

Mahajana Education Society(R)

SBRR Mahajana First Grade College (Autonomous)

Affiliated to University of Mysore

Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence

Jailakshmipuram, Mysuru – 570016, Karnataka, India.



Department of Business Administration

MANDATORY DISCLOSURES

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1 Name of the Institution: SBRR Mahajana First Grade College

Address: Jailakshmipuram, Mysuru, Karnataka, India.
E-Mail: info.pgc@mahajana.edu.in
Telephone: +91 821 4009600
Mobile: +91 7483537144

2 Name and Address of the Trust / Society and the Trustees

Name : Mahajana Education Society(R)
Address : Jayalakshmipuram , Mysore, Karnataka
E-Mail : info@mahajana.edu.in
Telephone: +91 821 241 4670, +91 821 251 1921

□ Trustee Details

Name	Designation	Mobile Number	Email
Sri. T MURALIDHAR BHAGAVAT Jayalakshmipuram , Mysore, Karnataka	President	9880244444	tmbmgm@gmail.com
SRI. VIJAYKUMAR N Jayalakshmipuram , Mysore, Karnataka	Member	8212512886	mes@mahajana.edu.in
Sri. ASHWATH NARAYAN G.R Jayalakshmipuram , Mysore, Karnataka	Member	9448031971	rajeshnaryan22@gmail.com
SRI P R NAGASRINIVASA Jayalakshmipuram , Mysore, Karnataka	Member	9483299432	prnagasrinivasa1942@gmail.com
SRI GOVINDARAJU S Jayalakshmipuram , Mysore, Karnataka	Member	9886444404	mfigovindaraj@gmail.com
Dr T VIJAYA LAKSHMI MURALIDHAR Jayalakshmipuram , Mysore, Karnataka	Secretary	9880294444	tvm.mgm@gmail.com
SRI RAVIKUMAR B S Jayalakshmipuram , Mysore, Karnataka	Member	9900233125	ravikumar.bs@gmail.com

SRI. SRINATH K B Jayalakshmipuram , Mysore, Karnataka	Member	9880204444	mflsrinath@gmail.com
Name	Designation	Mobile Number	Email
SRI. SANJAY SK Jayalakshmipuram , Mysore, Karnataka	Member	9945159216	casksanjay@gmail.com
SRI. R RAJESH Jayalakshmipuram , Mysore, Karnataka	Member	9448229994	rajesh@bsra.in
SRI. HARISH B Jayalakshmipuram , Mysore, Karnataka	Member	9845561999	harish@ventronics.net
SRI. PRATAP R N Jayalakshmipuram , Mysore, Karnataka	Member	9845124105	pratthalli@gmail.com
SRI. K B RAMA PRAKASH Jayalakshmipuram , Mysore, Karnataka	Member	9900148022	kattepuracpmpraprakash a9@gmail.com
DR. TARANATH N S Jayalakshmipuram , Mysore, Karnataka	Member	8212344716	nstharaantha@gmail.com

3 Name and Address of the Head of the Institution

Name : Dr. B R Jayakumari
Address : Jailakshmipuram, Mysore Karnataka, India.
E-Mail : Principal.fgc@mahajana.edu.in
Telephone : +91-9611075944

4 Name of the affiliating University: University of Mysore

5 Governance

- Governing Council**

<input type="checkbox"/> Sri. T. Muralidhar Bhagavat,	PRESIDENT
<input type="checkbox"/> Sri B. S. Ravikumar,	VICE PRESIDENT
<input type="checkbox"/> Dr. Vijayalakshmi Bhagavat,	HON. SECRETARY
<input type="checkbox"/> Sri. N. Vijaya Kumar,	TREASURER
<input type="checkbox"/> Dr. P. R. Naga Srinivasa,	MEMBER

- | | |
|-------------------------------|--------|
| □ Sri G. R. Ashwatha Narayan, | MEMBER |
| □ Sri B. Harish, | MEMBER |
| □ Sri. R.N Pratap, | MEMBER |
| □ Sri. K. B. Srinath, | MEMBER |
| □ Sri. S. Govindaraj, | MEMBER |

- **Academic Council**

ACADEMIC COUNCIL MEMBERS

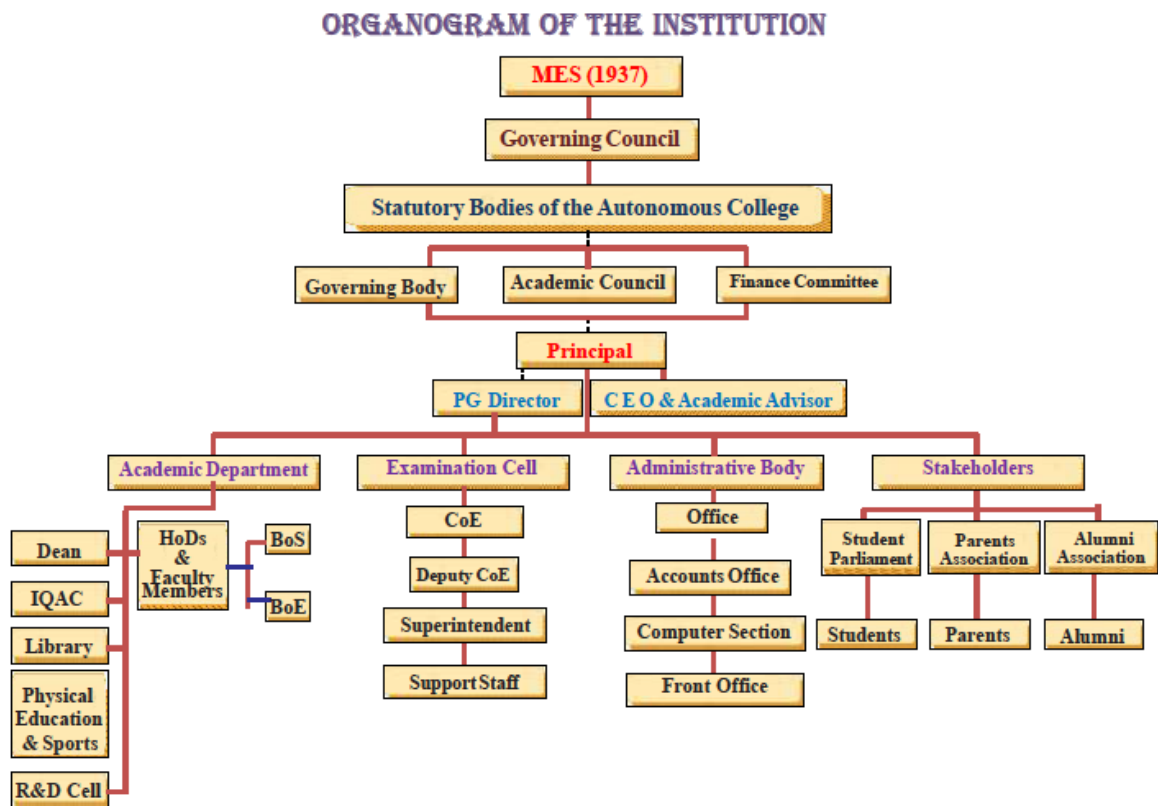
Sl. No.	Category	Name	Designation	Address for Communication	E-mail and Mobile No.
1	Principal	Dr. B.R. Jayakumari, Principal	Chairperson	SBRR Mahajana First Grade College (A), Jayalakshampuram, Mysuru-570012	principal.fgc@mahajana.edu.in 9611075944
2	All Heads of the Departments				
3	Four Teachers of the College	1. Dr. Sreedhara H	Asst. Prof., HoD History	SBRR Mahajana First Grade College (A), Jayalakshampuram, Mysuru-570012	9901041470 sreedharah.fgc@mahajana.edu.in
		2. Dr. Sumathi M P	Assoc. Prof. & HoD, Dept. of Mathematics	SBRR Mahajana First Grade College Jayalakshampuram, Mysuru-570012	9880810618 sumathimp.fgc@mahajana.edu.in
		3. Smt. Rachana C R	Assoc. Prof. & HoD, DoS in Computer Science and MCA	SBRR MFGC (A), PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, KRS Road, Metagalli, Mysuru	8095645644 rachana.cr@gmail.com
		4. Dr. Sangamitra Gowtham M J	Associate Professor DoS in MBA	SBRR MFGC (A), PG Wing, Pooja Bhagavat Memorial Mahajana Education Centre, KRS Road, Metagalli, Mysuru	9731165052 sangam.gowtham@gmail.com

Sl. No.	Category	Name	Designation	Address for Communication	E-mail and Mobile No.
4	Four Expert/Academicians from outside the college	Dr. T K Umesh	Former Prof. of Physics	University of Mysore Mysuru	9448022966 umeshtk@gmail.com
		Dr. C Naganna	Former Prof. of English	University of Mysore Mysuru	9980781602 cnaganna25@gmail.com
		Dr. D S Guru	DoS in Computer Science	University of Mysore Mysuru	9620228005 dsg@compsci.uni-mysore.ac.in
		Dr. Arun Chand Rayaroth	Head, Quality & Research	Zeus Biotech Pvt. Ltd. Mysuru	8884922855 arunchand@zeusindia.net
5	Three Nominees from the University	Prof. K R Vasuki	DoS in Mathematics, Manasagangothri Mysuru	University of Mysore Mysuru	9916450314 vasuki_kr@hotmail.com
		Dr. M Mahesh	DoS in Economics, Manasagangothri Mysuru	University of Mysore Mysuru	9480438399 mahesh@economics.uni-mysore.ac.in
		Dr. B S Biradar	DoS in Statistics, Manasagangothri	University of Mysore Mysuru	9449682615 biradarbs@statistics.uni-mysore.ac.in biradarbs1@gmail.com

Sl. No.	Category	Name	Designation	Address for Communication	E-mail and Mobile No.
6	The Controller of Examination of the Autonomous College	Smt. Shruthy Poonacha	Controller of Examinations	SBRR Mahajana First Grade College (A), Jayalakshmpuram Mysuru	slruthypoona.cha.fgc@mahajana.edu.in 9886367273
7	A Faculty Member nominated by the Principal	Ms. Geetha D	HoD Dept. of English	SBRR Mahajana First Grade College (A), Jayalakshmpuram Mysuru	geethad.fgc@mahajana.edu.in 9945653221

- **Frequency of the Board Meeting and Academic Advisory Body**
 - Once a year

- Organisational Chart



Equal Opportunity Cell



Mahajana Education Society (R)
Education to Excel

SBRR Mahajana First Grade College (Autonomous)

Jayalakshmpuram, Mysuru-570 012, Karnataka, INDIA

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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.

Principal

Ref.

Date:

Equal Opportunity Cell

The following is the composition of 'Equal Opportunity Cell' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation
01	Dr. B R Jayakumari, Principal	Chairperson
02	Dr. Thimmegowda H R, Associate Professor	Convenor
03	Dr. Sangamithra Goutham M J, Associate Professor	Member
04	Dr. Pushparani P G, Assistant Professor	Member
05	Smt. Veena M, Librarian	Member
06	Sri Roshan C L, Assistant Professor	Member


(Dr. B.R. Jayakumari)


PRINCIPAL

Smt. Bhagyalakshamma Rattchalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshmpuram, Mysuru-570 012

Office : 0821-2512065, Mob. : 9611075944
Website : www.fgc.mahajana.edu.in

principal.fgc@mahajana.edu.in

Atrocity on women Enquiry Committee



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.
Principal

Ref.


Date:

Atrocity on Women Enquiry Committee

Sensitization to, Prevention of and Redressal for Sexual Harassment (SPARSH)

The following is the composition of 'Atrocity on Women Enquiry Committee' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation
01	Dr. B R Jayakumari	President
02	Smt. Radhika Rani	Convenor
03	Dr. Bhavana V	Member
04	Smt. Vijayalakshmi Raje Urs Mahajana Education Society	Member
05	Police Inspector, Jayalakshmpuram Police Station	Member
06	WHC/WPC Jayalakshmpuram Police Station, Mysuru	Member
07	University of Mysore "SPARSH" Chairman, Mysuru	Member
08	Sri Gerald Castelino, Legal Advisor	Member


(Dr. B.R. Jayakumari)

PRINCIPAL

Smt. Bhagyalakshamma Rattu halli Kamappa
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Committee for SC/ST



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.

Principal

Ref.

Committee for SC/ST

Date:


The following is the composition of 'Committee for SC/ST' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation	Position
01	Dr. B R Jayakumari	Principal	Chairperson
02	Smt. Veena M	Librarian	Convenor
03	Dr. M Preethi	Associate Professor	Member
04	Sri Parameshwar Hegde	Assistant Professor	Member
05	Dr. Pushparani P G	Assistant Professor	Member
06	Dr. Doddarasaiah G	Assistant Professor	Member
07	Sri Kiran Kumar C M	Assistant Professor	Member


(Dr. B.R. Jayakumari)
PRINCIPAL

Smt. Bhagyalakshamma Rattu halli Kamappa
Mahajana First Grade College (Autonomous)
Jayalakshmpuram, MYSURU-570 012

Counselling Committee



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.
Principal

Ref.

Counseling Committee

Date:

The following is the composition of 'Counseling Committee' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation
01	Dr. B R Jayakumari, Principal	Chairperson
02	Prof. Harish Machia Kondandera HoD, DoS in MBA	Member
03	Dr. H R Thimmegowda HoD, Dept. of Kannada	Member
04	Smt. Mamatha C K, Assistant Professor, Dept. of Psychology	Member
05	Smt. Shobha D Assistant Professor, Dept. of Computer Application	Member
06	Sri Sunil N Assistant Professor, Dept. of Commerce	Member


(Dr. B.R. Jayakumari)

PRINCIPAL

Smt. Bhagyalakshamma Rattu halli Kamappa
Mahajana First Grade College (Autonomous)
Jayalakshmpuram, MYSURU-570 012

Students Grievance Redressal Committee



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.

Principal


Ref.

Date:

Students Grievance Redressal Committee (SGRC) 2024-25

The following is the composition of 'Students Grievance Redressal Committee (SGRC) 2024-25' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation	Position
01	Dr. B R Jayakumari	Principal	Chairperson
02	Prof. M Krishnegowda	Retired Professor	Ombudsperson
03	Dr. Thimmegowda H R	Associate Professor	Member
04	Dr. Pushparani P G	Assistant Professor	Member
05	Dr. Sreedhara H	Assistant Professor	Member
06	Dr. Doddarasaiah G	Assistant Professor	Member
07	Dr. Indushekara G V	Assistant Professor	Member
08	Ms. Sahana K C, 3 rd BCA	Student	Member


(Dr. B.R. Jayakumari)


PRINCIPAL

Smt. Bhagyakshamma Rattehalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshmpuram, Mysuru-570 012

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principal.fgc@mahajana.edu.in

Internal Complaints Committee



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.
Principal

Ref.

Internal Complaints Committee

Date:

The following is the composition of 'Internal Complaints Committee' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

01	Presiding Officer	Dr. B R Jayakumari, Principal	Chairperson
02	Two faculty members	Dr. Pushparani P G, Assistant Professor, Dept. of Economics	Member
		Dr. Bhavana V , Assistant Professor, Dept. of Social Work	Member
03	Two non-teaching employees	Smt. Kamalakshi S, Superintendent Smt. Poornima S, PRO	Member Member Secretary
04	A member from NGO or a person familiar with sexual harassment issues	Smt. Uma Anil, Co-Founder, Balya Foundation	External Member
05	Five Student nominees (if the matter involves students)	Shehazadi, 2 nd year BA - CPS	Student Member
06		Rohan M V, 2 nd year BBA	Student Member
07		Likitha M, 2 nd year BCA	Student Member
08		Vinay Kumar R M 1 st year MBA	Student Member
09		Kavyashree S 1 st year M.Sc - Microbiology	Student Member


(Dr. B.R. Jayakumari)
PRINCIPAL

Anti-Ragging Cell



Mahajana Education Society (R)

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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.

Principal


Ref.

Date:

Anti - Ragging Cell

The following is the composition of 'Anti - Ragging Cell' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.


Sl. No.	Name	Designation
01	Dr. B R Jayakumari, Principal	Chairperson
02	Dr. Thimmegowda H R	Convener
03	Dr. Mahadesh Prasad A J	Professor
04	Dr. Bhaskar H N	Sports Director
05	Dr. Doddarasaiah G	NSS Officer
06	Dr. Capt. Indrani M R	NCC Officer
07	Dr. Somashekar K K	NCC - Naval Unit
08	Ms. Gayathir V	NCC CTO


(Dr. B.R. Jayakumari)

PRINCIPAL

Smt. Bhagyakshamma Rattehalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshmpuram, Mysuru-570 012

Internal Quality Assurance Cell



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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.
Principal


Ref.

Date:


Internal Quality Assurance Cell

The following is the composition of 'Internal Quality Assurance Cell' of SBRR Mahajana First Grade College, Jayalakshampuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation
01	Dr. B R Jayakumari, Principal	Chairperson
02	Dr. Sreedhara H, HoD, History	Dean, Academics
03	Smt. Shruthy Poonacha, Controller of Examination	Faculty Representation from UG& PG
04	Smt. Rachana C R, HoD, M.Sc, CS, & MCA	
05	Dr. Mahesh Prasad A J, Professor, DoS in Biochemistry, School of Life Sciences	
06	Smt. Radhika Rani, Asst. Professor, B.Sc, CS	
07	Ms. Smitha Grace, Dos in Biotech, School of Life Sciences, PG Co-ordinator	Management Member
08	Sri T Muralidhar Bhagavat, President, MES	
09	Dr. C.K.Renukarya Director, PG Co-ordinator	Administrator
10	Dr. S.R.Ramesh, CEO, AcademicAdvisor	Administrator
11	Dr. M Dharma Prasad, CEO, Chief Scientist, M/s. Prosetta, Bioconformatics Private Ltd.	Industrialist
12	Kum. Sharadha, III B.Com	Student
13	Mr. Varun M/s Pairu Organics & Naturals	Alumini
14	Ms. Geetha D, HoD, English	IQAC Co-ordinator
15	Smt. Poornima S, PRO	Communication Co-ordinator


(Dr. B.R. Jayakumari)
PRINCIPAL

Internal Committee for Persons with Disabilities



Mahajana Education Society (R)
Education to Excel

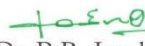
SBRR Mahajana First Grade College (Autonomous)
Jayalakshmpuram, Mysuru-570 012, Karnataka, INDIA
Affiliated to University of Mysore
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Dr. B.R. Jayakumari, M.A., M.Phil., Ph.D.
Principal

Ref. **Internal Committee for Persons with Disabilities** Date:

The following is the composition of 'INTERNAL COMMITTEE FOR PERSONS WITH DISABILITIES' of SBRR Mahajana First Grade College, Jayalakshmpuram, Mysuru, with effect from 4th January 2024 until further orders in this regards.

Sl. No.	Name	Designation
01	Dr. B R Jayakumari, Principal	Chairperson
02	Dr. Pushparani P G, Assistant Professor	Convenor
03	Dr. Smitha Grace S R, Assistant Professor	Member -Teaching
04	Dr. Kekada S Muthamma, Associate Professor	Member - Teaching
05	Sri Kiran Kumar C M	Member - Teaching
06	Smt. Kamalakshi, Superintendent	Member - Non Teaching
07	Sri Chandra Shekar, Attender	Member - Non Teaching
08	Mr. Arman Bilal, III B.Com	Member - Student
09	Ms. Parinitha C Hemanth , II BA-CPS	Member - Student
10	Dr. Vani M Dentist	Member - Parent
11	Sri Marigowda, Secretary – Parents Association	Member - Parent


(Dr. B.R. Jayakumari)
PRINCIPAL
Smt. Bhagyalakshamma Rattehalli Ramappa
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Website : www.fgc.mahajana.edu.in

principal.fgc@mahajana.edu.in

6 Programmes

□ Programmes approved by AICTE :

- Name : Bachelor of Business Administration
- Number of seats 120
- Total no. of courses: 2
- Status of Accreditation of the course: Accredited to NAAC

Name	Bachelor of Business Administration
Number of Seats	120
Duration	3 Years

- Duration: 3 years
- Cut-off marks of admission during the last three years:

Academic Year	Cut-off % for Admission
2023-24	50%
2022-23	50%
2021-22	50%

- Fee :

BBA	I Year	II Year	III Year
Karnataka Students	Rs.50,400	Rs.42,876/-	Rs. 39,916
Other state Students	Rs. 87,286	Rs. 42,876	Rs. 39,916
Foreign students	Rs. 99,310	Rs. 60,876	Rs. 39,916

- Placement Facilities: Pooled Campus / Off-Campus/on Campus
- Off-Campus Placement in Last Three Years:

7 Faculty

- Course/Branch wise list Faculty members : 07
- Permanent Faculty : 07
- Adjunct Faculty : Nil
- Permanent Faculty Student Ratio : 1 : 20
- Number of Faculty employed and left during the last three years :

Year	Faculty	
	Employed	Left
2024-25	8	1
2023-24	3	1
2022-23	5	0

8 Profile of the Head of the Institution

Name: Dr. B. R. Jayakumari

Date of Birth: 15/10/1966

Education Qualification: M.A, M.Phil, KSET, Ph.D

Work Experience (in years): 33

Area of Specialization(expertise): Folklore

Courses taught: Kannada

No. of papers published : 06

Masters : Completed

Ph.D : Completed

Research Publications details (year of publication, journal, IBSN, Impact factor): 20



1. **2024:** *Sarvagnana tripadigalalli Jeevana drushti* - Published in *Sarvagnana tripadigala Prastutate*, ISBN: 978-81-970524-5-3.
2. **2023:** *Mysuru Samstanada Shikshana Pragatiyalli Nalvadi Krishnaraja Vodeyara Kodugegalu* - Published in *National Seminar Proceedings*, ISBN: 978-81-967597-5-9.
3. **2023:** *Vachanagalalli kayaka pragne* - Published in *Vachana Chintana Vishwa Darshana*, ISBN: 978-93-92424-34-2.
4. **2023:** *Shri Ramayana Darshanam adyayanadalli vibhinna ayamagalu* - Published in *Nadenudiyalli Pro.H.J.Lakkappagowdaru*, ISBN: 978-81-965755-0-2.
5. **2023:** *Dr H J Lakkappagowdara Baduku mattu baraha* - Published in *Parishodhanaloka*, ISBN: 978-93-92051-24-1.
6. **2023:** *Nannolagina thimmegowdaru* - Published in *Nijatilaka*, ISBN: 978-81-956525-6-3.
7. **2021:** *Satvika Manodharmada Sahiti DR.H.J.Lakkappagowda* - Published in *Andolana Paper*.
8. **2019:** *Udyogasta Mahila mattu Savalugalu* - Published in *Punashchetana*, ISBN: 978-81-9441-91-6.
9. **2020:** *Sarvagjna Thripadigala Olanota* - Published in *Punarkalpa*, ISBN: 978-81-941843-836, pages 180–196.
10. **2017:** *Kannada Bheeshma B M Shri* - Published in *Mandya Sogadu*.

