. 3: Introduction about Development		16	
UNIT 1 : Meaning and Definition of Development. Role of HRD	04		Introduction


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ಶಿವಗಂಗೋತ್ರಿ, ದಾವಣಗೆರೆ-02


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UNIT 2 : Importance of development – Scope of development Management development – Purpose and Objectives.	06		Concept
UNIT 3: Knowledge management-Knowledge resources- – Stages – Components – Factors inhibiting development. Impact of globalization of human resource development. Soft skills for personal development.	06		Concept
Module No. 4: Coaching and Counselling Meaning and definition Coaching and Counselling. Significance of Coaching and Counselling.	04	16	Introduction
UNIT 2: Core Skills and Techniques– Management Syndicate – Incident process. Counseling-Specific Topics with examples.	06		Concept
UNIT 3 : In Basket – Sensitivity – Foundation of Counselling – Special projects – Committee assignments – Conferences – Management games. Recent trends in training and development.	06		Recent trends
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Training methods and Training policies in Organisation. 2. Visit nearest company Technology implication. 3. Impact of globalization in development. 4. Recent trends in Training and development 			
<p>Text Books:</p> <ol style="list-style-type: none"> 1. IP Subba Rao, VSP Rao – Human Resource Management, Konark Publishers 2. Subhash and SC Jain – Managing Human Resources, Arihant Publications 3. D K Bhattacharya – Human Resource Management. 4. Beardwell and Hold men – Human Resource Management – Macmillan Publishers 5. Online articles at https://elearningindustry.com/ 6. Course on E Content Development https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview 			