11. **2016:** *Nalkaneya Ayama-Kadambariya Avalokana* - Published in *Shodha Bharathi*, ISSN: 23498935.
12. **2016:** *Vishvamanava* - Published in *Hoysala Magazine*.
13. **2010:** *Hennina Huttina Suttha* - Published in *Yuva Saadhane*.
14. **2012:** *Haladi Kanna Neeli Nota* - Published in *Sowgandhika*.
15. **2006:** *Manavthavadi Prof. P.M. Chikkaboriaha* - Published in *Mannina Hanathe*.
16. **2006:** *Mukyamanthri H.D. Kumaraswamy* - Published in *Mannina Hanathe*.
17. **2004:** *Vyakthi mathu Baduku, Ex Minister Smt Yashodara Dasappa*
18. **2002:** *Mymanagala Suliealli* - Published in *Shatamanada Belaku*.
19. **1998:** *Mahile Matthu Jagruthi* - Published in *Naala Bayalu*.
20. **1998:** *Huliya Hejje – Ondu Awalokana* - Published in *Yuva Sadhane*.

No. of Books Published with details(name of the book, publisher with ISBN, year of publication): 16

1. **2024:** *Ganaka Sourabha 1* - Authored by Dr. B. R. Jayakumari.
2. **2022:** *Berigillida Neeru* - Authored by Dr. B. R. Jayakumari, ISBN: 938424094-X.
3. **2021:** *Kala Sourabha 1* - Authored by Dr. B. R. Jayakumari.
4. **2021:** *Kala Sourabha 2* - Authored by Dr. B. R. Jayakumari.
5. **2021:** *Vanijya Sourabha 1* - Authored by Dr. B. R. Jayakumari.
6. **2021:** *Vanijya Sourabha 2* - Authored by Dr. B. R. Jayakumari.
7. **2021:** *Kala Sourabha 4* - Authored by Dr. B. R. Jayakumari.
8. **2020:** *Vijnana Sourabha 1* - Authored by Dr. B. R. Jayakumari.
9. **2020:** *Vijnana Sourabha 3* - Authored by Dr. B. R. Jayakumari.
10. **2019:** *Punashchetana* - Authored by Dr. B. R. Jayakumari, ISBN: 978-81-9441-91-6.
11. **2019:** *Kala Gangothri 3* - Authored by Dr. B. R. Jayakumari.
12. **2019:** *Vanijya Gangothri 3* - Authored by Dr. B. R. Jayakumari.
13. **2019:** *Vanijya Gangothri 4* - Authored by Dr. B. R. Jayakumari.
14. **2018:** *Hosagannada Sahitya Samputa* - Authored by Dr. B. R. Jayakumari.
15. **2012:** *Hejje* - Authored by Dr. B. R. Jayakumari.
16. **2012:** *Benkiyolagina Gulabi* - Authored by Dr. B. R. Jayakumari.

9 Profile of Faculty

Name: Dr. SHIVKUMAR
Date of Birth: 08-02-1979
Unique ID: MFGC3380
Educational Qualifications: Ph.D., MBA, M. Com, PGDHRM,
UGC NET (Management)
Work Experience: 14 Years
Teaching/Research/Industry/Others: 14 Years / 3 Years / Nil / 10 Years
Area of Specialization: Finance



Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level:

Post Graduate Level:

- Investment Management/Security Analysis & Portfolio Management
- Direct Taxation
- Advance Financial Management
- Research Methods
- Entrepreneurship Development
- Management & Organizational Behaviour
- Investment Banking and Financial Services
- Operations Management
- Indirect Taxation
- Financial Management
- Managerial Economics
- Management & Entrepreneurship
- Human Resource Management
- Managerial Communication
- Business Government & Society

Under Graduate Level:

- Taxation - 1 (BBA)
- GST Law and Practice (B.Com)
- Advance Corporate Accounting (B.Com)
- Corporate Accounting (B.Com)
- Company Law (B.Com)
- Management Accounting (B.Com)
- Fundamentals of Business Accounting (BBA)
- Digital Marketing (BBA)
- Business Policy (BBA)
- Financial Services (BBA)
- Taxation (BBA)
- Financial Management (B.Com)

No. of papers published in National/International Journals/Conferences: 07

Master (Completed): MBA- 2008 MCOM- 2012

PhD. (Completed): Completed 2021

Technology Transfer: Usage of ICT

Research Publication (No. of papers published in National/International Journals/Conferences):

1. Assessing the Quality of Work-life Balance among faculty in Higher Education Institutions in India / IPE Journal of Management / (ISSN No:-2249-9040) / Impact Factor 7.138 / Volume 14, No. 22 / July - December 2024
2. International / Criteria for Successful Implementation of AI in the Indian Education Institutions / International Journal of Cultural Studies and Social Sciences / (ISSN No:-2347-4777) / Impact Factor 7.138 / Volume 21 / Issue -2, No. 32 / July - December 2024

3. International / Green Branding in the Digital Age: Assessing the Effectiveness of Social Media Campaigns in Promoting Eco-Friendly Products / International Journal of Innovative Science and Research Technology / (ISSN No:-2456-2165) / SJIF Impact Factor 8.223 / Volume 9 / Issue 8 / August-2024
4. Assessing the Quality of Work-life Balance among faculty in Higher Education Institutions in India / IPE Journal of Management / (ISSN No:-2249-9040) / Impact Factor 7.138 / Volume 14, No. 22 / July - December 2024 / Author Dr. ShivKumar and Ms. KavyaShree S
5. International / Criteria for Successful Implementation of AI in the Indian Education Institutions / International Journal of Cultural Studies and Social Sciences / (ISSN No:-2347-4777) / Impact Factor 7.138 / Volume 21 / Issue -2, No. 32 / July - December 2024 / Author Dr. ShivKumar and Ms. Anitha K R
6. International / An Event Study Analysis on Semi - Strong Form Efficiency of Selected Auto Index Stocks Listed in National Stock Exchange / International Journal of Innovative Science and Research Technology / (ISSN No:-2456-2165) / SJIF Impact Factor 8.223 / Volume 9 / Issue 8 / Authors Ms. Kavyashree H A, Dr. S J Manjunath, Dr. Shiv Kumar and Ms. Manasa P / 2024 / August-2024
7. International / Assessing Customer Satisfaction Towards Electric Vehicles in Mysore using the KANO Model / International Journal of Innovative Science and Research Technology / (ISSN No:-2456-2165) / SJIF Impact Factor 8.223 / Volume 9 / Issue 8 / Authors Ms. Manasa P, Dr. S J Manjunath, Dr. Shiv Kumar and Ms. Kavyashree H A / 2024 / August-2024
8. International / Green Branding in the Digital Age: Assessing the Effectiveness of Social Media Campaigns in Promoting Eco-Friendly Products / International Journal of Innovative Science and Research Technology / (ISSN No:-2456-2165) / SJIF Impact Factor 8.223 / Volume 9 / Issue 8 / Author Dr. Shiv Kumar and Ms. Anitha K R/2024/August-2024
9. International / A Study on Work-Life Balance of Journalists / International Journal of Management, IT and Engineering / (ISSN 2249-0558) / Impact Factor 7.119 / Volume 8 / Author Shiv Kumar and Dr. Shivalinge Gowda / 2018 / March- 2018
10. International / Work-Life Balance: Empirical Study on Female Journalists in Media Industry / IOSR Journal of Business and Management (IOSR-JBM) / e-ISSN: 2279-487X, p-ISSN: 2319-7668. / Volume 20 / Issue 8. Ver. V (August 2018)



Name: Dr ANITA B R

Date of Birth: 11/02/1981

Unique ID: MFGC 3023

Educational Qualifications: MBA, KSET- 2012,
MCoM, KSET- 2018

Work Experience: 18 Years,

Teaching/Research/Industry/Others: Teaching- 18 Years

Area of Specialization: Finance and Marketing

Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level:

Under Graduate Level

- Financial Decisions
- Financial Management
- Financial Services
- Cost Accounting
- Indian Business Environment
- Company law
- Commercial Law
- Human Resource Management
- Consumer Behavior
- Marketing Management
- Organizational Behavior
- Industrial relations
- Principles and Practice of Management
- Project Management
- Advertising and Media Management
- Business Decision Theories
- Management Accounting
- Business Policy

No. of papers published in National/International Journals/Conferences: 14

Master (Completed): Completed MBA- (2003) MCOM- (2013)

PhD. (Completed): Completed (2017)

Projects carried out:

1. PhD - **Title:** “A Comparative Study of Service Quality in Select Public and Private Sector Banks” 2017, University of Mysore
2. UGC Minor Research Project (CPE Grants) **Title:** “A Study of Service Quality in Select Private Sector Banks in Mysuru City”

Research Publication (No. of papers published in National/International Journals/Conferences): 02

1. **3rd - 4th April 2014** Participated and presented a paper in the National Conference entitled “An analytical study of service quality of Indian Overseas Bank-A case study with special reference to Mysore”.Organized by Srinidhi Institute of Science and Technology, Hyderabad. ISSN: 2278-2354, Volume III
2. **Sept- Oct 2014** Published a paper in the Online International Interdisciplinary Research Journal entitled “An analytical study of service quality- A Comparative analysis among SBI to SBM: - A case study with special reference to Mysore city”. ISSN: 2249-9598, Volume IV, Issue-V
3. **5th -6th December 2014** Participated and presented a paper in the 3rd International Conference entitled “Motivational Factors of Employee Retention and Engagement in Organisations”.Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) ISBN: 978-93-83302-01-7
4. **30th October 2015** In-absentia paper submitted in the National Level Seminar entitled “Corporate Governance & Business Ethics: Their Interrelationship”. Organized by Department of Studies in Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre ,Mysuru ISSN: 2231-488
5. **4th -5th December 2015** Participated and presented a paper in the 4th International Conference entitled ‘HRD Practices for sustainable growth: A special reference to Indian Service sector’. Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru ISBN: 978-93-83302-07-9
6. **19th -20th August 2016** Participated and presented a paper in the 5th International Conference entitled “The Challenges of Creating sustainable competitive advantage in the Banking Industry”. Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru ISBN: 978-93-83302-16-1
7. **9th - 10th December 2016** Participated and presented a paper in the 5th International Conference entitled “An Analytical Study of Human Resource Audit”. Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysuru ISBN: 978-93-83302-19-2
8. **3rd August 2021** Participated and presented a paper in the National Level Webinar on The Impact of Pandemics on Society entitled “ The Impact of Covid-19 Pandemic and Challenges faced by students” organized by Government First Grade College, Heggadadevanakote, Mysuru ISBN: 978-81-952150-6-5 Volume -1

9. **23rd -24th January 2023** Participated and presented a paper in the National Conference on Science and Technology for Sustainable Development with Women Empowerment Organized by Indian Science Congress Association Bangalore Chapter in Association with Basudev Somani College, Mysuru
10. **June 2023** Published an article in the Book “ Contemporary Thoughts for Development of India” entitled “Role of Education in Women Empowerment” published by Mysore Book House ISBN: 978-93-94981-25-6
11. **17th June 2023** Participated and presented a paper in the National Level Conference on “ Technological Transformation in Higher Education: Perspectives and Challenges” entitled “A Study on Role of Higher Education in Women Empowerment”Organized by Vidyavardhaka First Grade College, Mysuru
12. **June 2023** Published a paper in Shikshan Sanshodhan, Journal of Arts, Humanities and Social Sciences entitled “A Study on Role of Higher Education in Women Empowerment”. ISSN(O): 2581-6241, Volume VI, Conference Special Issue, Impact Factor: 6.471
13. **23rd January 2024** Participated and presented a paper in the Multi –Disciplinary One Day National Level Conference on “Futuristic India-Opportunities and Challenges” entitled “Role on Digital Media in the Promotion of Tourism in Mysore- A Case Study” organized by the Department of Commerce, History and Economics, Government First Grade College, Kundagol
14. **19th October 2024** Participated and presented a paper in the National Level Conference on “Strategic Entrepreneurship: A Key for Sustainable Development” entitled “Building Tomorrow’s Leaders: A New Era in Entrepreneurial Education” Organized by Vidyavardhaka First Grade College, Mysuru ISBN: 978-81-956870-3-9.
15. National Conference entitled “**An analytical study of service quality of Indian Overseas Bank- A case study with special reference to Mysore**”.Organized by Srinidhi Institute of Science and Technology, Hyderabad. **ISSN: 2278-2354, Volume III**
16. Online International Interdisciplinary Research Journal entitled “**An analytical study of service quality- A Comparative analysis among SBI to SBM: -A case study with special reference to Mysore city**”. **ISSN: 2249-9598, Volume IV, Issue-V**

Name: Sri SUNIL N

Date of Birth: 09/02/1984

Unique ID: MFGC 7503

Educational Qualifications: MBA- 2008, M.com- 2011

Work Experience: 17 Years

Teaching/Research/Industry/Others: Teaching- 17 Years

Area of Specialization: Finance and Marketing

Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level:

Under Graduate Level

- Financial Accounting -I
- Financial Accounting-II
- Financial Accounting -III
- Cost Accounting
- Indian Business Environment
- Company law
- Commercial Law
- Office Administration
- Income tax -I
- Income Tax -II
- Advertising
- Financial Accounting and Reporting
- Marketing Management
- Financial Management
- Corporate Accounting
- Principles and Practice of Management
- Advanced Corporate Accounting
- Principles of Marketing
- Business Decision Theories
- Management Accounting
- Business Policy
- Statistics for Business Decisions

No. of papers published in National/International Journals/Conferences: 8

Master (Completed): (MBA- 2008, M.com- 2011)

Research Publication (No. of papers published in National/International Journals/Conferences):

1. Published an article entitled 'Impact of Socio-Cultural Factors on the Global Business Environment – I published at Indoffset, Ernakulam in December 2023 with ISBN: 978-93-6012-893-7 Bharathmatha College, Thrikkakara
2. Participated and presented a paper titled 'Social Media as a Marketing Tool in 3-day International Conference on Technology 4.0 and Business Models: Emerging Opportunities and Challenges organized by the Department of Commerce (Finance & Taxation) Bharathmatha College, Thrikkakara, Kerala in association with the Indian Accounting Association and Mahathma Gandhi University. (20th to 22nd February 2024)



3. Participated and presented paper entitled 'Women Entrepreneurs Role in Nation Building' in the national conference on Science and Technology for Sustainable Development with Women Empowerment organized by Indian Science Congress Association, Bangalore Chapter and Badudev Somani College, Mysuru 23rd and 24th January 2023.
4. Participated and presented a paper on 'Marketing and Branding Strategies for Business Success' in two day national conference on Sustainable Development and Innovative Management Practices, organized by the Department of Studies and Research in Management, KSOU, Mysuru held on 5th and 6th March 2024.
5. Presented a paper at international conference titled Finance, Accounting & Banking on the topic 'Green Banking Practice in Indian Bank' at SDM IMD Mysuru on Aug. 2016 (ISBN-978-93-83302-16-1)
6. Participated and presented a paper in the International Conference entitled "Impact of employer branding on employee performance" Organized by SDM IMD Mysore with ISBN: 2231-4881 Dated – 4/12/2015 & 5/12/2015
7. Participated and presented a paper in the National Conference entitled "Business ethics- corporate governance with different perspectives" Organized by Pooja Bhagavat memorial PG Centre), Mysore with ISSN: 2231-4881 Dated – 30/10/2018
8. Participated and presented a paper in the 5th International Conference entitled "Study of Human resource information system in Indian banking scenario (Issues and challenges)". Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore with ISBN: 978-93-83302-19-2 Dated – 9/12/2016 and 10/12/2016.

Name: Dr. Nirmala. N

Date of Birth: 20-1-1982

Unique ID: MFGC7591

Educational Qualifications: MBA, NET, KSET, PhD, MCom, KSET, PGDMM

Work Experience:15 years 10 months

Teaching/Research/Industry/Others: Teaching

Area of Specialization: Human Resource Management

**Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate
Diploma Level: Under Graduate**

- Financial Decisions
- Financial Management
- Financial Services
- Cost Accounting
- Indian Business Environment
- Company law
- Commercial Law
- Human Resource Management
- Consumer Behavior
- Marketing Management
- Organizational Behavior
- Industrial relations
- Principles and Practice of Management
- Project Management
- Advertising and Media Management
- Business Decision Theories
- Management Accounting
- Business Policy

No. of papers published in National/International Journals/Conferences:14

Master (Completed): Completed MBA- 2004 Mcom- 2013

PhD. (Completed): Completed 2017

Projects carried out: UGC Minor Research Project Completed

Research Publication (No. of papers published in National/International Journals/Conferences):

1. Published a paper on “ A study on Job Stress among Women Nurses in Mysore city”, ISBN: 978-81-922146-4-1 International Conference Organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore , December 2012
2. Published a paper on “ “A Study of work life Balance among Women employees in Public Sector Banks with special reference to Mysore city”, ISBN: 978-81-922146-5-8 International Conference Organized by shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore December 2013
3. Published a paper on entitled “An analytical study of job stress among women nurses of Government Hospitals-A case study with special reference to Mysore city”, ISSN 2278-2354 National Conference Organized by Srinidhi Institute of Science and



- Technology, Hyderabad published in "Sreenidhi journal", Volume III and issue 1 , August 2014
4. Published a paper on “ “Employee Retention:A literature Review””, ISBN: 978-93-83302-01-7 International Conference Organized by shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore December 2014
 5. Published a paper on “ “Motivational Factors of Employee Retention and Engagement in Organisations”, ISBN: 978-93-83302-01-7 International Conference Organized by shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore December 2014
 6. Published a paper on “ “Corporate Governance & Business ethics: Their Interrelationship”, ISSN: 2231-4881 National Level Seminar Organized by Department of Studies in Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre , Mysore October 2015
 7. Published a paper on “ “Employee Retention Strategies among Male and Female Employees:A study of Manufacturing and IT Industry”, ISBN: 978-93-83302-07-9 International Conference Organized by shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore, December 2015
 8. Published a paper on “ “A Review of Human Resource Accounting and Organizational Performance”, ISBN: 978-93-83302-16-1,International Conference Organized by shri Dharmasthala Manjunatheshwara Institute for Management Development (sdmimd), Mysore August 2016
 9. Published a paper on “ “work Life Balance: A Source of Job Satisfaction (A study on the view of women employees in IT sector)”, *International Journal of research in commerce, IT & management*, with ISSN-2231-5756 vol No.3 (2013),Issue No.06 (June).
 10. Published a paper on “ “Effectiveness of Human Resource Management Practices on Faculty Retention in Higher Education: An empirical study in Mysore city””, *EPRA International Journal of Economic and Business Review* with ISSN:2347-9671 Vol No.2 ,Issue No.04, April (2014).
 11. Published a paper on “ “Employee Retention Strategies:A comparative study of Manufacturing and IT sector””, *International Journal in Management & social Science*, with ISSN-2321-1784 Vol No.3, Issue No.06, June 2015.
 12. Published a paper on “ “Hierarchical Analysis of Employee Retention Strategies among Manufacturing and IT firms:A Comparative Study”, *International Journal of Application or Innovation in Engineering & Management*, with ISSN-2319-4847 vol No.4, Issue No.08, August 2015.
 13. Published a paper on “ “Perceptual Analysis of various Employee Retention Strategies: A Study of Select Manufacturing Sectors in Mysore District, Online International Interdisciplinary Research Journal, with ISSN-2249-9598, vol -08,, Issue No.08, Pg No. 87-93,May 2018.
 14. Published a paper on “ “Employee Retention Strategies: A Study of Select Manufacturing sectors in Mysore District”, Online International Interdisciplinary Research Journal, with ISSN-2249-9598, vol -08, Issue No.08, Pg No. 148-153,May 201

Name: Keerthiraj Kamal B A

Date of Birth: 03-02-1993

Unique ID: MFGC3347

Educational Qualification: M.com (KSET), MBA

Work Experience: 8 years

Teaching/Research/Industry/Others: Teaching

Area of Specialization: M.com- Taxation, MBA- Finance



Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level:(UG)

Corporate Accounting,	Entrepreneurship Development
Financial Management,	Company Law,
Advanced Financial Management,	Business Statistics
GST Law & Practice	Advertisement Skills,
Assessment of Non-Individual & filing ITRs,	Basics of Accounting,
Human Resource Development,	Financial Institutions & Markets,
Retail Management,	Indian Accounting Standards-1
Indian Accounting Standards-2.	

No. of papers published in National/International Journals/Conferences: 02

Master (Completed): M. Com-2015, MBA-2021

Project Carried Out: Financial Performance Analysis on MYMUL (2020)

Other Details: Worked as BOS member for UG in 2024-25

Research Publication (No. of papers published in National/International Journals/Conferences):

1. Participated and published a Paper on A study on Work life Conflict & its effect on work life commitment with special reference to Indian women in Seminar Proceedings, ISBN no. 978-93-5351-746-5, June 2019
2. Participated and published a Proceedings Gender Sensitization: Equality and Opportunities, National Level Seminar, April 2020

Name: KAVYASHREE S

Date of Birth:20-09-1998

Unique ID: MFGC 3378

Educational Qualifications: M. Com

Work Experience:3 Years

Teaching/Research/Industry/Others: Teaching.

Area of Specialization: Human Resource Management & Taxation.

Courses taught at Diploma/Post Diploma/Under Graduate/Post Graduate/Post Graduate Diploma Level:(UG)

Human Resource Management,
Cost Accounting,
Financial Management I
Management Principles and Applications
Business Policy,
Principles and Practice of Auditing
Financial Management II

Management Accounting
Principles and Practice of Management
Business Regulatory Framework,
Business Communication,
Digital Marketing,
Production and Operation Management
Rural Marketing,.

No. of papers published in National/International Journals/Conferences: National Level Conference :1

Master (Completed): M. Com Completed (2022)

Research Publication (No. of papers published in National/International Journals/Conferences):

1. Published International paper on “Assessing the quality of Work-life balance among Faculty in Higher Education Institutions in India” in International IPE Journal of Management, ISSN no. 2249-9040, July 2024





Name: KEERTHIS

Date of BIRTH: 22-02-2002

Unique ID:

Educational Qualifications: M.Com

Teaching /Research/Industry/Others: Teaching

Area of specialization: Taxation & Finance

Courses taught at Under Graduate level:

Financial Accounting & Reporting

Financial Management

Business Law

Human Resource Development

Marketing Management.

Masters (Completed):M.Com - 2024

10 Fee:

- Details of Fee, as approved by State Fee Committee, for the Institution

BBA	I Year	II Year	III YEAR
Karnataka Students	Rs.50,400	Rs.42,876/-	RS. 39,916
Other state Students	Rs. 87,286	Rs. 42,876	RS. 39,916
Foreign students	Rs. 99,310	Rs. 60,876	RS. 39,916

- **Time schedule for payment of Fee for the entire Programme: Yearly**
 - **As per the admission calendar of SBRR Mahajana First Grade College**
 - **Scholarship Provided by SBRR Mahajana First Grade College**

SI No	Name of the Scholarship	Eligibility for Scholarship	No of Students
1	Sri R Vasudeva Murthy Memorial Freeship	Students who have secured 95% & above in II PUC examination will be eligible for "FREE EDUCATION" (100% waiver of program fee on scoring 95% & above.)	03
2	Smt. Bhagyalakshamma Memorial Freeship	50% scholarship on "Program Fee" for the students who score 90-94.9%	07
3	Rattehalli Ramappa Memorial Freeship	25% scholarship on "Program Fee" will be given: <ul style="list-style-type: none">• Specially Abled students.• Children of Defence Personnel	00
4	RV Ganesh Memorial Scholarship	Scholarship to the students who are distinguished	12

		achievers in the field of sports	
5	Ambale Subramanya Iyer Memorial Scholarship	Scholarship to meritorious students scoring 90% & above, 80% & above, 70% & above	111
6	HV Shankara Rao Memorial Scholarship	scholarship for UG students who pay full fee at the time of admission	57
7	Mahajana Education Society Freeship	50% scholarship on "Program Fee" for MES employees' children	00
8	SBRR Mahajana First Grade College Silver Jubilee Scholarship	If Students are from SBRR Mahajana P.U. College, they will get additional scholarship	11

SL NO	COURSES	70% – 80%	80% - 90%	90% - 95%	95% - 100%
01	BBA	09	02	01	00

SL NO	COURSES	STATE LEVEL	NATIONAL	INTERNATIONAL
01	BBA	00	02	00

SL NO	COURSES	FULL PAYMENT	FACULTY	PU STUDENT	PH	EX-ARMY	MES
01	BBA	14	00	02	00	01	01

11 Admission

- Number of seats sanctioned with the year of approval

Year	Sanctioned
2024-25	120
2023-24	120

- Number of Students admitted under various categories each year in the last three years

Year	GM	SC	ST	CAT 1	2A	2B	3A	3B	Other state	Foreign student	TOTAL
2024-25	13	05	03	01	05	04	06	05	01	00	43
2023-24	10	06	01	0	09	01	10	12	01	03	56
2022-23	12	02	01	01	14	00	07	05	01	01	45

- Number of applications received during last year for admission

Sl. No.	Courses	No. of Students Applied
01	BBA	83

- Number of applications received during last years for admission

Sl. No.	Courses	No. of Students Admitted
01	BBA	41

Note: As per University of Mysore standards

Last date for submission of Applications: First come First Served

Last date for Closing the Admission and starting of the Academic Session: As per University of Mysore standards.

Academic Year	Cut-off % for Admission
2023-24	50%
2022-23	50%
2021-22	50%

13 Information of Infrastructure and Other Resources Available

Information of Infrastructure and Other Resources Available		
Number of Class rooms and size of each	Room no. 10	19.75x18.4 Sq.ft
	Room no. 11	19.75x18.4 Sq.ft
	Room no. 12	19.75x18.4 Sq.ft
Number of Tutorial rooms and size of each	Room no. 10	19.75x18.4Sq.ft
	Room no. 11	19.75x18.4 Sq.ft
Number of Laboratories and size of each	LAB-1	88 sq. m
	LAB-2	88 sq. m
	LAB-3	87 sq. m
	LAB-4	85 sq. m
	LAB-5	85 sq. m
Number of Drawing Halls with capacity of each	No	
Number of Computer Centres with capacity of each	1	189 sq. m
Central Examination Facility, Number of rooms and capacity of each	Rooms	Capacity of each
	10	30
Online examination facility (Number of Nodes, Internet bandwidth, etc.)	No	
Barrier Free Built Environment for disabled and elderly persons	Yes	
Hostel Facilities	Girl's student hostel available in Post Graduate Wing Campus. Boys student hostel available in the Under Graduate Wing campus.	

Occupancy Certificate

ಮೈಸೂರು ಮಹಾನಗರ ಪಾಲಿಕೆ

ನಮೂನೆ-1

(ನಿಯಮ 7 ನೋಡಿ)

ಆಸ್ತಿ ತೆರಿಗೆ ವಿವರ ಪಟ್ಟಿ



SAS ID : 1208848

PID : 87036

Property Type : CONSTRUCTED ASSESSED(COMMERCIAL)

Date : 19/04/2024 12:04:02

2024-25



Old Assessment No. :

New Assessment No. :

1(a)	ಮಾಲೀಕನ ಹೆಸರು (ಕನ್ನಡ) / Owner Name(Kannada)	ಮಹಾಜನ ವಿದ್ಯಾ ಸಂಸ್ಥೆ ಸೊಸೈಟಿ
1(b)	ಮಾಲೀಕನ ಹೆಸರು (ಇಂಗ್ಲಿಷ್) / Owner Name(English)	MAHAJANA VIDYA SAMSTHE SOCIETY
2	ಅನುಭೋಗದಾರನ ಹೆಸರು / Occupier Name	ಮಹಾಜನ ವಿದ್ಯಾ ಸಂಸ್ಥೆ ಸೊಸೈಟಿ
3	ಮಾಲೀಕನ ವಿಳಾಸ / Owner Address	ಜಯಲಕ್ಷ್ಮಿ ಪುರಂ, ಮೈಸೂರು -
4	ತೆರಿಗೆ ನಿರ್ಧರಣೆ ವರ್ಷ / Assessment Year	2024-25
5	ವಾರ್ಡಿನ ನಂ ಮತ್ತು ಹೆಸರು / Ward Name	19
6	ವೀದಿ ಅಥವಾ ಪ್ರದೇಶದ ಹೆಸರು / Street Name	ಜಯಲಕ್ಷ್ಮಿ ಪುರಂ ಮುಖ್ಯ ರಸ್ತೆ
ಖಾಲಿ ಭೂಮಿ / Open Land		
7(a)	ನಿವೇಶನದ ನಂ / Site Number	69, 69A, 69E, 69F, 69G, 69K, 69M, 69N
7(b)	ಕಟ್ಟಡದ ನಂ / Building Number	/
8	ನಿವೇಶನದ ಒಟ್ಟು ವಿಸ್ತೀರ್ಣ / Total Site Area	112615.23 sq.ft.
9	ಕಟ್ಟಡ ಆವರಿಸಿದ ಭೂಮಿಯ ವಿಸ್ತೀರ್ಣ / Area Occupied by Building	45286 sq.ft.
10	ಎಲ್ಲಾ ಅಂತಸ್ತುಗಳೂ ಸೇರಿ ಕಟ್ಟಡ ನಿರ್ಮಾಣದಾದ್ಯಂತ ಒಟ್ಟು ಪ್ರದೇಶ / Area Across all Floors	114505 sq.ft.
11	Plinth factor (Col 9/ Col 10)	0.395493646565652
12	ಖಾಲಿ ಭೂಮಿಯ ವಿಸ್ತೀರ್ಣ (ನಂ 8 - ನಂ 9) / Open Land(No. 8 - No. 9)	67329.23 sq.ft.
13	225 ಚ.ಮೀಟರ್ (2421 ಚದರಡಿ) ಗಿಂತ ಕಡಿಮೆ ಇರುವ ನಿವೇಶನದಲ್ಲಿ ಕಟ್ಟಡ ವಾಸದ ಮನೆ ಸುತ್ತಲಿನ ಗರಿಷ್ಠ 50 ಚ.ಮೀಟರ್ (538 ಚದರಡಿ)ಗೂ ಮೀರಿ ಖಾಲಿ ಉಳಿಯುವ ಖಾಲಿ ಜಾಗ.	
14	ತೆರಿಗೆಗೆ ಒಳಪಡುವ ಒಟ್ಟು ಖಾಲಿ ಜಾಗ / Total Taxable Vacant Land	67329.23 sq.ft.
ಖಾಲಿ ಭೂಮಿ ವಿಸ್ತೀರ್ಣ / Open Land Area		
	ಅ) 1000 ಚ.ಮೀಟರ್ (10760 ಚದರಡಿ) ವರೆಗೆ ಅಧಿಕವಿರುವ ಖಾಲಿ ಭೂಮಿ / A) Vacant Land upto 1000 sq.mt.(10760 sq.ft.)	10760 sq.ft.
	ಆ) 1000 ರಿಂದ 4000 ಚ.ಮೀಟರ್ ವರೆಗೆ (10760 ರಿಂದ 43040) ಇರುವ ಖಾಲಿ ಭೂಮಿ / B) Open Land upto 1000 to 4000 sq.mt.(10760 sq.ft.)	32280 sq.ft.
	ಇ) 4000 ಚ.ಮೀಟರ್ (43040 ಚದರಡಿ) ಗಿಂತ ಅಧಿಕ / Vacant Land more than 4000sq.mt.(43040 sq.ft.)	23289 sq.ft.
16(A)	ಚ.ಮೀಟರ್ (10760 ಚದರಡಿ) ಭೂಮಿಯ ಅಂದಾಜು ಮಾರುಕಟ್ಟೆ ಬೆಲೆ / EMV Full Value	4830.92+483.092 Corner Site(10%)Extra=5314.012 / 7246.38+724.638 Corner Site(10%)Extra=7971.018
16(B)	ಭೂಮಿಯ ಅಂದಾಜು ಮಾರುಕಟ್ಟೆ ಬೆಲೆಯ 50% / EMV Half Value (For 2021-22 25%)	1207.73+120.773 Corner Site(10%)Extra=1328.503 / 1811.59+181.159 Corner Site(10%)Extra=1992.749
ಖಾಲಿ ಭೂಮಿಯ ತೆರಿಗೆಗೆ ಗುರಿಯಾಗುವ ಮೂಲ ಮೌಲ್ಯ / Value Applicable for Open Land tax		
	ಅ) 1000 ಚ.ಮೀಟರ್ (10760 ಚದರಡಿ) ವರೆಗೆ (ನಂ-15(ಅ) X ನಂ16) / A) upto 1000 sq.mt.(No-15(A) X No-16)	21441979.24
	ಆ) 1000 ರಿಂದ 4000 ಚ.ಮೀಟರ್ ವರೆಗೆ (10760 ರಿಂದ 43040) (ನಂ-15(ಆ) X ನಂ16) / B) 1000 to 4000 sq.mt.(10760 to 43040)(No-15(B) X No-16)	64325937.72
	ಇ) 4000 ಚ.ಮೀಟರ್ (43040 ಚದರಡಿ) (ನಂ-15(ಇ) X ನಂ16) / C) 4000 sq.mt. (43040 sq.ft) (No-15(C) X No-16)	46409589.79
ಖಾಲಿ ಭೂಮಿಯ ತೆರಿಗೆ ದರ / Tax of Open Land		
	ಅ) 1000 ಚ.ಮೀಟರ್ (10760 ಚದರಡಿ) ವರೆಗೆ / A) Rate of Open Land Tax upto 1000 sq.mt. (10760 sq.ft)	0.206 %
	ಆ) 1000 ರಿಂದ 4000 ಚ.ಮೀಟರ್ ವರೆಗೆ (10760 ರಿಂದ 43040) / B) Rate of Open Land from 1000 to 4000 sq.mt. (10760 to 43040)	0.206 %
	ಇ) 4000 ಚ.ಮೀಟರ್ (43040 ಚದರಡಿ) ಗಿಂತ ಅಧಿಕ / C) Rate of Open Land Tax more than 4000 sq.mt.(43040 sq.ft.)	0.206 %
ಆಸ್ತಿ ತೆರಿಗೆ / Property Tax		
19	ಖಾಲಿ ಭೂಮಿಯ ಮೇಲಿನ ಆಸ್ತಿ ತೆರಿಗೆ (ನಂ.17(ಅ)Xನಂ.18(ಅ) + ನಂ.17(ಆ)Xನಂ.18(ಆ) + ನಂ.17(ಇ)Xನಂ.18(ಇ)) / Property Tax on Open Land(No-17(B) X No-18(A) + No-17(B) X No-18(B) + No-17(C) X No-18(C))	272285.66 INR
20	ಕಟ್ಟಡ ಆವರಿಸಿದ ಭೂಮಿಯ ವಿಸ್ತೀರ್ಣ / Area Occupied by Building	45286 sq.ft.
21	ಭೂಮಿಯ ಮೂಲ ಮೌಲ್ಯ (ನಂ20 X ನಂ 16) / Capital Value of Land	60162451 / 90243676.5

22	ಕಟ್ಟಡದ ಮಾದರಿ / Building Type	GF1=ಆರ್.ಸಿ.ಸಿ.ಬೋಸಾಯಿಲ್ ಪ್ರೋಬಿಂಗ್, ಹೊನ್ನಮರ ಬಾಗಿಲು ಉಕ್ಕಿನ ಕಿಟ(430,530),GF2=ಆರ್.ಸಿ.ಸಿ.ಬೋಸಾಯಿಲ್ ಪ್ರೋಬಿಂಗ್, ಹೊನ್ನಮರ ಬಾಗಿಲು ಉಕ್ಕಿನ ಕಿಟ(430,530),GF3=ಆರ್.ಸಿ.ಸಿ.ರಡ್ ಅಕ್ವೇಡ್, ನಲ ಕಾಡಿನ ಮರ (380,460),GF4=ಆರ್.ಸಿ.ಸಿ.ರಡ್ ಅಕ್ವೇಡ್, ನಲ ಕಾಡಿನ ಮರ (380,460),FF1=ಆರ್.ಸಿ.ಸಿ.ರಡ್ ಅಕ್ವೇಡ್, ನಲ ಕಾಡಿನ ಮರ (340,410),FF2=ಆರ್.ಸಿ.ಸಿ.ರಡ್ ಅಕ್ವೇಡ್, ನಲ ಕಾಡಿನ ಮರ (340,410),SF1=ಆರ್.ಸಿ.ಸಿ.ಬೋಸಾಯಿಲ್, ಪ್ರೋಬಿಂಗ್, ಹೊನ್ನಮರ (SF-390,500),SF2=ಆರ್.ಸಿ.ಸಿ.ರಡ್ ಅಕ್ವೇಡ್, ನಲ ಕಾಡಿನ ಮರ (SF-340,410)
23(A)	ಕಟ್ಟಡದ ನಿರ್ಮಾಣದ ಚರದಡಿ ಅಂದಾಜು ವೆಚ್ಚ / Slab Rate Full	GF1 = 1350 Rs/sq ft.,GF2 = 1350 Rs/sq ft.,GF3 = 1350 Rs/sq ft.,GF4 = 1350 Rs/sq ft.,FF1 = 1170 Rs/sq ft.,FF2 = 1170 Rs/sq ft.,SF1 = 1170 Rs/sq ft.,SF2 = 1170 Rs/sq ft.
23(B)	ಕಟ್ಟಡದ ನಿರ್ಮಾಣದ ಚರದಡಿ ಅಂದಾಜು ವೆಚ್ಚದ 50% (2002-03 ರಿಂದ 2004-05 ರ ಒಳಗೆ ಅನ್ವಯವಾಗುವವಿಲ್ಲ) / Slab Rate Half (For 2021-22 25%)	GF1 = 338 Rs/sq ft.,GF2 = 338 Rs/sq ft.,GF3 = 337.5 Rs/sq ft.,GF4 = 337.5 Rs/sq ft.,FF1 = 292.5 Rs/sq ft.,FF2 = 292.5 Rs/sq ft.,SF1 = 292.5 Rs/sq ft.,SF2 = 292.5 Rs/sq ft.
24	ಕಟ್ಟಡದ ಪ್ಲಿಂಥ ವಿಸ್ತೀರ್ಣ / Plinth Area	GF1 = 20 sq.ft.(A)0 sq.ft.(UA),GF2 = 1361 sq.ft.(A)0 sq.ft.(UA),GF3 = 3956 sq.ft.(A)0 sq.ft.(UA),GF4 = 39949 sq.ft.(A)0 sq.ft.(UA),FF1 = 5316 sq.ft.(A)0 sq.ft.(UA),FF2 = 38734 sq.ft.(A)0 sq.ft.(UA),SF1 = 5773 sq.ft.(A)0 sq.ft.(UA),SF2 = 19396 sq.ft.(A)0 sq.ft.(UA)
25	ಕಟ್ಟಡದ ನಿರ್ಮಾಣ ವೆಚ್ಚ (ನ.23 X ನ.24) / Cost of Building (No-23 X No-24)	GF1 = 6760(A)0(UA),GF2 = 460018(A)0(UA),GF3 = 1335150(A)0(UA),GF4 = 13482787.5(A)0(UA),FF1 = 1554930(A)0(UA),FF2 = 11329695(A)0(UA),SF1 = 1688602.5(A)0(UA),SF2 = 5673330(A)0(UA)
26	ಕಟ್ಟಡದ ವಯಸ್ಸು / Age of Building	GF1 = 2010,GF2 = 2006,GF3 = 2006,GF4 = 1947,FF1 = 2006,FF2 = 1985,SF1 = 2006,SF2 = 1994
27	ಸವಕಳಿ ದರ / Depreciation Rate	GF1 = 0,GF2 = 0.01,GF3 = 0.01,GF4 = 0.45284,FF1 = 0.01,FF2 = 0.19837,SF1 = 0.01,SF2 = 0.12245
28	ಕಟ್ಟಡದ ಸವಕಳಿ (ನ.25 X ನ.27) / Amount of Depreciation	GF1 = 0(A)0(UA),GF2 = 4600.18(A)0(UA),GF3 = 13351.5(A)0(UA),GF4 = 6105545.49(A)0(UA),FF1 = 15549.3(A)0(UA),FF2 = 2247471.6(A)0(UA),SF1 = 16886.03(A)0(UA),SF2 = 694699.26(A)0(UA)
29	ಕಟ್ಟಡದ ತೆರಿಗೆಗೆ ಗುರಿಯಾಗುವ ಮೂಲ ಮೌಲ್ಯ / Taxable Capital Value of Building (ನಂ 25 - ನಂ 28) + (ನಂ 24 * ನಂ 16(B) * ನಂ 11)	GF1 = 22522.39(A)0(UA),GF2 = 1528048.55(A)0(UA),GF3 = 4439599.51(A)0(UA),GF4 = 38861830.66(A)0(UA),FF1 = 5729024.33(A)0(UA),FF2 = 39609246.77(A)0(UA),SF1 = 6221530.74(A)0(UA),SF2 = 20264997.89(A)0(UA)
ಕಟ್ಟಡದ ಮೇಲಿನ ಅಸ್ತಿ ತೆರಿಗೆ / Builtup Area Property Tax		
30	ಸ್ವತ್ತಿನ ಉಪಯೋಗ / Property Usage	GF1 = Comm.(Non-Self),GF2 = Comm.(Non-Self),GF3 = Comm.(Non-Self),GF4 = Comm.(Non-Self),FF1 = Comm.(Non-Self),FF2 = Comm.(Non-Self),SF1 = Comm.(Non-Self),SF2 = Comm.(Non-Self)
31	ಅಸ್ತಿ ತೆರಿಗೆ ದರ / Rate of Property Tax	GF1 = 0.515,GF2 = 1.0012,GF3 = 0.515,GF4 = 0.515,FF1 = 0.515,FF2 = 0.515,SF1 = 0.515,SF2 = 0.515
32	ಕಟ್ಟಡದ ಮೇಲಿನ ಅಸ್ತಿ ತೆರಿಗೆ (ನ.29 X ನ.31) / Tax on Building(No-19 X No-31)	GF1 = 115.99(A)0(UA(x2)),GF2 = 15298.82(A)0(UA(x2)),GF3 = 22863.94(A)0(UA(x2)),GF4 = 200138.43(A)0(UA(x2)),FF1 = 29504.48(A)0(UA(x2)),FF2 = 203987.62(A)0(UA(x2)),SF1 = 32040.88(A)0(UA(x2)),SF2 = 104364.74(A)0(UA(x2))
33	ವಾಸದ ಮನೆಯಲ್ಲಿ ಸ್ವತಃ ವಾಸವಿದ್ದರೆ (ನ.32ರ 50%) / Rebate for Self(50% of No-32)	GF1 = 115.99(A)0(UA),GF2 = 15298.82(A)0(UA),GF3 = 22863.94(A)0(UA),GF4 = 200138.43(A)0(UA),FF1 = 29504.48(A)0(UA),FF2 = 203987.62(A)0(UA),SF1 = 32040.88(A)0(UA),SF2 = 104364.74(A)0(UA)
34	ಖಾಲಿ ಭೂಮಿ ಮತ್ತು ಕಟ್ಟಡ ಅಸ್ತಿ ತೆರಿಗೆ (ನ.15 + ನ.32) ಅಥವಾ (ನ.19 + ನ.33) / Open land and Building Property Tax(No-15 + No-32)	= 880601
35	ರಿಬೇಟ (5% ರಿಯಾಯಿತಿ, ಎಪ್ರಿಲ್ 30 ರ ಒಳಗೆ) / Rebate(5% , before April 30th)	Rs.44030.05
ಸೆಸ್ಸುಗಳು / Cess		
36	ಪಾವತಿ ಮಾಡಬೇಕಾದ ಒಟ್ಟು ಅಸ್ತಿ ತೆರಿಗೆ (ನ.34 - ನ.35) / Total Property Tax(No-34 - No-35)	= 880601
Health Cess(15%) : 31371.45 Rs. Library Cess(6%) : 12548.58 Rs. Urban Transport Cess(2%) : 4182.86 Rs. Beggary Cess(3%) : 6274.29 Rs.		
37	ಕಲಂ (110) ರ ಅಡಿಯಲ್ಲಿ ತೆರಿಗೆ ವಿನಾಯಿತಿ ಪಡೆದ ಅಸ್ತಿಗಳಿಗೆ ಪಾವತಿಸಬೇಕಾದ ಸೇವಾಶುಲ್ಕದ ಮೊತ್ತ	209143(Diff. Amt. 0 Rs.) (75% Additional Rebate For Private Educational Institutions with Exemption)
38	ಒಟ್ಟು ಸೆಸ್ಸು (ನ.34ರ 26%)	54377
39	ವಾಹನದ ಸೆಸ್ಸು / Vehicle Cess	0
40	ಒಟ್ಟು SWM / Total SWM	Cess : 4800 (Arrears :0 Rs.), SWM Cleaning Charges:0 Rs.
41	ಒಟ್ಟು UGD ಸೆಸ್ಸು / Total UGD Cess	0
42	ಉದ್ಯಾನವನ ಸೆಸ್ಸು / Garden Cess	500
43	ಸ್ವಲ್ಪಾನ ನೆರವು ಸೆಸ್ಸು / Cemetery Cess	150
44	ಒಟ್ಟು ದಂಡ (ಜುಲೈ ನಿಂದ ಮಾರ್ಚ್ 2%) / Total Penalty(from July 2%)	0(0%)
45	ಒಟ್ಟು ದಂಡ KMC ACT Section 112C ರ ಪ್ರಕಾರ / Total Penalty as per KMC ACT Section 112C Rule	0 (Unlawful tax : 0 Rs. + Unlawful tax Cess : 0 Rs.)
46	ಪಾವತಿ ಮಾಡಬೇಕಾದ ಒಟ್ಟು ಮೊಬಲಗು / Total Payable Amount (ನ.37 + ನ.38 + ನ.39 + ನ.40 + ನ.41 + ನ.42 + ನ.43)	268970
ಪಾವತಿ ವಿಧಾನ / Payment Mode		
47	ಬ್ಯಾಂಕಿನ ಹೆಸರು / Bank Name	HDFC
48	ಮೊಬಲಗು ಮತ್ತು ದಿನಾಂಕ / Amount and Date	

ಶ್ರೀಮತಿ/ಶ್ರೀ

ನಾನು ಈ ವಿವರ ಪಟ್ಟಿಯಲ್ಲಿ ತಿಳಿಸಿದ ಮಾಹಿತಿಯು ನಾನು ತಿಳಿದಿರುವಂತೆ ಮತ್ತು ನಂಬಿರುವಷ್ಟರ ಮಟ್ಟಿಗೆ ನಿಜವೆಂದು, ಪೂರ್ಣವಾಗಿದೆಯೆಂದು ಮತ್ತು 1976ರ ಕರ್ನಾಟಕ ಪುರಸಭೆಗಳ ಅಧಿನಿಯಮದ ಉಪಬಂಧಗಳಿಗೆ ಅನುಸಾರವಾಗಿದೆಯೆಂದು ನಾನು ಈ ಮೂಲಕ ಘೋಷಿಸುತ್ತೇನೆ.

ದಿನಾಂಕ :

ಸಹಿ :

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Customer copy

SAS-07986204533630788488021



ಮೈಸೂರು ಮಹಾನಗರ ಪಾಲಿಕೆ

KMF No. 14

SAS Receipt Acknowledgement



Payment Mode : Cheque

Ack No/Date : CQ33540 / 24/04/2024

Received from Shri: ಮಹಾಜನ ವಿದ್ಯಾ ಸಂಸ್ಥೆ ಸೊಸೈಟಿ

a sum of Rs. 268970.00

For Assessment No./PID No./Tap No.: 87036

Property No: 69, 69A, 69E, 69F, 69G, 69K, 69M, 69N

Cheque 000879/
Number/Date : 22/04/2024

drawn on : 24/04/2024

Indian (Bank Name)
Overseas Bank

(Applicable only in the case of cheque)			Collection	
Sl No.	Particulars	Tax Year	Total(Rs.)	
1	Property Tax	2024-25	268970	
			Grand Total : 268970.00	

Generated By : rajeswari

Receiver Signature

* N.B.Cheques/drafts/bankers cheques to realisation.

Rupees in (Rupees Two Lack Sixty Eight Thousand Nine words : Hundred Seventy only)

Generated On : 24/04/2024 01:34:09 PM

Fire and Safety Certificate

PGC Campus
SBRR Mahajan Post Graduate Center and First Grade College
(Autonomous) in respect of Pooja Bhagavath Memorial Mahajan
Education Center at Site No. _____ SURVEY NO 21 (FVI) & 11 & 18 PART
K.R.S. Road, Metagalli,
Mysuru - 570 016.

BUILDING SAFETY CERTIFICATE

At present there are three main buildings were located for the purpose of post graduate courses at K.R.S. Road, Metagalli, Mysuru - 570 016 as detailed

- 1) P.G. Office Block & MCA Section Block of nearly $\frac{1}{4}$ of Ground Floor Area of building is constructed during 1993 - 1994 and other $\frac{3}{4}$ area of Ground Floor area and First floor throughout the building is constructed during 2011 - 2012.
- 2) MBA/Biotechnology P.G. section block building of Ground Floor, First Floor and Second floor is constructed during 2004 - 2005.
- 3) Tourism and Hospitality Management block building for PG section is constructed during 2008 - 2009.

First Building :- PG Center Office, General Library Block and PG - MCA/M.Sc., Computer Section Block Building.

One fourth of the Ground portion of the building was constructed during 1992 - 1993 and other three fourth portion of Ground floor and First floor throughout above the Ground floor was constructed during 2011 - 12. The above Ground floor and First floor building is constructed as load bearing structure. Some portion of Ground floor superstructure is constructed with size stone masonry structure and is in stable condition and it is said to be constructed during 1992 - 93 above this First floor for the $\frac{1}{4}$ portion and $\frac{3}{4}$ portion of Ground floor and above this First floor was constructed during 2011 - 12 with the whole building is constructed with load bearing structure.

...2

Both building is having Ground floor plinth area of 1546.04 Sqm and that of the First floor is having 1546.04 Sqm Area (i.e. $\frac{1}{4}$ of the building area is 320.12 Sqm) & that of the $\frac{3}{4}$ of the building area is 1225.92 Sqm.

Both portion of the building is found to be stable and safe to resist the expected loads, however there are some plastering cracks at ceiling of auditorium and in some places of walls and also at projection portion of Chejja projections and other places are also some peeling of the plastering portions to be attended and keep the building in good and safer condition.

Also any weakened portion if any found to be damaged in future due to any Natural conditions to be attended urgently then and their itself. The building does not require any series reconsideration in the next eight years. However it is advisable that to make any structures changes (i.e. suitable recondition or extra floor to be constructed if any) and additional floors to the existing building to be attended only with proper technical professional guidance by conducting detailed strength and design study.

The building is found to be safe and stable to carryout the educational activities in the above building.

Second Building :- P.G. Center MBA/Biotechnology Section G.F/F.F./S.F Block building.

The above building is said to be built during 2004 – 2008. The building is constructed with RCC framed structure and partially with load bearing wall with basement Ground floors.

There are 3 portions of the building is constructed during 2004 – 2008

- a) The First portion of building which is of Ground and Two floors (G + 2) is having plinth area of 352.03 Sqm. (32.90 x 10.70)
- b) The Second portion of building is having Ground and Three floors (G +3) is having plinth are of (13.20 x 10.70) 141.24 Sqm and

...3

- c) Third portion of building is having Ground and Three floors and also the top floor covered with Zinc sheet is having plinth area of $628.09 + 39.59 = 667.68$ Sqm ($58.70 \times 10.70 + 3.70 \times 10.70$)

The building from one portion to other portions there is no bondage is done. This may be done by providing wire mesh and the leakages should be covered suitably. The building which causes any cracks or damages should be attended then and there without giving any more period to avoid further damages.

The building is constructed on hard soil with suitable foundation. The building is well maintained and building is found to be stable and safe to resist the expected load. However any weakened portion found to be damaged in future due to natural calamities to be attended urgently then and there itself. The above building does not require any recondition in the next 10 years.

The building is found to be safe and stable to carryout the educational activities in the above building

Third Building :- P.G. Center Tourism and Hospitality Management Block Building.

The above building is said to be built during 2008 – 2009 with load bearing wall and with basement ground and at floor at one side and Second floor at other portion of the building as shown in side elevation.

The plinth area of (A) Block side portion of building which is of Ground and Two floor (G + 2) is having plinth area of 455.00 Sqm (45.50×10.00) (B) The Second portion of Left side and Right side portion of building which is of Ground and one floors (G + 1) is having 762.50 Sqm (2 Nos. $\times 15.20 \times 25.00$) (C) The Third portion of front portion of building which is having 285.65 Sqm ($26.40 \times 2.90 + 33.10 \times 2.90 + 39.00 \times 2.90$)

...4

/ 4 /

The building patches and peel out portions and other damaged portions to be attended then and there itself immediately.

The building is constructed on hard soil with suitable foundation. The building is well maintained and the building is found to be stable and safe to resist the expected load. However any weakened portion found to be damaged in future due to natural calamities to be attended urgently then and there itself. The above building does not require any recondition in the next 12 years.

The building is found to be safe and stable to carryout the educational activities in the above building.

The necessary timely maintenance of the above three building has to be carried out by the authorities frequently.

The building sites have been inspected on 04.08.2022. The above Report is enclosed along with front elevation photo and other sides erections photos etc.

Detailed inspection carried out by and Certified by the Reputed Engineer


(H. GOPINATH)

Engineer

H. GOPINATH, B.E.(Civil)
Retired Assistant Engineer (P.W.D.)

Engineer and Designer
359, 2nd Main, 2nd Cross
Nivedithanagar, MYSURU
Mob: 9964633513


Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshmiapuram
Mysore 570 012

Hostel Facilities: Yes

Library

a. Number of Library books/ Titles/ Journals available (Programme-wise)

	As on 31-03-2024		Newly added (24-25)		Total	
	Titles	Volume	Titles	Volume	Titles	Volume
BOOKS	2300	4271	15	26	2315	4297
Rs.	Amount Spent			15157.00		

E-Books and E-Journals- NLIST **5900.00**(Annual Subscription)

Journals: **9976.00**(Annual Subscription)

International **01**

National **01**

Total Library Area in: **7300 sq. Ft**

No. of Multimedia PCs: **10**

Reading Room Seating Capacity: **150**

Barcode: **Yes**

Library Management Software: **Yes (Koha Software)**

Enrollment details for the past 5 years

SL. no	Year of Passing	Minimum salary	Maximum salary	No. of Students Placed
01	2023-24	Rs. 30,000	Rs. 40,000	32
02	2022-23	Rs. 25,000	Rs. 30,000	28
03	2021-22	Rs. 24,000	Rs. 29,000	18
04	2020-21	Rs. 20,000	Rs. 28,000	23
05	2019-20	Rs. 15,000	Rs. 22,000	37

□ Games and Sports Facilities

- Volley Ball court (clay) x1
- Shuttle Badminton court (indoor) x2
- Lawn Tennis court (cement) x1
- Basket Ball court (cement) x1
- Table Tennis board x2
- Carom board x2
- Kabaddi Court x1
- Cricket Ground x1
- Throw Ball x1
- Hand Ball x1
- Kho Kho x1
- Chess Board x5
- Hockey Court x1
- Foot Ball x1

□ Academic Calendar:


Mahajana Education Society (R)
Education to Excel
SBRR Mahajana First Grade College (Autonomous)
Jayalakshmpuram, Mysuru – 570 012 Karnataka, INDIA
Affiliated to University of Mysore,
Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence

08.06.2023

Academic Calendar-Undergraduate (UG)

Common Calendar of Events for the Academic Year 2023-24 (Odd & Even Semester)

Sl. No.	Academic Activity	Dates
1	Commencement of I, III and V Semester Classes	11.09.2023
2	End of I, III and V Semester Classes	23.12.2023
3	Mid-Term Vacation (including conducting of Examination and Valuation work of I, III and V Semesters)	24.12.2023 to 20.01.2024
4	Commencement of II, IV and VI Semester Classes	12.02.2024
5	Closure of II, IV and VI Semesters	25.05.2024
6	Conducting of Examination and Valuation work of II, IV and VI Semesters (includes terminal vacation)	28.05.2024 to 30.06.2024
7	Commencement of next academic year 2024-25	29.07.2024


(Dr. Sreedhara H.)
Dr. SREEDHARA. H.
DEAN-ACADEMICS

SBRR Mahajana First Grade College (Autonomous)
Jayalakshmpuram, MYSURU-570 012


(Dr. B R Jayakumari)

Copy To:

1. Hon. Secretary, MES
2. Administrative Officer, MES
3. MES Office
4. Principal's Office
5. Director, PG Centre
6. Director's Office
7. Director - Tourism Department
8. Office of The Controller of Examinations
9. Examination Section and office – UG

- Internal Continuous Evaluation System and place : Yes
- Student's assessment of Faculty, System in place : Yes
- Academic Time Table:

SBRR MAHAJANA FIRST GRADE COLLEGE, JAYALAKSHMIPURAM, MYSORE - 570 012
TENTATIVE TIME TABLE FOR I SEM SEP, III & V SEM. B.SC/BA/BB/BCOM/BCA NEP COURSES FOR THE ACADEMIC YEAR 2024-25
Date: 12.08.2024

DAYS	COURSE	SEM	Under SEP - I SEM (2024-25) NEP - III & V SEM B.SC/BA/BB/BCOM/BCA COURSES											
			7.30-8.25	8.30-9.25	9.30-10.25	10.30-11.25	11.30-11.40	11.40-12.35	12.40-1.35	1.35-02.25	3.30-4.25	4.30-5.25	5.30-06.25	
MONDAY	BCA	I	LAB-B LAB-C LAB-E LAB-G	LAB-B LAB-E LAB-G	MSC-A-19-NL LAB-B LAB-C LAB-G LAB-E	C++ P-A-19-SW LAB-B LAB-C LAB-E LAB-G PY-F ENG-D-22-IN SAN-06-SR		KAN-A-19-MK MSC-B-20-AR KAN-C-21-MN LA-G KHS-F PY-E C++ P-D-22-SW HIN-04-PH SAN-06-SR	DCO-A-19-ARC EVS-B-20-MH DCO-C-21-SD G KHS-E COI-F MSC-D-22-NTS		LAB-A KAN-B-20-MK CFRDE-E LAB-F Library-G KAN-D-22-VN	LAB-A LAB-F	LAB-A LAB-F	LAB-A LAB-F
		III		AF-LAB-D	ENG-A-29-KRM CN-B-30-AN AI-LAB-D	KAN-A-29-MK KAN-B-30-CMK C# Net-C-31-RCL DBMS-D-32-JY HIN-04-PH SAN-06-SR	DBMS-A-29-MK AI-LAB-B DBMS-C-31-JY C# Net-D-32-RCL	C# Net-A-29-PJ AI-LAB-B ENG-C-31-CK CN-D-32-SB		A-NCCNSS/R&R(S&G) Cultural/Sports B-NCCNSS/R&R(S&G) Cultural/Sports LAB - C	A-NCCNSS/R&R(S&G) Cultural/Sports B-NCCNSS/R&R(S&G) Cultural/Sports LAB - C	LAB - C	LAB - C	
		V			CYBER SEC-A-09-XX ADA-C-08-AP	R LANG-A-05-PS CC-B-07-NTS CYBER SEC-C-08-SG	SE-A-05-GS ADA-B-07-MM R LANG-C-08-SN	ADA-A-05-MM R LANG-B-07-SNPS SE-C-08-SN		LAB-B LAB-C	LAB B LAB-C	LAB B LAB-C	LAB B LAB-C	
	BBA	I			BC-12-KS	ENG-12-NC	BE-12-ABR		KAN-12-HRT HIN-04-PH SAN-06-SR					
	BBA	III			COI-11-MU	ENG-11-CK	SBD-11-SS		COST A/C-11-ABR	NCCNSS/R&R(S&G) Cultural/Sports				
BBA	V			POM-01-KS	IT-01-SS	DM-01-KS		IBRM-01-NN						
TUESDAY	BCA	I	LAB-A LAB-B LAB-F	LAB-A LAB-B LAB-F	LAB-A LAB-B MSC-C-21-NL LAB-F	LAB-A LAB-B ENG-C-21-NC LAB-F LA-E LA-G EVS-D-22-MH	KAN-A-19-VN DCO-B-20-ARC KAN-C-21-CMK LA-F ENG-G ENG-E DCO-D-22-SD HIN-04-PH SAN-06-SR	ENG-A-19-SN MSC-B-20-AR EVS-C-21-MH KHS-E C++ P-D-22-SW	COI-F ENG-F	KAN-B-20-VN LAB-E CFRDE-G KHS-F KAN-D-22-MN	LAB-E LAB-C ADDON-G	LAB-E LAB-C ADDON-G	LAB-C LAB-E	
		III			C# NET-A-29-PJ DBMS-B-30-MK ENG-C-31-CK ENG-D-32-VS	KAN-A-29-MN KAN-B-30-VN CN-C-31-SB C# Net-D-32-RCL HIN-04-PH SAN-06-SR	DBMS-A-29-MK ENG-B-30-NC C# Net-C-31-RCL DBMS-D-32-JY		LAB-A AI-TH-B-30-C NCCNSS/R&R(S&G)Cultural/Sports D- NCCNSS/R&R(S&G)Cultural/Sports	LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B		
		V	LAB-C	LAB-C	SE-A-05-GS SE-B-07-NS LAB-C	ADA-A-05-AP R PROG-B-07-SNPS LAB-C	CC-A-05-MU CYBER SEC-B-07-XX SE-C-08-GS COL-B-12-MJ OB-11-NN	DM-A-05-HGR ADA-B-07-MM CYBER SEC-C-08-SG BE-12-ABR FIN EDU-TH-11-SD		LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B	
	BBA	I		PPM-12-KS COI-11-SUG	FBA-12-SS COST A/C-11-ABR	DM-01-KS	IT-01-SS		ENG-12-KRM KAN-33-HRT HIN-04-PH SAN-06-SR	VAC				
	BBA	III			FM-I-01-ES	ES-01-NN			MM-I-01-ABR	VAC	VAC	VAC		
BCA	I	LAB-F LAB-B COI-E	LAB-F LAB-B COI-E	C++ P-A-19-SW LAB-B LAB-F PY-E	ENG-A-19-KRM LAB-B C++ P-C-21-NKS ENG-G LA-E MSC-D-22-NL	MSC-A-19-NTS ENG-B-20-AP EVS-C-21-MH PY-F KHS-G SPORTS-E ENG-D-22-DG	DCO-A-19-ARC C++ P-B-20-NKS MSC-C-21-NTS F CFRDE-E DCO-D-22-SD	ENG-G COI-G	EVS-A-19-MH LAB-G KHS-E LAB-D	LAB-G	LAB-G	LAB-G LAB-D		

TUESDAY	BBA	IV			ENG-B-30-COI-C-31-MJ ENG-D-32-VS	KAN-A-29-HRT KAN-B-30-MK ENG-C-31-OS-D-32-AN HIN-04-PH SAN-06-SR	PY-A-29-RCL FIN EDU IN AW-B-30-SD MMA-C-31-PS PY-D-32-NTS	ENG-A-29-IN MMA-B-30-MK OS-C-31-SB MMA-D-32-PS	K	LAB-A COI-B-30-MJ FIN EDU IN AW-C-LAB-SR D-NCC/NSS/R&R(S&G)Cultural/Sports	LAB-A FIN EDU IN AW-C-LAB-SR D-NCC/NSS/R&R(S&G)Cultural/Sports	LAB-A	LAB-A	
		VI	LAB-C	LAB-C	LAB-C	PHP-A-05-AP FDS-B-07-SN LAB-C	WCM-A-05-ANR/NS AI-B-07-PKL FDS-C-08-AR	FDS-A-05-MM PHP-B-07-MU/SBC AI-C-08-AP/PKL		LAB-A LAB-B VAC	LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B	
		II			MM-10-KS FM-11-NN	FA & R-10-KS M A/C-11-ABR	EVS-10-MH FM & S-11-KS	BS-10-NN BBA-16-SK		ENG-10-KRM KAN-11-MK HIN-04-PH SAN-06-SR	VAC		VAC	
	IV			MM-II-12-ABR	GST-12-KRK	IB-12-NN	FM-II-12-AVR					VAC		
	VI													
	WEDNESDAY	BCA	II	LAB-B LAB-F	LAB-B LAB-F	JAVA-A-19-ARC LAB-B JAVA-C-21-SD LAB-F EVS-E	COI-A-19-MJ LAB-B ENG-C-21-LAB-F DS-E ENG-G DS-D-22-SW	OS-A-19-RR ENG-B-20-COI-C-21-MJ P&S-E ENG-F COI-G ENG-D-22-NC		DS-A-19-SW JAVA-B-20-ARC DS-C-21-NKS SPORTS-E ENG-F COI-G JAVA-D-22-SD	ENG-A-19-KRM Library-C IRC-E LAB-G LAB-D	K/H/S-E LAB-G LAB-D	LAB-G LAB-D	LAB-G LAB-D
IV			LAB-B	LAB-B	COI-A-29-MJ LAB-B ENG-C-31-NC OS-D-32-AN	OS-A-29-AN LAB-B KAN-C-31-MK KAN-D-32-MN	FIN EDU IN AW-A-TH-SR MMA-B-30-MK OS-C-31-SB MMA-D-32-PS	ENG-A-29-PY-B-30-JY PY-C-31-PJ ENG-D-32-VS	KAN-A-05-CMK KAN-B-07-HRT COI-D-32-MJ HIN-04-PH SAN-06-SR	VAC				
VI														
BBA		II			MM-10-KS	KAN-10-VN HIN-04 PH SAN-06 SR	BS-10-NN	OB-10-ABR			Library-ABR			
		IV			ENG-11-KRM	FM & S -11-KS	KAN-11-HRT HIN-04-PH SAN-06 SR	MA-11-ABR	FM -11-NN	AI-A-LAB	AI-A-LAB			
		VI			HRM-II-12-ANN	IT-II-12-SK	IB-12-NN	GST-12-KRK						

THURSDAY	BCA	II	LAB-G	LAB-G	OS-A-19-RR OS-B-20-GS LAB-G ENG-E K/H/S-F	KAN-A-19-HRT ENG-B-20-DS-C-21-NKS LAB-G EVS-E P&S-F KAN-D-22-MK HIN-04 PH SAN-06 SR	COI-A-19-MJ JAVA-B-20-ARC OS-C-23-GS K/H/S-E ENG-F DS-G ENG-D-22-MS	ENG-A-19-MS KAN-B-20-VN KAN-C-21-HRT DS-E P&S-F K/H/S-G OS-D-22-RR	Library-B Library-E EVS-F COI-G LAB-D	P&S-E Library-F LAB-D	LAB-D	LAB-D	
		IV	LAB-B LAB-C	LAB-B LAB-C	LAB-B LAB-C ENG-D-32-NC	COI-A-29-MJ LAB-B LAB-C FIN EDU IN AW-D-TH-SR	MMA-A-29-MK OS-B-30-AN KAN-C-31-MN KAN-D-32-VN	PY-A-29-RCL ENG-B-30-NC MMA-C-31-PS PY-D-32-NTS	COI-B-30-MJ CX-C-31-SB LAB-D	LAB-D	LAB-D	LAB-D	
		VI				FDS-C-08-AR	WCM-A-09-ANR/NS PHP-B-07-MU/SBC PHP-C-08-SBC	FDS-A-05-MM WCM-B-07-ANR AI-C-08-AP/PKL	LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B	LAB-A LAB-B	
	BBA	II				KAN-A-10-MN HIN-04 PH SAN-06 SR	BS-10-NN	FA & R-10-KS	ENG-10-CK				
		IV				FM & S-11-KS	MM -11-ANN	BBA-16-SK	AI-TH-11-	NCC/NSS/R&R(S&G)Cultural/Sports	SPORTS/NCC/NSS R&R(S&G)Cultural		
		VI				IT-II-12-SK	MM-II-12-ABR	HRM-12-ABR	VAC				
FRIDAY	BCA	II	LAB-E LAB-D	LAB-E LAB-D	LAB-E DS-F IRC-G LAB-D	DS-A-19-SW OS-B-20-GS DS-C-21-NKS LAB-E ENG-F P&S-G LAB-D	KAN-A-19-CMK JAVA-B-20-ARC KAN-C-21-MK EVS-E K/H/S-F DS-G ENG-D-22-IN HIN-04-PH SAN-06 SR	JAVA-A-19-ARC KAN-B-20-MK ENG-C-21-VS ENG-E P&S-F ENG-G KAN-D-22-HRT	Library-A COI-B-20-MJ LAB-C LAB-C IRC-E SKILL ENHANCEMENT-G VAC ADDON-F	LAB-C ADDON-F K/H/S-G	LAB-C SPORTS-F	LAB-C	
		IV	LAB-D	LAB-D	KAN-A-29-HRT KAN-B-30-CMK COI-C-31-MJ LAB-D HIN-04-PH SAN-06-SR	OS-A-29-AN MMA-B-30-MK ENG-C-31-IN LAB-D	MMA-A-29-MK OS-B-30-AN FIN EDU IN AW-C-TH-31-SR COI-D-32-MJ	ENG-A-29-VS ENG-B-30-IN PY-C-31-PJ OS-D-32-AN	LAB-A FIN EDU IN AW-B-LAB-30-SR KAN-C-05-MN KAN-D-07-CMK	LAB-A FIN EDU IN AW-B-LAB-30-SR	LAB-A	LAB-A	

BCA	VI						WCM-A-05-ANR/NS FDS-B-07-SN WCM-C-08-NS	AI-A-05-AP AI-B-07-PRL PHI-C-08-SBC		LAB-A VAC LAB-C	LAB-A LAB-C	LAB-A LAB-C	LAB-A LAB-C	
BBA	II				FA & R -10-KS MA VAC -11-ABR		OH-10-ABR ENG-11-KRM	EVNS-10-MH		KAN-11-MK HIN-04-PH SAN-06-SR				
BBA	IV													
BBA	VI			IB-12-NN	GST-12-KRK		BL-12-KS	HRM-II-12-NN						
			7.30-8.25	8.30-9.25	9.30-10.25	10.25-11.00	10.25-11.00	11.00-11.10	11.15.12.10	12.15.01.10		1.15-01.45		
COURSE	SEM	LAB -A	LAB -A ENG-E DS-G	LAB -A DS-B-20-NKS ENG-C-21-NC SKILL <u>FINANCIAL</u> MMA-A-29-MK OS-B-29-AN PY-C-31-PJ MMA-D-32-PS				LAB -A ENG-B-20-KRM OS-C-21-GS ADDON-E SHORT-ES COI-A-29-MJ PY-B-30-JY OS-C-31-SIB ENG-D-32-IN	ENG-A-19-NC ENG-B-20-GS COL-C-21-NC		D E P A R T M E N T	P A R T M E N T	G R O U P / C E L L	M A I N T E N A N C E
SATURDAY	BCA	IV				W E K L Y								
	BCA	VI			AI-A-05-AP PHI-B-07- MU/SBC WCM-C-08-NS	A S S E M B L Y		PHI-A-05-MU WCM-B-07-ANR AI-C-08-AP/PKL	Soft Skills		T A L E N T I N G	M E E T I N G		
	BBA	II			KAN-10-HRT HIN-04 PH SAN-06 SR			BS-10-NN	ENG-10-KRM					
BBA	IV			ENG-11-MS			KAN-11-VN HIN-04-PH SAN-06 SR	NCC/NS/R&R(S&G) Cultural/Sp/sr						
BBA	VI			IT-II-12-SK			FM-II-12-ABR	BL-12-KS						

Bhagyalakshmi
PRINCIPAL
Smt. Bhagyalakshamma Ratti, halli Kamappa
Mahajana First Grade College (Autonomous)
Jayalakshimpuram, MYSURU-575 012

Appendix 1: Course Structure and Syllabi for BBA Programme



Mahajana Education Society (R.

Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE(Autonomous)

Jayalakshmipuram, Mysuru – 570 012

Affiliated to University of Mysore Re-accredited by NAAC with 'A' Grade

College with Potential for Excellence

BOARD OF STUDIES (BoS)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG



PG



Syllabi for I and II Semester BBA 2024-25

DEPARTMENT OF BUSINESS ADMINISTRATION

Motto

**TO CREATE BUSINESS LEADERS
WITH SOCIAL RESPONSIBILITY**

Vision

To create and develop entrepreneurs who exhibit professionalism, accountability, transparency, human values and uphold Indian heritage in high esteem.

Mission

- Giving practical orientation to entrepreneurial ability.
- Giving professional exposure and building up leadership ability by organizing seminars, workshops, management fests and to make students participate in other similar activities.
- Make students to understand the importance of social responsibility in the corporate governance.
- Giving exposure on Indian ethos to future business leaders.

SBRR Mahajana First Grade College (Autonomous)

Jayalakshmipuram, Mysuru – 570 012 Karnataka, INDIA

Affiliated to University of Mysore

Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence



**Restructured Choice Based Credit System (CBCS) and
Continuous Assessment and Grading Pattern (CAGP)**

Regulations – 2024-25

Ref. : 1) UGC letter No. F.22-1/2017(AC) Dt. 28.02.2017.

2) UGC Letter No.F.2-10/2023(AC-Policy) 10 July 2024.

3) Principal Secretary, Education Department (Higher Education) Govt. of Karnataka, Bangalore vide Letter No. ED.80/UMN/2018, Dt. 28.08.2018.

4) Order No. CDC-1/UG/PG/179/New Autonomous/2018-19 Dt. 10.10.2018.

Preamble

University Grants Commission (UGC) has stressed on speedy and substantive academic and administrative reforms in higher education for promotion of quality and excellence. The Action Plan proposed by UGC outlines the need to consider and adopt Semester System, Choice Based Credit System (CBCS), and Flexibility in Curriculum Development and Examination Reforms in terms of adopting Continuous Evaluation Pattern by reducing the weightage on the semester end examination so that students enjoy a learning environment with lower stress. Further, UGC expects that institutions of higher learning draw a roadmap in a time bound manner to accomplish the above.

1. Title and Commencement

These Regulations shall be called the regulations for Choice Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP) for Undergraduate and Post Graduate (UG & PG) Programs of the SBRR Mahajana First Grade College (Autonomous), Mysuru. These Regulations shall come into force from the academic year 2024-25.

2. Undergraduate Programs Offered

2.1 Faculty of Arts

- 1) Bachelor of Arts (B.A.) - 6 Semesters
 - a) HEG – History, Economics, Geography
 - b) HES – History, Economics, Sociology
 - c) HGK – History, Geography, Kannada (Opt)
 - d) JEE – Journalism, Economics, English (Opt)
 - e) CPS – Criminology & Forensic Science, Psychology, Sociology

2.2 Faculty of Science and Technology

- 2) Bachelor of Science (B.Sc.) - 6 Semesters
 - a) PMCs – Physics, Mathematics and Computer Science
 - b) BtBM – Biotechnology, Biochemistry, Microbiology
 - c) CPBc – Criminology & Forensic Science, Psychology, Biochemistry
 - d) BCA – Bachelor of Computer Application

2.3 Faculty of Commerce and Business Administration

- 3) Bachelor of Commerce (B.Com.) - 6 Semesters
- 4) Bachelor of Business Administration (B.B.A.) - 6 Semesters
- 5) Bachelor of Business Administration (Hotel and Hospitality) - 6 Semesters
- 6) Bachelor of Business Administration (Aviation and International Tourism) - 6 Semesters

3. Semesters and Program Structure

3.1 All the UG degree programs shall be of six semesters.

3.2 An academic year consists of two semesters: Odd Semester and Even semester.

3.3 A semester normally extends over a period of 16 weeks (6 days per week) and normally with 90 working days (120 days including exams).

3.4 Program structure

- a) Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion/self-study/desk work/brief seminar presentations by students and such other novel methods.
- b) The credit pattern for a course (L: T: P) shall be decided by the respective Boards of Studies (BoS).
- c) Credit means the unit by which the course work is measured. One hour session of Lecture per week for 16 weeks amounts to 1 credit. Two hour session of Practicals/Tutorials per week for 16 weeks amounts to 1 credit per semester. The total duration of a semester is 20 weeks inclusive of semester-end examination.
- d) Generally, a course of 3 to 5 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks. For all approved courses, the evaluation method shall be decided by the respective BoS.
- e) Generally, a Project Work/Dissertation shall be evaluated for 100 marks/credits or as decided by the respective BoS

4. Definitions

4.1 Discipline Specific Course (DSC) is a core course, which should compulsorily be studied by a student as a core requirement of the program.

4.2 Elective Course is a course which can be chosen from a pool of courses. It may be very specific or specialized or advanced or supportive to the discipline/course of study or which provides an extended scope or which enables an exposure to some other discipline/course/domain or nurtures the student's proficiency/skill.

- a) Discipline Specific Elective (DSE) is a course offered under the main discipline/course of study or a Project/Dissertation.
- b) Project/Dissertation is an elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work. A student has to study such a course on his/her own with advisory support of a faculty member.

- c) Elective is an course chosen from an unrelated discipline/course with an intention to seek exposure beyond discipline/course.
- d) Ability Enhancement Compulsory Courses (AECC) are of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). AECC courses are mandatory based upon the content that leads to knowledge enhancement viz., AECC English/Modern Indian Languages (MIL)/Communication skills. Under Constitutional Values - Environmental Science and Constitution of India. SEC courses are aimed at providing hands-on-training, competencies, skills, etc.
- 4.3 FEES - means the Admission/Examination/other fee prescribed by the Government of Karnataka, University of Mysore and Management for the UG/PG programs from time to time.
- 4.4 Grade is a score assigned to the percentage of the marks awarded in a course.
- 4.5 Grade Point (GP) of a course refers to the product of credits and the Grade earned by the student in that course.
- 4.6 Grade Point Average (GPA) refers to the performance of the student in a given semester. GPA is the ratio of the total grade points earned by the student in all the courses to the total number of credits assigned to the courses in a semester.
- 4.7 Semester Grade Point Average (SGPA) refers to the ratio of the total credit points earned by the student of that semester of a single course to the total number of credits assigned to the courses of that semester.
- 4.8 Cumulative Grade Point Average (CGPA) is the ratio of the total credit points earned by the student in all the semesters to the total number of credits assigned to the courses of all the semesters.
- 4.9 About Languages
- At the undergraduate level a candidate shall opt for any two languages for study viz., English, Kannada, Hindi, Sanskrit which are taught in the college. However, the students may opt for self-study in Urdu, Tamil, Malayalam, Persian, Arabic and French.
- a) Out of the two languages selected, one of the languages shall be an Indian Language. However, in case of foreign nationals, the requirement of an Indian language may be waived by the college.
- b) Indian Language means any one of the languages mentioned in VIII Schedule of the Constitution.
- c) The College may permit private/self study of a language by a student, if there is no provision for instruction in that course in the college then the student shall be allowed to appear for the examination in that course without insisting on attendance. However, the student should appear for C1 & C2.

- d) Deaf and Dumb, Spastic, Mentally Retarded and Learning deficiency students shall study only one language.
- e) Change of language shall not be permitted during the period of the program.

6. Eligibility for Admission

6.1 For BA, B.Com. and BBA Programs :

A candidate who has passed the two year Pre-University examination conducted by the Pre-university Board of Education, Government of Karnataka or any other examination considered equivalent by the University is eligible for admission to the First semester of the UG program.

For B.Sc. Program: Only those students who have completed PUC or its equivalent examination with science courses are eligible.

For B.Sc. [CPBc] Program: Only those students who have completed PUC or its equivalent examination with Science courses along with Chemistry are eligible.

For B.C.A. Program: Candidate should have passed :

- +2 or P.U.C. and an equivalent course with Mathematics/Computer Science/ Business Mathematics/Accountancy
- OR
- 3 yrs Diploma after SSLC/10th class with Computer Science Engineering / Information Science Engineering or equivalent.

For BBA (Hotel & Hospitality)/BBA (Aviation & International Tourism) Degree Programs :

- A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programs.

7 Medium of Instruction

The medium of instruction is only in English. However, a student can write the examination either in English or Kannada. This rule is not applicable to languages.

8 Scheme of the Program

8.1 The minimum duration for completion of a UG Program is six semesters. However, the maximum period to complete UG program is double the duration.

8.2 A student has to earn 128 credits for the successful completion of a six semester UG program. The distribution of credits for different courses is given in Annexure-1 (Program Structure).

8.3 Only such students, who successfully earn 128 credits in six semesters, without break, shall be considered for declaration of Rank or Medals.

9 Course Registration

- 9.1 Every student should register in UUCMS Portal for the courses offered/chosen in that semester.
- 9.2 A student is permitted to choose any of the DSE courses offered by the department during that semester.
- 9.3 A student is permitted to choose any of the GE courses offered in the college during that semester.
- 9.4 After admission, a student can opt out of the combination registered earlier, and opt for another combination giving valid reasons within two weeks from the date of admission. This is subjected to the condition that the student will be able to fulfil the required minimum attendance in the newly registered course.
- 9.5 A student may be permitted to discontinue the program before the conduct of C1 examination of first semester.

10 Attendance

- 10.1 A candidate shall be considered to have satisfied the requirement of attendance for a semester, if he/she attends **not less than 75%** of the number of classes actually held until the end of the semester in **each of the subjects/course**. There shall be no minimum attendance requirement for the Co-curricular and extension activities. A candidate who does not satisfy the requirement of attendance shall not be eligible to take examination of the concerned course.
- 10.2 In case of a candidate who represents the institution/university/state/nation in Sports/NCC/NSS/Cultural or any official activities, shortage of attendance up to a maximum of **15 days** in a semester may be condoned, based on the recommendation of the concerned Head with prior permission of the Head of the institution.
- 10.3 The Head of the Institution/Department shall notify the list of all students who have less than 75% attendance in each course by the beginning of the 16th week of the semester. A copy of the same should be sent to the Controller of Examinations of the college.
- 10.4 A candidate who does not satisfy the requirement of attendance in one or more courses/subjects shall not be permitted to take the C3 examination of these courses/subjects and the candidate shall seek **re-admission/re-register** to those courses/subjects in the subsequent year.

11 Transfer within University and from Other Universities

- 11.1 Transfer to a different institution within the University is permitted only at the beginning of the academic year.
- 11.2 A Candidate seeking transfer to a different institution within the University of Mysore should have completed all the courses/papers of the previous semesters.

- 11.3 A Candidate from any other university can join a program of this college only at the beginning of the academic year.
- 11.4 A Candidate from other university seeking admission by transfer to the college should have completed all the courses of the previous semesters.
- 11.5 Concerned Head of the Department should scrutinize the Credits and Syllabus, Paper/Courses and recommend for Admissions.

12 Continuous Assessment

Assessment and evaluation processes happen in a continuous mode. However, for reporting purposes, a semester is divided into three discrete components identified as C1, C2, and C3. The performance of a student in a course will be assessed as explained below:

- 12.1 The outline of continuous assessment activities for C1 and C2 will be proposed by the respective BoS. This will be based on test / assignment / viva voce / seminar / any other.
- 12.2 The first component, C1, of assessment is for 10% of the total marks. During the first half of the semester, the first 50% of the syllabus should be completed by the 8th week of the semester.
- 12.3 The second component, C2, of assessment is for 10% of the total marks. C2 will be based on the remaining 50% of the syllabus. C2 will be completed during the 15th week of the semester.
- 12.4 During the 18-20th week of the semester, a semester-end examination shall be conducted by the College for each course. This forms the final component of assessment (C3) which is 80% of the total marks. The student has to apply for the C3 examination as per the College Notification.
- 12.5 The BoS will decide the scheme of valuation for C3 component of the Practicals.
- 12.6 Project report shall be evaluated as per the scheme recommended by the relevant Board of Studies. C1 and C2 components of the project shall be evaluated by the Project Supervisor. C3 component of the project shall be evaluated jointly by the Project Supervisor and one External Examiner.
- 12.7 For students who could not attend C1 or C2 due to medical reasons/extraordinary circumstances / participation in Sports / NCC / NSS / any other extracurricular activities representing College / University / State / Nation / International (approved by the College), C1 and C2 exams will have to be conducted for them separately before the 15th week of the semester.

13. Evaluation for C1 and C2

- 13.1 The students will be evaluated for each course by the teacher(s) handling that course.

- 13.2 After the evaluation, the results have to be announced by the course teacher within a week. The course teacher has to **obtain signatures compulsorily of the students registered for the course in a register maintained specifically for the purpose**, indicating that they have no objection to the marks awarded within a **week from the date of announcement** of the marks.
- 13.3 In case, a student is not satisfied with the assessment, the student can make an appeal to the **Grievance Cell within 5 days** from the date of announcement of the results. Otherwise, it is presumed that the student has no objection to the marks awarded.
- 13.4 The student can appeal to the Grievance Cell by paying the **prescribed fee Rs.100/- per subject/course** as fixed by the College. The Grievance Cell is empowered to take corrective measures. The concerned course teacher has to provide all the relevant documents to the Grievance Cell. The decision taken by the Grievance Cell is final.
- 13.5 Visually challenged students or who are disabled from writing with their own hand are permitted to submit assignments for both C1 & C2. To write the C3 examinations the qualification of the scribe should be of lower level of education than the candidate and shall not be related to the candidate in any way. Prior consent in this regard has to be obtained from the Principal by producing the disability certificate issued by the Government Doctor (Ref. Chapter VII in Examination Manual).
- 13.6 It is compulsory for all the students to have 50% of attendance in theory and 75% in practicals for writing C1 and C2. For those who seek late admission for the first semester or incase, of transfer of admission from other college/university, date of admission will be considered for the calculation of required attendance (As suggested by the Autonomy Review Committee).
- 13.7 Attendance for the Second and Third year students will be calculated from the commencement of classes as per the notification issued by the college.

14. Appointment of BoE Chairperson and Member

- 14.1 The Head of the Department/Senior Faculty (minimum of three years of teaching experience) shall be appointed as the BoE Chairperson/Member.
- 14.2 If Head of the department has less than three years of teaching experience, in such cases, the Controller of Examinations may appoint Chairperson/Member from other institutions.
- 14.3 If the Chairperson attains superannuation in the mid of the semester, the Chairperson can continue in the same position till the end of that examination process. The next senior faculty member in the BoE will be the Chairperson for the next semester end examination.

14.4 If the retired person continues as a teaching faculty and if his/her services are required as Chairperson/member of BoE then, in such case he/she can be designated as the BoE Chairperson after obtaining special permission from the Principal in consultation with CoE and Management.

15. Examination and Evaluation for C3

15.1 Question paper setting:

- a) The question paper pattern for C3 component of each course shall be prepared by the respective Boards of Studies.
- b) Each Department/course shall have a Board of Examiners which shall scrutinize, prepare and approve the question papers for all the courses of that course/subject.
- c) The internal examiner can prepare one Question Paper set and two different external examiners will prepare the other two question paper sets.
- d) While preparing Question Paper only 10 to 15% (Maximum) repetition of previous question paper is permitted but not verbatim. BoE has to take utmost care in this regard.
- e) Question Paper must be prepared as per the syllabus and BoE should ensure that all the units of the syllabi are covered while approving the same.
- f) For all examination related work, the members should be selected from approved panel of Examiners only. However, under special circumstances to meet the exigencies, the Chairperson can obtain permission from the Principal and Controller of Examinations to appoint an examiner, outside the approved panel.

15.2 Evaluation of C3

- a) Before the evaluation the answer scripts shall be coded.
- b) There shall be centralized and single evaluation of the C3 theory answer scripts.
- c) C3 component of the Practical's will be conducted with two examiners of whom, at least, one is an external examiner. Any examiner on the approved panel of examiners of the College not belonging to the parent college is an external examiner.
- d) Minimum experience for evaluation - 5yrs teaching experience for theory and 3yrs for practical (In special cases permission may be obtained from the Controller of Examinations to be approved by the Principal for inviting an examiner).
- e) Project shall be evaluated as per the scheme recommended by the relevant Board of Studies. C3 component of the project shall be evaluated jointly by the project supervisor and one external examiner.

- f) Each examiner must value 32 scripts per day (16 scripts in the morning session and 16 scripts in the afternoon session)
- g) 15% of the answer scripts to be reviewed by Chief / Dy. Chief. Additionally, the scripts of the students scoring 90% and above should be compulsorily reviewed.
- h) The Chief / Dy. Chief should evaluate 24 scripts per day (16 scripts to be evaluated and 08 scripts to be reviewed). However, provision has been made to claim for 32 scripts by the reviewer as board average.

15.3 Results:

The results of the examinations will be announced within one month after the completion of the examination, unless the situation warrants extra time.

16. Photocopy, Re-totaling and Re-Valuation

16.1 A student can avail the following services by paying the prescribed fees to the College within 15 days from the date of announcement of the results:

- Photocopy of the answer script (C3)
- Viewing and Re-totaling.
- Revaluation.

16.2 The Re-totaling facility shall be provided for checking whether all the answers have been valued, and the totaling is correct. In case any answer or part thereof has not been valued, that part may be referred to another valuator, and marks awarded shall be added to the total. In case there is a mistake in totaling or carryover of marks from the inside sheets to the facing sheet, then the Controller of Examination shall have it corrected with the approval of the Principal.

16.3 The result of Re-totaling shall be announced within a week from the date of applying for the same.

16.4 The result of the revaluation shall be announced within twenty days from the last date of the receipt of the application.

16.5 Re-Valuation shall be carried out by an external examiner who has not valued that particular script.

- a) If the difference between the original marks and the revaluation marks does not exceed 15 percent of the maximum marks prescribed for that theory paper, the higher of the two will be the final award of marks.
- b) If the difference between the original marks and the revalued marks is more than 15 percent of the maximum prescribed for that theory paper, such scripts shall be valued by the third external examiner outside the college and marks awarded will be final.

- c) In case one or more answers are not valued by the first examiner, then the marks awarded by the subsequent examiner as far as these answers are concerned shall be taken as they are, without averaging with the marks of other answers.
- d) In cases where there is a difference between the original marks, first revaluation marks or/and the second revaluation marks clearly indicating that a particular examiner has been erratic in his/her valuation, then such cases shall be referred to the *Malpractice and Lapses Inquiry Committee* to establish whether or not any punitive measures need to be taken.
- e) If there is a complaint of unfair valuation of answer scripts for a group of students, the Controller of examination in consultation with the Principal may, after a preliminary inquiry, order for revaluation of the paper concerned. After such revaluation, a random sample of 10% of the answer scripts, subject to a minimum of ten, shall be referred for review.

17. Passing Criteria (UG)

- 17.1 A student is permitted to take C3 examination provided he/she secures minimum of 30% each in both theory and practical of C1 and C2 (put together). The student who fails to score 30% in C1 and C2 **should attend the C1 & C2 Assessment when college conducts the same.**
- 17.2 A student will be declared as pass provided the student obtains 30% marks in C1 & C2, 30% of the total marks in C3 and a total of 40% in C1, C2 & C3 put together.
- 17.3 A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.
- 17.4 In case a student secures less than 30% in C3 or absents for C3, the student is said to have not completed the course. The student shall complete the course by re-appearing only for C3 component of that course when College conducts the examination. The student carries the marks already awarded in C1 and C2.
- 17.5 On successful completion of UG program, a final grade card consisting of grades of all courses successfully completed by the student will be issued by the College.
- 17.6 The candidates who pass all the semester examinations in the first attempt are eligible **for ranks** provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B⁺).
- 17.7 A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade **but not for ranking.**

17.8 The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree, only after completion of all the lower semester examinations.

17.9 If a candidate fails in a course/subject, either in theory or in practical's, he/she shall appear for that course /subject only at any subsequent semester end examination, as prescribed for completing the program. He/she must obtain the minimum marks for a pass in that course/subject (theory and practicals, separately) as stated above.

17.10 The students who have paid the semester's prescribed examination fee are allowed to write the semester end examination (C3). Failing which, he/she is not eligible for getting into the next semester.

18. CARRY OVER:

- a) Candidates who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations.
- b) The students who have paid the semester's prescribed examination fee are allowed to continue their studies in next semester. However, they should pay the prescribed fee for the subsequent examinations.

19. Makeup Examination

19.1 Makeup examination (only for C3) shall be conducted only for 5th and 6th semesters: provided the candidate shall have passed the previous 4 semester examinations. This examination shall be conducted by the College within 15 days from the date of notification of results. This shall be only for those students who do not fulfill the passing criteria specified earlier (Sl. No. 17).

19.2 There is provision for Improvement examination in C3 for all semesters in the respective odd and even semesters. The candidate can appear for the examination by paying prescribed fee. The marks obtained in the Improvement exam shall be final.

20. CLASSIFICATION OF SUCCESSFUL CANDIDATES

The eight points grading system which is described below will be the basis for the declaration of results. The declaration of result is based on the Semester Grade Point Average (SGPA) earned at the end of each semester or the Cumulative Grade Point Average (CGPA) earned at the completion of all the eight semesters of the program and the corresponding overall alpha-sign grades.

20.1 If P is the percentage of the marks secured by a candidate in a course (C1+C2+C3) which is rounded to nearest integer, the grade, G earned by the student in that course will be as given below:

Final Result / Grades Description

Semester GPA/ Program CGPA	Alpha-Sign / Letter Grade	Semester/Program % of Marks	Result / Class Description
10	O (Outstanding)	95 - 100	Outstanding
9.5	A+ (Excellent)	90 - 94	Excellent
9	A (Very Good)	85 - 89	Very Good
8.5	B+ (Good)	80 - 84	Good
8	B Distinction	75 - 79	Distinction
7.5	C ++ First Class	70 - 74	First Class
7	C + First Class	65 - 69	First Class
6.5	C First Class	60 - 64	First Class
6	D Second Class	50 - 59	Second Class
5	P Pass Class	40 - 49	Pass Class
Below 4	F (Fail)	Below 40	Fail/Reappear
0	Ab (Absent)	Absent	

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in the regulation.

20.2 Semester Grade Point Average (SGPA)

Credit Points for the paper = No. of Credits assigned X Grade Point secured for that paper (CP) for the paper

SGPA indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to the courses/papers in a Semester.

Note: SGPA is computed only if the candidate passes in all the courses (gets a minimum P grade in all the courses) of semester.

SGPA of a semester = $\frac{\text{Total Credit Points in the Semester}}{\text{Total Credits in that Semester}}$

20.3 Cumulative Grade Point Average (CGPA)

CGPA refers to the Cumulative Grade Point Average weighted across all the semesters. CGPA is obtained by dividing the total number of credit points (CP) in all the Semesters by the total number of credits in all the Semesters. The final result at the end of all the semester is declared in the form of CGPA.

CGPA = $\frac{\text{Total CP of I Semester} + \text{II Semester} + \text{III Semester} + \text{IV Semester} + \text{V Semester} + \text{VI Semester}}{\text{Total Credits of I Semester} + \text{II Semester} + \text{III Semester} + \text{IV Semester} + \text{V Semester} + \text{VI Semester}}$

20.4 Classification of results

The final grade point to be awarded to the student is based on CGPA secured by the candidate and is mentioned below :

Equivalent/Overall percentage = $10 \times (\text{CGPA} - 0.5)$
(or said to 50.5 % in case CGPA = 5.55)

20.5 The overall percentage in a courses is $10 \times \text{SGPA}$.

20.6 The overall percentage in program is $10 \times \text{CGPA}$.

21. Class Declaration

The final Qualitative Index to be awarded to the student is based on CGPA. It is given as:

CGPA	Qualitative Index
$5 \leq \text{CGPA} < 6$	Second Class
$6 \leq \text{CGPA} < 8$	First Class
$8 \leq \text{CGPA} \leq 10$	Distinction

22. Nodal Officer, Program Co-ordinator and Student Advisor

22.1 The Principal shall nominate a Faculty Member as CBCS Nodal Officer who will act as a liaison with the University and facilitate the implementation of the program.

22.2 Head of the Department shall be the Program Coordinator, who shall be responsible for the Student Advisor's work and student support services.

22.3 Every student will have a member of faculty of the Department as Student Advisor. All teachers of the department shall function as Student Advisors and will have more or less equal number of students. The Student Advisor will advise the students in choosing elective courses and offer them all possible assistance.

23. Grievance Cell

For every UG program there will be one Grievance Cell. The composition of this cell is as follows:

- Principal or his/her representative.
- Heads of the Department.
- One senior faculty member from each Department.

24. Discipline

24.1 Every student is required to maintain discipline and decorum both inside and outside the campus in accordance with the instructions of the college and also as per the instructions issued by the University of Mysore/Government of Karnataka/UGC from time to time regarding Student Conduct Rules.

24.2 Any act of indiscipline of a student is first to be considered by the Disciplinary committee of the college for necessary action. If the issue demands more serious consideration, the act of indiscipline will be reported to the Principal who will initiate appropriate action.

24.3 Principal may suspend a student pending inquiry depending upon the prima facie evidence.

24.4 The suspended student may appeal to the Principal whose decision will be final and binding.

25. Others

Any issue not specifically mentioned in these regulations shall be decided by the Principal in consultation with the appropriate bodies of the college.

Any matter which is not covered under this regulation shall be resolved as per the NEP 2021-22 regulations of the college.

Any matter which is not covered under this regulation shall be resolved as per the regulations of University of Mysore

Mahajana Education Society (R)
Education to Excel
SBRR Mahajana First Grade College (Autonomous)

Jayalakshimpuram, Mysuru - 570 012 Karnataka, INDIA

Affiliated to University of Mysore

Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence

ಕರ್ನಾಟಕ ಸರ್ಕಾರ, ಉನ್ನತಶಿಕ್ಷಣ ಇಲಾಖೆ (ವಿಶ್ವವಿದ್ಯಾನಿಲಯಗಳು) ಆದೇಶಸಂಖ್ಯೆ:ED166 UNE-2023
ಬೆಂಗಳೂರು ದಿನಾಂಕ:08.05.2024

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಪತ್ರ ಸಂಖ್ಯೆ AC2(s)/07/2024-25.ದಿನಾಂಕ:23.05.2024ರ ಸುತ್ತೋಲೆ
ಸ್ನಾತಕ ಪದವಿ ಪ್ರೊಗ್ರಾಂಗಳ ಪಠ್ಯಕ್ರಮ ಸಿದ್ಧಪಡಿಸಲು Program Structure ಮಾದರಿ

Date:12.07.2024

L: Lecture

T: Tutorial

P: Practical

B.Com/BBA Program
1st Year Semester-I & II

Sl.No	Course DSC	Credits	L:T:P	Language 1 & 2	Credits	L:T:P	Constitutional Values	Credits	L:T:P	Total
1	DSC-1	5	5:0:0	English	3+3	4:0:0	EVS/COI	2	2:0:0	
2	DSC-2	5	5:0:0	Kannada						
3	DSC-3	5	5:0:0	Hindi						
				Sanskrit						
				Other						
				French						
TOTAL		15			6			2		23


(Dr. B R Jayakumari)

PRINCIPAL

Smt. Bhagyalakshamma Rattehalli Ramanna
Mahajana First Grade College (Autonomous)
Jayalakshimpuram MYSURU-570 012

Programme outcomes for Business Administration

POs	Programme Outcomes (POs)
PO1	Domain knowledge: Acquire knowledge of management theories and practices with special focus on professional accounting and finance.
PO2	Problem analysis: Identify, formulate and analyze complex business problems in a structured approach to focus upon real issues.
PO3	Design/development of solutions: Developing solutions by using critical thinking and analytical reasoning with appropriate qualitative, quantitative techniques and software applications in solving business and research problems.
PO4	Investigation and research: Implementation of research methods to investigate specific business problems and draw conclusions.
PO5	Use of modern techniques/tools: Ability to analyze and interpret data using mathematical, statistical, ICT and risk management techniques to solve business problems.
PO6	Business and Society: Entrepreneurs/Managers with socio-economic value system.
PO7	Environment and Sustainability: Contemplate and Introspect prevailing environmental challenges and channelize inclination towards sustainable development.
PO8	Moral and Ethical values: Assimilate ethical, value based leadership skills and moral principles.
PO9	Individual and Team work: Ability to perform as an individual or leader in diverse settings.
PO10	Communication and leadership skills: Harness communication and leadership skills effectively to adapt to the growing business world.
PO11	Project management and Finance: Design methods and process; apply skills and knowledge to complete projects in accordance with project acceptance criteria and financial considerations.
PO12	Lifelong Learning: Evolve and improve as an individual by updating knowledge to enable oneself to thrive in social and professional life.

OBJECTIVES

1. To develop the skills required for the application of business concepts and techniques learnt in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students

LIST of BoS MEMBERS

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	HoD & Chairman	Dr.Shyla S	Associate Professor	SBRR Mahajana First Grade College, Mysore	shylas.fgc@mahajana.edu.in 9845859475
2	Faculty Members	Dr.Anita B R	Associate Professor	SBRR Mahajana First Grade College, Mysore	anitaprapti@gmail.com 9901114867
		Dr.Nirmala.N	Associate Professor	SBRR Mahajana First Grade College, Mysore	nirmalamysore223@gmail.com 7483907737
3	Two Experts from external university	Dr.M Veena	Assistant Professor	Government First Grade College Ankola,, Karnatak University, Dharvad	veenaurs2006@gmail.com 7676702374
		Dr.Kanthesha Sanningamma navara	Assistant Professor	Government First Grade College, Bettampady, Mangalore University	kantheshvs@gmail.com 9880423035
4	Nominee by the Vice Chancellor	Prof. D Anand	Professor	DoS in Business Administration, BIMS,Manasaganthri, Mysore	anand@bims.uni-mysore.ac.in 98450130340

5	One Person from Industry /Corporate Sector / Alid area	Mrs.Rachana Mahesh	Founder/ Managing Director	Educare ITES & Womencan Trust, Mysuru	<u>rachana.sw@gmail.com</u> 7406113888
6	Alumnus	Mrs.Varshitha Rukmangada	Managing Director	Hotel Kalyani Mysuru	<u>vbhamini28@gmail.com</u> 9594304424

I. TEACHING AND EVALUATION

MBA Graduates with BBM/BBA, B. Com and BBS as basic degree from a recognized University are only eligible to teach and to evaluate all the Business Administration courses except Languages and Constitutional Moral Values.

II. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. The department is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.
- c. In every academic year the students shall be exposed to functioning of any Business unit through Industrial Visits.

III. SCHEME OF EXAMINATION

- a. There shall be college examination at the end of each semester.
- b. The maximum marks for the examination in the courses with 3 credits and above paper shall be evaluated in pattern 10 + 10 (C1 and C2 internals assessments) + 80 (Semester exam C3) marks.
- c. Courses with less than 3 credits shall be evaluated in the pattern 5 + 5 (C1 and C2 internals assessments) + 40 (Semester exam C3) marks.
- d. All courses of this program shall be set/valued/reviewed by BOE of Business Administration for a maximum of 80 marks. The pattern of question paper will be as follows:

For Four Modules

Part- A: Answer all questions. 8 × 2 = 16

Part-B: Answer all questions. 4 × 4 = 16

Part- C: Answer all questions. 4 × 12= 48

TOTAL=80

For Five Modules

Part- A: Answer all questions. $5 \times 2 = 10$

Part- B: Answer all questions. $5 \times 4 = 20$

PartC: Answer all questions. $5 \times 10 = 50$

TOTAL= 80

IV. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION AND SEMESTER END EXAMINATION

The CIE and SEE will carry 20% and 80% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation(courses with 3 credits and above)	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous and Comprehensive Evaluation (CCE) – (A)	10 Marks
2	Internal Assessment test (IAT) – (B)	10 Marks
	Total of CIE (A+B)	20 Mark s
3	Semester End Examination (SEE) – (C)	80 Marks
	Total of CIE and SEE (A+B+C)	100 Mark s

Continuous Internal Evaluation (CIE)

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 10% weightage (10 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of the following assessment methods with 5 marks each (2x5=10 marks)

- i. Individual Assignments
- ii. Seminars/Class room Presentations/Quizzes
- iii. Group Discussions/Class Discussion / group assignments
- iv. Case studies/ Case lets
- v. Participatory & Industry-Integrated Learning/Industrial visits
- vi. Practical Activities / Problem Solving Exercises
- vii. Participation in seminars/ academic events /symposia

viii. Mini project / Capstone projects

b. Internal Assessment Test (IAT):

The IAT will carry a maximum of 10% weightage (10 marks) of total marks of a course. Under this component, two tests (one can be open book test) will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

c. Semester End Examination (SEE):

The semester end examination for all the students for which students who get registered during the semester shall be conducted for 80 marks. SEE of the course shall be conducted subject to their fulfillment of minimum attendance requirement as per the university norms.

d. Minimum marks for a Pass:

The student is eligible to appear for C3 examination, only if he has scored 30% (6 marks) in C1 & C2 put together. However, a candidate has to score minimum of 40% overall.(Theory component of semester end examination i.e. 24(rounded off) marks out of 80 marks).

Course Structure

BBA – I Year

Course Type, Code and Name	Hours/Week		Credits	Maximum Marks			Exam Duration	Total Marks
	L	T/P		IA		Exam		
			L:T:P	C1	C2	C3		
I Semester								
D C C (1) 244129	4 0		4:0: 0	1 0	1 0	80	3 hrs.	10 0
D C C (2) 244130	4 0		4:0: 0	1 0	1 0	80	3 hrs.	10 0
D C C (3) 244131	4 0		4:0: 0	1 0	1 0	80	3 hrs.	10 0
D C C (4) 244132	3 0		3:0: 0	1 0	1 0	80	3 hrs.	10 0

II Semester

DCC (5) 244229	Financial Accounting and Reporting	4	0	4:0:0	1 0	1 0	80	3 hrs.	100
DCC (6) 244230	Business Statistics	4	0	4:0:0	1 0	1 0	80	3 hrs.	100
DCC (7) 244231	Marketing Manageme nt	4	0	4:0:0	1 0	1 0	80	3 hrs..	100
DCC (8) 244232	Organizational Behaviour	3	0	3:0:0	1 0	1 0	80	3 hrs.	100

DCC (1) Syllabus for BBA
Semester - I

Course Code: 244129	Course Title: Principles & Practice of Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week: 4
Total Contact Hours: 64 Hrs.	Formative Assessment Marks: 20
Duration of Exam: 3 Hours	Semester End Examination Marks: 80

Pedagogy: Classrooms lecture, tutorials, Role plays, Group discussion, Seminar, Case studies & field work, Mind Maps, Industrial Visits etc.,

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

CO1: Acquire knowledge on the concepts of business management, principles and function of management.

CO2: Analyze and interpret the process of planning and decision making.

CO3: Design organization structures based on authority, task and responsibilities. The ability to explain

CO4: Gain knowledge and apply the principles of direction and leadership styles

CO5: Analyse the real time scenarios requirement of good control system and control techniques.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	14
Introduction –Meaning, Definitions, Nature and Scope of Management; Management as a Science, Art or Profession; Management Vs Administration. Evolution of Management Thought – FW Taylor’s Scientific Management, Max Weber’s Bureaucratic Management, Henry Fayol’s Administrative Management, Hawthorne Studies, Management Science approach, Systems Theory, Contingency Views, Learning Organizations, Technology Driven Organizations. Indian origin Management thinkers.	
Module No. 2: PLANNING AND DECISION MAKING	12

Planning - Nature, Objectives, Importance and Process; Types of Plans; Policies and Procedures (Basics only) Smart Goals, Meaning- MBO and MBE.

Decision making- Nature, Objectives, Importance, Process and Techniques of Decision making, Creativity in Decision Making, Edward De Bono's 6 Thinking Hats Concept and Application.

Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; –Types of Organization Structure. Virtual Organization. Conceptual Terms - Departmentation, Centralization vs Decentralization of Authority and Responsibility, Span of Control. Staffing - Introduction, Objectives, Importance, General Principles and Techniques.	
Module No. 4: DIRECTING	14
Directing-Meaning, Purpose and Scope of Direction, elements of Direction, Principles of Direction. Motivation – Meaning - Motivation Theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y. Leadership – Meaning, Differences Between Leadership and Management Characteristics of a Good Leader; Leadership Styles – Autocratic Style, Democratic Style, Laissez Faire Styles – Transactional Leader, Charismatic Leader and Transformational Leader.	
Module No. 5: COORDINATING AND CONTROLLING	12
Coordination–Meaning, Importance, Principles and Process. Controlling- Nature, Function, process, Types of Control-Feed forward, concurrent, Feedback and Modern Techniques of Control-PERT, CPM. MIS, TQM, Management Audit, ROI.	

Skill Development Activities (SDAs).

1. Draw different types of organization structure **or** organization structure of your company, if you want to build one.
2. Group discussion/presentation on contribution of Indian Management thinkers.
3. Select your favorite entrepreneur and narrate his or her leadership style.
4. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.

Text Books:

1. Stoner, Freeman and Gilbert : Management

2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.

Weblinks:

WWW.geeksforgeeks.org

www.studiosguy.com

www.toppr.com

www.managementstudyguide.co

Course Articulation Matrix - 244129

PO C O	PO 1	PO 2	PO3	PO4	PO 5	PO6	P O 7	P O 8	PO9	PO1 0	PO11	PO12
CO1	2	1	1	-	1	1	-	1	1	2	1	1
CO2	2	2	2	1	1	1	2	2	2	2	-	2
CO3	2	1	2	1	1	1	-	2	1	1	-	2
CO4	2	2	2	-	2	1	-	2	1	3	-	1
CO5	2	3	2	2	2	1	1	1	2	2	1	1
WA	2	1.8	1.8	1.3	1.4	1	1.5	1.6	1.4	2	1	1.4

**DCC (2) Syllabus for BBA
Semester – I**

Course Code: 244130		Course Title: Fundamentals of Business Accounting	
Course Credit (L:T:P): 4(4:0:0)		Teaching Hours/Week:4	
Total Contact Hours: 64 Hrs.		Formative Assessment Marks: 20	
Duration of Exam: 3 Hours		Semester End Examination Marks: 80	
Pedagogy: Classrooms lecture, tutorials, and problem solving.			
Course Outcomes: On successful completion of the course, the Students will demonstrate			
CO1: Acquire knowledge on framework of Accounting and Accounting Standards.			
CO2: Pass journal entries, prepare ledger accounts and trial balance independently.			
CO3: Analyze and prepare Subsidiary books.			
CO4: Appraise and solve problems on Depreciation.			
CO5: Illustrate and draw up final accounts of Proprietary concern.			
Syllabus:			Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING			1 2
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards–Objectives-Significance of Accounting Standards. List of Indian Accounting Standards.			
Module No. 2: ACCOUNTING PROCESS			12

System of Book Keeping- Meaning of Double Entry System – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.

Module No. 3: SUBSIDIARY BOOKS	14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cashbook, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book).	
Module No. 4: DEPRECIATION	12
Meaning-Causes, Methods of depreciation, Problems on Straight line method, Written down value method.	
Module No. 5 FINAL ACCOUNTS OF PROPRIETARY CONCERN	14
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.	

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Construct a trial balance with imaginary figures.
3. Prepare different subsidiary books with imaginary figures.
4. Collect the financial statement of a proprietary concern and record it.

Text Books:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman, Advanced Accountancy, Himalaya Publishing House
3. S.AnilKumar, V.Rajesh Kumar and B.Mariyappa, Fundamentals of Accounting,
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication

Weblinks

www.accountingcoach.com

www.businessjargons.com

<https://study.com>

<https://icmai.in>

Course Articulation Matrix - 244130

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	1	1	2	1	1	1	1	1	1
CO2	3	2	2	1	1	1	1	1	1	1	1	1
CO3	3	2	2	1	1	1	1	1	1	1	2	1
CO4	3	2	2	1	1	2	1	1	1	1	1	1
CO5	3	1	1	1	2	2	1	1	1	1	2	1
WA	3	1.6	1.6	1	1.2	1.6	1	1	1	1	1.4	1

**DCC (3) Syllabus for
BBA Semester - I**

Course Code: 244131	Course Title: Business Economics
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours: 64 Hrs	Formative Assessment Marks: 20
Duration of Exam: 3 Hours	Semester End Examination Marks: 80

Pedagogy: Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate;

CO1: Analyze and understand the concepts demand and supply and its business applications

CO2: Examine and understand Consumer Utility analysis

CO3: Exemplify different Market Structure.

CO4: Acquire knowledge on the system of Cost and Revenue analysis.

CO5: Examine and Analyse the various concepts of measuring National Income

Syllabus:	Hours
Module No. 1: Demand and Supply	14
Business Economics – Introduction – Meaning – Scope and its importance. Application of Economics in Business Decision Making. Demand - Meaning of Demand-Individual and Market Demand- Law of Demand –Exceptions to Law of Demand- Elasticity of Demand. Supply - Meaning - Law of supply - Determinants of Supply - Supply Function - Elasticity of Supply - Equilibrium.	
Module No. 2 Consumer Utility Analysis	12
Consumer Behaviour - Meaning - Factors Influencing Consumer Preference and Concept of Utility – Indifference Curve Analysis –, Assumptions and Properties - Consumer Equilibrium through Indifference Curve.	
Module No 3: Market Structure	14

Perfect Competition - Monopoly, Monopolistic Competition, Oligopoly - Features, Price and output Determination for Each Market Structure.

Module No. 4: Cost Analysis and Revenue Analysis	12
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Concept of cost – Short Run Cost and Long Run Cost. Cost Analysis - Fixed cost - Average Fixed Cost
- Variable Cost - Average Variable Cost –Total Cost -Average Total Cost and Marginal Cost.
Revenue Analysis: - Total, Average and Marginal Revenue.

Module No. 5: National Income	12
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National Income – Definitions - Concepts of National Income –Methods of Measuring National Income- GDP – NDP – NNP – GNP - Methods of Measuring National Income -Income Method - Expenditure Method and Value Added Method. - Limitations of Each Method.

Skill Developments Activities:

- 1) Analyze the demand and supply curve of selected products.
- 2) Visiting local fare to observe the consumer preferences.
- 3) Compare and Analyze National Income, Per Capital income and GDP of India with selected countries.
- 4) Visit a local business Enterprise and prepare its cost and revenue analysis.
- 5) Analyze the market structure of selected Indian companies in various sectors.

Books Recommended:

1. Varshney R.L.&Maheswari, Managerial Economics
2. Joel Dean, Managerial Economics
3. Mithani and VSR.Murthy, Fundamentals of Business Economics
4. Reddy P.N and Appanniah H.R., Principles of Business Economics

Weblinks

<https://study.com>

<https://www.investopedia.com>

<https://www.khanacademy.org>

<https://www.geeksforgeeks.org>

Course Articulation Matrix - 244131

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	1	1	1	2	1	1	2
CO2	2	1	1	1	1	1	2	2	2	2	1	2
CO3	2	2	1	1	2	1	2	2	2	1	1	2
CO4	2	2	2	1	2	1	1	1	1	1	1	2
CO5	2	1	1	1	2	1	1	1	1	1	1	2
WA	2	1.4	1.2	1	1.6	1	1.4	1.4	1.6	1.2	1	2

DCC (4) Syllabus for BBA
Semester – I

Course Code: 244132	Course Title: Business Communication
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week: 3
Total Contact Hours:48 Hrs	Formative Assessment Marks: 20
Duration of Exam: 3Hours	Semester End Examination Marks: 80

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate:

CO1: Ability to understand the concept of Business Communication.

CO2: Evaluate and understand various Channels of Business Communication. CO3: Acquire basic communication skills.

CO4: Examine and utilize Non Verbal communication skills.

Syllabus:	Hours
Module No. 1: BASICS OF COMMUNICATION	12
Communication: Definition, Process of Communication, Communication Models, Objectives of Communication, Verbal and Non-verbal Communication, Principles of Effective Communication.	
Module No. 2: CHANNELS OF COMMUNICATION	12
Written Business Communication: Fundamentals of Business Writing, Types of Business Letters- Enquiry Letter-Complaint Letter – Persuasive Letter – Proposal, Report Writing – Writing Resume. Channels of Communication: - Meaning, Types-Based on Relationships, Direction of flow and methods. Communication Networks/Patterns-circle, wheel, chain, Y network and all channels.	
Module No. 3 :COMMUNICATION SKILLS	12

Spoken Skills: Conducting Presentation, Oral Presentation, Debates, Speeches, Interview. Group Discussion, Barriers to Effective Communication and Ways to Overcome them – Importance of Listening, Developing Effective Listening Skills.

Module No 4: NON-VERBAL COMMUNICATION

12

Non-Verbal Communication: Body Language / Kinesthetic, Para Language, Proxemics, Haptics, Sign

Language / Virtual and Audio Elements,

Skill Developments Activities:

1. Draft a communication model of a company/firm of your choice.
2. Draw diagram on communication channel.
3. Write a report based on an incident/coverage in a newspaper.
4. Pictorial Presentation on Kinesthetic, Proxemics and haptics communication.

Text Books:

- 1) Denish Murphy, Better Business Communication
- 2) Shuter, Written Executive Communication
- 3) Gartside, Model Business Letters
- 4) Kaul and Asha, Business Communication
- 5) K K Ramachandran, Business Communication
- 6) Dr.S.S. Khanka, Organizational Behavior.

Weblinks

<https://www.simplynotes.in>

<https://www.university.youth4work.com>

<https://www.academia.edu>

<https://www.coursesidekick.com>

Course Articulation Matrix - 244132

	PO1	PO2	PO3	PO4	PO 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12
CO1	2	1	1	1	1	2	-	2	2	2	1	2
CO2	2	1	1	1	2	2	1	2	2	2	2	2
CO3	2	2	2	1	2	2	-	2	2	2	1	2
CO4	2	2	1	1	2	2	-	2	2	2	2	2
WA	2	1.5	1.25	1	1.75	2	1	2	2	2	1.5	2

DCC (5) Syllabus for BBA

Semester - II

Course Code: 244229	Course Title: Financial Accounting and Reporting
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours: 64 Hrs.	Formative Assessment Marks: 20
Duration of Exam: 3 Hours	Semester End Examination Marks: 80

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Analyze and prepare final accounts of partnership firms

CO2: Acquire knowledge on the process of public issue of shares and accounting the same.

CO3: Construct final accounts of Joint Stock Companies.

CO4: Analyze and prepare liquidators final statement of account.

CO5: Analyze , interpret and understand company's annual report.

Syllabus:

Hours

Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM

14

Meaning of Partnership Firm, Partnership Deed, Clauses in Partnership Deed, Preparation of Final Accounts of Partnership Firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners Capital Account and Balance Sheet.

Module No. 2: ISSUE OF SHARES

14

Companies – Definitions, Features and Types. Salient Features of Companies Act 2013.

Shares – Meaning - Types of Shares – Issue of Shares at Par, at Premium, at Discount; Forfeiture and Re- issue of shares (theory only). Journal Entries Relating to Issue of Shares; Preparation of Respective Ledger Accounts; Preparation of Balance Sheet (Vertical form Schedule III).

Module No. 3:FINAL ACCOUNTS OF JOINT STOCK COMPANIES	12
Statutory Provisions Regarding Preparation of Company Final Accounts –Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet (Vertical Form Schedule -III).	
Module No. 4: LIQUIDATION OF COMPANIES	12
Meaning - Need for Liquidation, Legal Provisions for Liquidation and Preparation of Liquidators Final Statement of account.	
Module No. 5:CORPORATE FINANCIAL REPORTING PRACTICES	12
Corporate Financial Reporting - Meaning, Types, Characteristics, Users of Corporate Financial Report, Financial Statements- Balance Sheet, Income Statement, Cash Flow Statement, and Notes to the Financial Statements. Auditor's report. Corporate Governance Report, Corporate Social Responsibility Report. (Discuss only Role and Significance of above components of reports).	

Skill Developments Activities:

1. Collect financial statement of any two manufacturing and service companies for five years and analyses the same in terms of Financial Highlights, Corporate Governance and CSR.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

Text Books:

1. B S Raman, Financial Accounting
2. R L Guptha&RadhaSwamy, Advanced Accounting
3. M C Shukla and T S Grewal, Advanced accounting
4. S P jain and Narang K L, Financial Accounting
5. P C Tulsian, Advanced Accounting

Weblinks

<http://www.icai.org>

<https://icmai.in>

<https://www.taxmann.com>

<https://archive.nptel.ac.in>

Course Articulation Matrix - 244229

PO CO	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO12
CO1	3	3	2	1	2	1	-	1	2	3	2	2
CO2	3	3	2	2	3	2	2	2	1	2	2	2
CO3	2	2	3	1	2	1	-	2	2	2	2	2
CO4	3	3	3	2	3	1	1	2	2	2	2	2
CO5	2	1	1	2	2	1	-	2	2	2	2	2
WA	2.6	2.4	2.2	1.6	2.4	1.2	1.5	1.8	1.8	2.2	2	2

DCC (6) Syllabus for BBA Semester - II

Course Code: 244230	Course Title: Business Statistics
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week :4
Total Contact Hours: 64 Hrs	Formative Assessment Marks: 20
Duration of Exam: 3 Hours	Semester End Examination Marks: 80

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Acquire knowledge on the basic concepts of statistics

CO2: Summarize data sets using descriptive statistics.

CO3: Analyze the relationship between two variables of various business or managerial situations

CO4: Illustrate and construct various measures of central tendency, dispersion and skewness.

CO5: Apply correlation and regression for data analysis.

Syllabus:

**Ho
urs**

Module No. 1: INTRODUCTION TO STATISTICS

12

Statistics – Meaning-Definition, Characteristics, Advantages and Limitations-Collection of Data- Methods of Collecting Primary Data and Sources of Secondary Data - Classification and Tabulation of Data. Simple Problems on Tabulation. Diagrammatic and Graphical Representation of Data.

Module No. 2: MEASURES OF CENTRAL TENDENCY

12

Measures of Central Tendency-Arithmetic Mean, Median, Quartiles and Mode and Calculation of Median and Mode

Module No. 3: MEASURES OF DISPERSION

14

Measures of Dispersion - Quartile Deviation-Standard Deviation-Co-efficient of Variation, Skewness- Karl Pearson and Bowley's Co-efficient of Skewness.

Module No. 4: CORRELATION	14
Correlation – Meaning – Types-Karl Pearson's Co-efficient of Correlation-Spearman's Rank correlation Co-efficient. Probable Error.	
Module No. 5: REGRESSION ANALYSIS	12
Regression Analysis-Construction of Regression Equations-Estimation	

Skill Developments Activities:

1. Tabulate and represent the data on a graph using imaginary figures.
2. Collect past year's Indian consumer price index data (as of the current base year) and calculate mean, median and mode for the same.
3. Construct regression equation based on imaginary figures.
4. Mention the sources of secondary data.

Text Books:

- a) S P Gupta: Statistical Methods
- b) D N Elhance: Fundamentals of Statistics
- c) Sanchethi and Kapoor: Statistics
- d) R S N Pillai and Bhagavathi: Statistics
- e) S. Jayashankar: Quantitative Techniques for Management
- f) N.V.R Naidu: Operation Research I.K. International Publishers
- g) S.C Gupta: Business Statistics, HPH

Weblinks

<https://www.studocu.com>

<https://www.toppr.com>

<https://icmai.in>

<https://archive.nptel.ac.in>

Course Articulation Matrix - 244230

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	3	2	1	2	1	-	1	2	3	2	2
CO2	3	3	2	2	3	2	2	2	1	2	2	2
CO3	2	2	3	1	2	1	-	2	2	2	2	2
CO4	3	3	3	2	3	1	1	2	2	2	2	2
CO5	2	1	1	2	2	1	-	2	2	2	2	2
WA	2.6	2.4	2.2	1.6	2.4	1.2	1.5	1.8	1.8	2.2	2	2

DSC (7) Syllabus for BBA

Semester- II

Course Code: 244231	Course Title: Marketing Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week :4
Total Contact Hours: 64 Hrs	Formative Assessment Marks: 20
Duration of Exam: 3 Hours	Semester End Examination Marks: 80

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

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

CO1 Understand the concepts and functions of marketing.

CO2 Analyze marketing environment impacting the business.

CO3 Segment the market and understand the consumer behavior

CO4 Gain knowledge on Product Development and Pricing.

CO5 Acquire knowledge on marketing and also strategize marketing mix

Syllabus:	Hours
Module No. 1:INTRODUCTION TO MARKETING	12
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Meaning and Features -Societal Marketing, Relationship Marketing, Brand Marketing, Sustainable Marketing. Types of Markets and Types of Market Demand. Recent trends in Marketing –E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (concepts only).	
Module No. 2:MARKETING ENVIRONMENT	10
Micro Environment – The Company, Suppliers, Marketing Intermediaries Competitors, Public and Customers; Macro Environment - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module No. 3:MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	14

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Targeting and Positioning; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.

Module No. 4: PRODUCT AND PRICING	14
<p>Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion.</p> <p>Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product- Branding, Packing and Packaging, Labeling (Concepts only).</p> <p>Pricing – Objectives, Factors Influencing Pricing Policy ,Pricing Methods,</p>	
Module No. 5: PROMOTION AND DISTRIBUTION	14
<p>Place - Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels, Levels of Channels, B2B, B2C, C2C- (Concepts only) Channels. Promotion – Meaning and Significance, Promotion Mix Elements – Advertising, Publicity, Personal Selling, Public relations (Concepts only) and Difference between Advertising and Personal selling, Difference between Advertising and Publicity.</p> <p>Extended Marketing Mix –Meaning and Elements -People, Process and Physical Evidence.</p>	

Skill Development Activity:

- 1) Construct a matrix of Marketing Mix of a company.
- 2) Two cases on the above syllabus should be analyzed and recorded in the skill development.
- 3) Design a logo and tagline for a product of your choice.
- 4) Prepare a chart for distribution network for different products.

Text Books:

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

7. Sontakki, Marketing Management, Kalyani Publishers.

8. P N Reddy and Appanniah, Marketing Management

Weblinks

<https://www.geeksforgeeks.org>

<https://onlinecourses.swayam2.ac.in>

<https://onlinecourses.nptel.ac.in>

<https://www.investopedia.com>

Course Articulation Matrix - 244231

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	-	2	2	1	1	2	2	1	2
CO2	2	2	2	2	2	2	2	2	2	2	2	2
CO3	2	2	3	2	2	2	1	2	2	3	1	2
CO4	3	2	3	2	2	1	1	1	2	2	2	2
CO5	2	2	2	1	1	2	2	2	2	2	1	2
WA	2.2	1.8	2.2	1.75	1.8	1.8	1.4	1.6	2.0	2.2	1.4	2

DCC (8) Syllabus for BBA

Semester - II

Course Code: 244232	Course Title: Organizational Behavior
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:48 Hrs.	Formative Assessment Marks: 20
Duration of Exam: 3Hours	Semester End Examination Marks: 80
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.	
<p>Course Outcomes: On successful completion of the course, the students shall be able to</p> <p>CO1: Acquire knowledge on the role of OB in business organization.</p> <p>CO2: Exemplify different dimensions of individual behavior.</p> <p>CO3: Ability to interpret individual and group behavior in an organization.</p> <p>CO4: Evaluate the effectiveness of organizational change and development.</p>	
Syllabus:	Hours
Module No. 1: FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR	12
Organization Behavior – Meaning, Definition, Nature, Scope and Importance of OB. - Contributing Disciplines to OB. Basic Principles of OB, Recent Trends in OB.	
Module No. 2: FOUNDATIONS OF INDIVIDUAL BEHAVIOUR	12
Individual Behavior – Factors Influencing Individual Behavior, Perception - Meaning, Factors Influencing Perception, Perceptual Process, Perceptual Errors. Personality -Meaning, Determinants and Traits of Personality. Attitude – Meaning, Factors and Components of Attitude.	
Module No. 3: GROUP AND TEAM DYNAMICS	12
Group Dynamics -Meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behavior.	
Team Dynamics - Meaning, Types of Teams: Conflict-sources of Conflict and Ways of Resolving Conflict.	

Module No. 4: ORGANIZATIONAL DEVELOPMENT	12
Organizational Development - Meaning and Nature of Organizational Development (OD), Process of Organizational Development. Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).	
Change Management – Meaning, Importance of Planned Change Management, factors influencing Change Management.	

Skill Developments Activities:

- 1) Two cases on the above syllabus should be analyzed and record in the skill development
- 2) List the Personality Traits of Successful Business Leaders.
- 3) Select an organization of your choice, analyze and record the development process.

SAMPLE CASES FOR REFERENCE:

Module 1 & 2

- For business continuity, during Covid-19, XYZ organization has encouraged the employees to Work from Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.
- If you are the manager of XYZ, can you justify the employee behavior? Draw up a list of all the strategies you incorporate in bringing employees back to office

Module 3

- You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogeneous team. Dysfunctional conflict is common among the members.
- Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution

Module 4

- The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years' work experience in the bank. They do not want to change from their comfort zone.
- As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.

Module 4

- Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show' to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart the steps in the OD

process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.

Text Books:

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

Weblinks

<https://www.investopedia.com>

<https://onlinecourses.nptel.ac.in>

<https://www.studocu.com>

<https://www.studysmarter.co.uk>

Course Articulation Matrix - 244232

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	P O 7	P O 8	P O 9	PO 10	PO1 1	PO 12
CO1	3	1	1	1	1	2	-	2	2	2	2	2
CO2	2	1	1	1	1	1	-	2	2	2	2	2
CO3	2	2	1	1	1	2	1	2	2	2	2	2
CO4	2	2	2	2	2	2	1	2	2	2	1	2
WA	2.25	1.5	1.25	1.25	1.25	1.75	1	2	2	2	1.75	2

DCC THEORY QUESTION PAPER PATTERN FOR I AND II SEMESTER

For Four Modules

Max Marks: 80

Exam duration: 03 hours

Part A

Answer all questions in two sentences. Each question carries Two marks $8 \times 2 = 16$

- 1.a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.

Part B

Answer all questions in about half a page. Each question carries Four marks $4 \times 4 = 16$

- 2. a
- or
- b
- 3. a
- or
- b
- 4. a
- or
- b
- 5. a
- or
- b

Part C

Answer all questions. Each question carries Twelve marks $4 \times 12 = 48$

- 6. a
- or
- b

7. a

or

b

8. a

or

b

9. a

or

b

DCC THEORY QUESTION PAPER PATTERN FOR I AND II SEMESTER

For Five Modules

Max Marks: 80

Exam duration: 03 hours

Part A

Answer all questions in two sentences. Each question carries Two marks $5 \times 2 = 10$

1.a.

b.

c.

d.

e.

Part B

Answer all questions. Each question carries Four marks $5 \times 4 = 20$

2. or

b

3. a

or

b

4. a

or

b

5. a

or

b

6. a

or

b

Part C

Answer all questions. Each question carries Ten marks

5×10=50

7. a

or

b

8. a

or

b

9. a

or

b

10. a

or

b

11. a

or

b



Mahajana Education Society (R.)

Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE (Autonomous)

Jayalakshmpuram, Mysuru – 570 012

Affiliated to University of Mysore Re-accredited by NAAC with 'A' Grade
College with Potential for Excellence

BOARD OF STUDIES (BoS)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG



PG



NEP Syllabi for I and II Semester BBA 2021-22

DEPARTMENT OF BUSINESS ADMINISTRATION

Motto

**TO CREATE BUSINESS LEADERS WITH
SOCIAL RESPONSIBILITY**

Vision

To create and develop entrepreneurs who exhibit professionalism, accountability, transparency, human values and uphold Indian heritage in high esteem.

Mission

- Giving practical orientation to entrepreneurial ability.
- Giving professional exposure and building up leadership ability by organizing seminars, workshops, management fests and to make students participate in other similar activities.
- Make students to understand the importance of social responsibility in the corporate governance.
- Giving exposure on Indian ethos to future business leaders.

Mahajana Education Society (R)

Education to Excel

SBRR Mahajana First Grade College (Autonomous)

Jayalakshmipuram, Mysuru – 570 012 Karnataka, INDIA

Affiliated to University of Mysore

**Re-Accredited by NAAC with 'A' Grade, College with
Potential for Excellence**



NEP-2020

UG Regulations – 2021-22

Mahajana Education Society ®

SBRR Mahajana First Grade College (Autonomous)

Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate and Post-graduate Degree Programs in the Faculties of Arts, Science, Commerce and Management (*Framed under Section 44 (1) (c) of the KSU Act 2000*)

Preamble:

Education plays a significant role in building a nation. There are quite a large number of educational institutions, engaged in imparting education in our country. However, our present education system is churning out youth who have to compete locally, regionally, nationally as well as globally. The 21st century has opened up many new challenges in the field of Higher Education. The present alarming situation necessitates transformation and/or redesigning of the system, not only by introducing innovations but developing a “learner-centric” approach. But the majority of our higher education institutions have been following the system which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. Thus, there is a need to allow flexibility in the education system, so that students depending upon their interests can choose inter-disciplinary, intra-disciplinary and skill-based courses. It should be holistic to train the student into a perfect human being and a useful member of society. The aim of higher education is to develop good, well-rounded and creative individuals. It has to enable an individual to study one or more specialized areas of interest at a deeper level, while at the same time building character, ethical and constitutional values, intellectual curiosity, spirit of service and capabilities across disciplines including sciences, social sciences, arts, humanities as well as professional, technical and vocational crafts. At the society level higher education must enable development of an enlightened, socially conscious, knowledgeable and skilled nation that can uplift its people, construct and implement solutions to its own problems. It is also to bridge the increasing gap between an undergraduate degree and employability.

The New Education Policy (2019) initiated and developed by the Ministry of Human Resource Development (HRD), Govt. of India, was approved by the Central cabinet on 29th July 2020. The National Education Policy (NEP) has brought several reforms in Indian education which includes broad based multidisciplinary Undergraduate Education with 21st Century skills while developing specialized knowledge with disciplinary rigor. It is to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course-curricula, introduction of paradigm shift in learning and teaching pedagogy, evaluation and education system.

The role of Universities and colleges in the 21st century extends far beyond traditional knowledge creation and dissemination to encompass new expectations for innovations that will have broader, social and economic benefits. To cater to the needs of students with diverse talents, aspirations and professional requirements, it is necessary to make qualitative changes in its undergraduate and postgraduate programs. In this backdrop, the National Education Policy has recommended a Multi-disciplinary Undergraduate Program with multiple exit and entry options with certificate/diploma/degrees at each of the exits. A nation-wide ecosystem of vibrant multi-disciplinary graded higher educational institutions (Universities and Colleges) are to be developed. In this context, a liberal approach has to be the basis of

undergraduate education in all fields and disciplines at the UG/PG, including professional education. UG/PG curriculum needs to be focused on creativity and innovation, critical thinking and higher order thinking capacities, problem solving abilities, team work, communication skills, more in-depth learning and mastery of curricula across fields.

The University Grants Commission has asked all the universities in the country to implement the multi-disciplinary and holistic education across disciplines for a multi-disciplinary world, in all the Universities and Affiliated colleges. The Karnataka State Higher Education Council has also communicated general guidelines in this regard.

Further, the Karnataka State Higher Education Council has proposed a model curriculum framework and an implementation plan for the State of Karnataka. It is to suggest and facilitate the implementation of schemes and programs, which improve not only the level of academic excellence but also improve the academic and research environment in the state. The proposed curriculum framework endeavors to empower the students and help them in their pursuit for achieving overall excellence.

The proposed Four-year Multi-disciplinary Undergraduate program is a fundamental transformation of the current undergraduate education which replaces the conventional undergraduate programs of universities in the State. Outcome Based Education (OBE) practices are to be used to design the curriculum. It is proposed to develop Graduate Attributes at appropriate level which will act as common denominator for curriculum across universities.

Curriculum shall focus on critical thinking and problem solving. Conscious efforts to develop cognitive and non-cognitive problem-solving skills among the learners shall be part of the curriculum. Use of Bloom's Taxonomy in designing curriculum to move from lower order thinking skills to higher order thinking skills is a desired option. The programs designed shall empower graduates as expert problem solvers using their disciplinary knowledge and collaborating in multi-disciplinary teams.

Hence the **University of Mysore/SBRR Mahajana First Grade College** thought it fit to implement the multi-disciplinary and holistic education in all the under-graduate programs and the consequential post-graduate programs, with multiple entry and exit options with multiple certificate/diploma/degrees in the Faculties of Arts, Science, Commerce and Management to replace the present undergraduate degree programs effective from the academic year 2021-22. Hence these Regulations.

Students will have the option to exit after one year with a certificate, 2 years with award of the diploma and after 3 years with the award of the bachelor degree. Successful completion of the 4 years program will lead to award of the bachelor degree with honors in particular subjects. Continuation of the undergraduate program for the fourth year in colleges is optional, in subjects in which they are not offering postgraduate programs. But it is a preferred option. The graduates of these colleges can seek admission to the fourth year program in the respective postgraduate departments in the university or in the colleges wherever it is offered, as the present post-graduate programs in subjects will be restructured into one year Master's degree for honors degree holders and two years masters degree for the basic degree holders in the concerned subjects.

1. TITLE AND COMMENCEMENT

- a) **These regulations shall be called “The Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate, and Postgraduate Degree Programs in the Faculties of Arts, Science, Commerce and Management”.**
- b) These regulations shall come into force from the Academic Year 2021-22.

2. SALIENT FEATURES OF THE FOUR YEARS MULTIDISCIPLINARY UNDERGRADUATE PROGRAM WITH MULTIPLE ENTRY AND EXIT OPTIONS

- a) The program shall be structured in a semester mode with multiple exit options with Certification, Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a Bachelors degree with Honours.
- b) The four year undergraduate Honors degree holders with research component and a suitable grade are eligible to enter the ‘Doctoral (Ph.D.) Program’ in the relevant discipline or to enter ‘Two Semester Masters Degree program with project work’.
- c) Candidates who wish to enter the masters/doctoral program in a discipline other than the major discipline studied at the undergraduate programs, have to take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d) There may be parallel five year integrated masters degree programs with exit options at the completion of third and fourth years, with the undergraduate basic degree and post-graduate diploma in a discipline, respectively.
- e) There may also be an integrated doctoral program with exit option at the end of the first year with the Masters degree.
- f) The students who exit with Certification, Diploma and Basic Bachelor Degree shall be eligible to re-enter the program at the exit level to complete the program or to complete the next level.
- g) The Multi-disciplinary Undergraduate Program may help in the improvement of all the educational outcomes, with a flexible and imaginative curricular approach. The program provides both breadth and depth in diverse areas of knowledge. A range of courses are offered with rigorous exposure to multiple disciplines and areas, while specializing in one or two areas. The program fulfills knowledge, vocational, professional and skill requirements along-side humanities and arts, social, physical and life sciences, mathematics, sports etc.

- h) The curriculum combines conceptual knowledge with practical engagement and understanding that has relevant real world application through practical laboratory work, field work, internships, workshops and research projects.
- i) A few courses are common to all students which contribute to the breadth of study and two areas of specialization in disciplinary areas provides depth of study.
- j) The areas of specialization which the students are required to choose are either two disciplines/subjects or a discipline called ‘major’ (e.g. History or Economics or Physics or Mathematics) and an area of additional discipline called ‘minor’ (e.g. Music or Sports or Geography). Students gain deep disciplinary knowledge through theory and practical experiences in their area of specialization (major). They gain a reasonable understanding of the area of additional study (minor) that they choose. Students can choose subject combinations across ‘streams’ (e.g. a student can choose a ‘major’ in physics and combine it with a ‘minor’ in history or Music or Sports). One of the disciplines can also be a vocational subject or Teacher Education.
- k) The students may study two disciplines at the same level or breadth up to the sixth semester and choose one of them for study in the fourth year to obtain the Honours degree in that discipline. A student who wishes to get dual honours degrees may repeat the fourth year of the program in the second discipline.
- l) The students may choose one discipline and vocational subject or Teacher Education for their study in the undergraduate program. This will enable them to get an Honours degree either in the discipline or in the vocational subject/ Teacher Education or both, in the discipline and in the vocational subject/ Teacher Education.
- m) Skills shall be explicitly integrated, highly visible, taught in context, and have explicit assessment. The skills shall include abilities in language and communication, working in diverse teams, critical thinking, problem solving, data analysis and life skills.
- n) Students shall be given options to choose courses from a basket of courses which the institution is offering. There shall be no rigidity of combination of subjects.

The Four-Year Choice Based Credit System Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible.

The Salient Features of the Credit Based Semester Scheme:

Each course shall carry certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally one hour of instructions per week in a semester is assigned one credit. **In terms of evaluation, one credit is generally equivalent to 25 marks in a semester. Thus a 3 or 4 credits course will be assessed for 100 marks, 2 credits courses are assessed for 50 marks and one credit course will be assessed for 25 marks.** What matters for the calculation of Semester Grade Point Average (SGPA) or the Cumulative Grade Point Average (CGPA) is the percentage of marks secured in a course and the credits assigned to that course.

On this basis, generally, a three-year six-semester undergraduate program will have around 144 credits, and a four-year eight-semester honors degree program will have around 186 credits and a five-year ten-semester master's degree program will have 228 credits. The general features of the Credit Based Semester Scheme are :

- a) The relative importance of subjects of study is quantified in terms of credits.
- b) The subjects of study include core, elective, ability/skill enhancement courses.
- c) The program permits horizontal mobility in course selections.
- d) The students shall take part in co-curricular and extension activities.
- e) The declaration of result is based on Semester Grade Point Average (SGPA) or Cumulative Grade Point Average (CGPA) earned.

Definitions of Key Words:

- a. **Academic Year:** Two consecutive (one odd + one even) semesters constitute one Academic year.
- b. **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select courses from the prescribed courses (core, open elective, discipline elective, ability and skill enhancement language, soft skill etc.).
- c. **Course:** Usually referred to, as 'papers' is a component of a program. All courses need not carry the same weight. The courses should define learning objectives and learning outcomes. A course may be designed to comprise lectures/ tutorials/laboratory work/ field work/ project work/ vocational training/viva/ seminars/term papers /assignments / presentations/ self-study etc. or a combination of some of these.
- d. **Credit Based Semester System (CBSS):** Under the CBSS, the requirement for awarding a degree /diploma /certificate is prescribed in terms of number of credits to be earned.

- e. **Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week in a semester. **One credit is equivalent to one hour of lecture or tutorial or two hours of practical work/field work per week in a semester.** It will be generally equivalent to 13-15 hours of instructions.
- f. **Grade Point:** It is a numerical weight allotted to each letter grade on a 10-point scale.
- g. **Credit Point:** It is the product of grade point and number of credits for a course.
- h. **Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F.
- i. **Program:** A program leading to award of a Degree, diploma or certificate.
- j. **Semester:** Each semester will consist of over 16 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be generally scheduled from June to November and even semester from January to May. **As the case may be.**
- k. **Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is the ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
- l. **Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all the semesters of a program. The CGPA is the ratio of total credit points secured by a student in various courses in all the semesters and sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- m. **Transcript or Grade Card or Certificate:** Based on the grades earned, a Grade Certificate shall be issued to all the registered students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured etc.).

3. PROGRAMS:

3.1 Faculty of Arts:

- a) Bachelor of Arts, B.A., Bachelor of Arts with Honors, B.A.(Hons.), Integrated Master of Arts, M.A.(Integrated) and Master of Arts, M.A. in various Disciplines/ Subjects
- b) Bachelor of Social Work, B.S.W, Bachelor of Social Work with Honors, B.S.W. (Hons.) and Master of Social Work, M.S.W.

3.2 Faculty of Science

- a) Bachelor of Science, Bachelor of Science with honors and Master of Science in various Disciplines/Subjects.
- b) Bachelor of Computer Applications, Bachelor of Computer Applications with Honors, and Master of Computer Applications (MCA).

3.3 Faculty of Commerce

- i) **Bachelor of Commerce, Bachelor of Commerce with Honors and Master of Commerce.**
- ii) **Bachelor of Business Administration (BBA), Bachelor of Business Administration with Honors, BBA (Hons.) and Master of Business Administration (MBA).**
- iii) Bachelor of Business Administration (Hotel and Hospitality), Bachelor of Business Administration (Aviation and International Tourism)

4. DURATION OF PROGRAMS, CREDITS REQUIREMENTS AND OPTIONS

The undergraduate degree should be of either a three- or four-year duration, with multiple entry and exit options within this period, The four year multi-disciplinary Bachelor's program is the preferred option as it allows the opportunity to experience the full range of holistic and multi-disciplinary education with a focus on major and minor subjects as per the student's preference. The four-year program may also lead to a degree with Research, if the student completes a rigorous research project in the major area(s) of study.

Thus, the undergraduate programs shall extend over four academic years (Eight Semesters) with multiple entry and exit options. The students can exit after the completion of one academic year (Two semesters) with the Certificate in a discipline or a field; Diploma after the study of Two academic years (Four Semesters) and Regular Bachelor Degree after the completion of Three academic years (Six Semesters). The successful completion of Four Years undergraduate Program would lead to Bachelor Degrees with Honors in a discipline/subject.

Each semester shall consist of at least 16 weeks of study with a minimum of 90 working days (excluding the time spent for the conduct of final examination of each semester).

The credit requirements are as follows:

Exit with	Min. Credits Requirement*	NSQF Level
Certificate at the successful completion of First Year (Two Semesters) of Four Years Multi-disciplinary UG Degree Program	48	5
A Diploma at the successful completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Program	96	6
Basic Bachelor Degree at the successful completion of the Third Year (Six Semesters) of Four Years Multi-disciplinary Undergraduate Degree Program	144	7
Bachelor Degree with Honors in a Discipline at the successful completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Program	186	8

***Details of credits are described later in this report**

The students shall be required to earn at least fifty percent of the credits from the Higher Education Institution (HEI) awarding the degree or diploma or certificate: Provided further that, the student shall be required to earn the required number of credits in the core subject area necessary for the award of the degree or Diploma or Certificate, as specified by the degree awarding HEI, in which the student is enrolled.

The progressive curriculum proposed shall position knowledge and skills required on the continuum of novice problem solvers (at entry level of the program) to expert problem solvers (by the time of graduation):

At the end of first year – Ability to solve well defined problems

At the end of second year – Ability to solve broadly defined problems

At the end of third year – Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them

During fourth year- Experience of workplace problem solving in the form of
Internship or Research Experience preparing for
Higher Education or Entrepreneurship Experience

The Integrated Master's Degree Programs shall extend over Five academic years (Ten Semesters) with exit options with Regular Bachelor Degree after successful completion of Three academic years (Six Semesters) of study and Bachelor Degree with Honors in a discipline/ subject at the end of Four academic years (Eight Semesters). Completion of five years of integrated Master's Degree Program would lead to Masters degree in a subject.

Credit Requirements:

**The candidates shall complete courses equivalent to a minimum of
144 credits to become eligible for the Regular Bachelor Degree
186 credits to become eligible for the Bachelor Degree with Honors
228 credits to become eligible for the Integrated Master's Degree.**

**Master's Degree Programs will be of One Academic Year (Two Semesters)
for the Four Years Honors Degree holders and
Master's Degree Programs will be of Two Academic Years (Four Semesters)
for the three years basic or three years Honors Degree holders.**

**Two Years Master's Degree Programs will have exit option at the end of One
Academic Year (Two Semesters) with the Post-graduate Diplomas in the respective
disciplines/ subjects, provided they earn a minimum of 44 credits as follows:.**

**44 Credits after the Bachelor Degree to become eligible for the PG Diploma
88 Credits after the Bachelor Degree to become eligible for the Masters Degree**

**It is optional to the candidate to exit or not, after two, four and six semesters of the
undergraduate program with Certificate, Diploma and with Regular Bachelor**

Degree, respectively. He/she will be eligible to rejoin the program at the exit level to complete either the diploma, degree or the honors degree. Further, all the candidates will be awarded Bachelor degrees on successful completion of three academic years (six semesters) of the undergraduate programs.

A student will be allowed to enter/re-enter only at the Odd Semester and can only exit after the Even Semester. Re-entry at various levels as lateral entrants in academic programs should be based on the earned credits and proficiency test records.

5. ACADEMIC BANK OF CREDITS (ABC)

The Academic Bank of Credits (ABC), a national-level facility will promote the flexibility of the curriculum framework and inter-disciplinary/multi-disciplinary academic mobility of students across the Higher Education Institutions (HEIs) in the country with appropriate “credit transfer” mechanism. It is a mechanism to facilitate the students to choose their own learning path to attain a Degree/Diploma/Certificate, working on the principle of multiple entry and exit as well as anytime, anywhere, and any level of learning. ABC will enable the integration of multiple disciplines of higher learning leading to the desired learning outcomes including increased creativity, innovation, higher order thinking skills and critical analysis. ABC will provide significant autonomy to the students by providing an extensive choice of courses for a program of study, flexibility in curriculum, novel and engaging course options across a number of higher education disciplines/institutions.

The multiple entry and exit options for students is facilitated at the undergraduate and Master’s levels. It would facilitate credit accumulation through the facility created by the ABC scheme in the “Academic Bank Account” opened for students across the country to transfer and consolidate the credits earned by them by undergoing courses in any of the eligible HEIs. The ABC allows for credit redemption through the process of commuting the accrued credits in the Academic Bank Account maintained in the ABC for the purpose of fulfilling the credits requirements for the award of certificate/diploma/degree by the authorized HEIs. Upon collecting a certificate, diploma or degree, all the credits earned till then, in respect of that certificate, diploma or degree, shall stand debited and deleted from the account concerned. HEIs offering programs with the multiple entry and exit system need to register in the ABC to enable acceptance of multi-disciplinary courses, credit transfer and credit acceptance.

The validity of credits earned will be for a maximum period of seven years or as specified by the Academic Bank of Credits (ABC). The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization of Academic Bank of Credits (ABC) scheme in Higher Education) Regulations, 2021.

Monitoring, Support and Quality assurance by Universities/College and ABC

- (1) It shall be the responsibility of Registered Higher Education Institutions, to monitor the development and operationalization of the ABC program at the university level and at the level of their affiliated autonomous colleges.

- (2) Registered Higher Education Institutions shall offer teacher or staff training, mentoring, academic and administrative audit and other measures for improving the quality of performance of the ABC facility and promotion of holistic/multi-disciplinary education with the support of ABC, which may be in the form of Faculty Development Programs or Quality Improvement Programs or Professional Development Programs or Technology Inculcation Programs.**
- (3) The Quality assurance of the implementation of ABC at the level of the registered university or autonomous college shall be developed by the University or autonomous college concerned either through the Internal Quality Assurance Cell (IQAC) or any other appropriate structured mechanism as may be decided by the Registered Higher Education Institution.**
- (4) Every Registered Higher Education Institution shall upload, annually, on its website, a report of its activities vis-a-vis the Academic Bank of Credits, as well as of measures taken by it for Quality assurance, Quality sustenance and Quality enhancement.**
- (5) There shall be an Academic Bank of Credits-Grievance Redressal Mechanism at the level of Central Government/University Grants Commission/Academic Bank of Credits, and at the level of every Higher Education Institution registered with Academic Bank of Credits to address the grievance/appeals of students.**

Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) is India's national Massive Open Online Course (MOOC) platform (www.swayam.gov.in), designed to achieve the three cardinal principles of India's Education Policy: access, equity, and quality. The University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulations, 2021 have been notified in the Gazette of India, which now facilitates an institution to allow up to 40 percent of the total courses being offered in a particular program in a semester through the online learning courses offered through the SWAYAM platform. Universities with approval of the competent authority may adopt SWAYAM courses for the benefit of the students. A student will have the option to earn credit by completing quality-assured MOOC programs offered on the SWAYAM portal or any other online educational platform approved by the UGC/regulatory body from time to time.

6. ELIGIBILITY FOR ADMISSIONS:

6.1 B.A., (Basic degrees)

- i) A candidate who has passed the two years Pre-University Examination conducted by the Karnataka Pre-University Education Board or any other examination considered as equivalent thereto shall be eligible for admission to these programs.**
- ii) Additional conditions of eligibility are required for specific combinations.**

6.2 B.Sc. (Basic and Hons. degrees) and M.Sc. Programs

A candidate who has passed the two years Pre-University Examination conducted by the Pre-University Education Board in Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programs. Generally a candidate to opt a subject should have studied that subject at the qualifying examination. Psychology, Home Science etc. There may be exceptions to this requirement. But additional conditions of eligibility are required for specific subjects as follows:

- a) Candidate to opt Physics should have studied Mathematics in addition to Physics at the qualifying examination.
- b) Candidate to opt Biochemistry should have studied that subject or Chemistry at the qualifying examination.
- c) Candidate to opt Biotechnology, Microbiology should have studied that subject or Biology at the qualifying examination.

6.3 The B.C.A. Basic and Honors Degrees

A candidate who has passed the two years Pre-University Examination conducted by the Pre-University Education Board in Karnataka or JODC / Three years Diploma in Engineering of Government of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission.

6.4 B.Com./ B.B.A./ (Basic and Hons. degrees)

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programs.

6.5 BBA (Hotel & Hospitality) / BBA (Aviation & International Tourism) Degree Programs

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programs.

6.6 Eligibility For Admission to Post-graduate Programs:

- a) **General:** Candidates who have passed the three year Bachelor's degree examination of the College or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the two years Master's Degree programs provided they have secured a minimum of CGPA of 4.0 or 40% marks in the aggregate of all the subjects and CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates) marks in the major/cognate subject.

- b) Candidates who have passed the four year Bachelor's honors degree examination of the University or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the one year Master's Degree programs provided they have secured a minimum CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates) marks in the subject.

The specific requirements and relaxations admissible for specific Master's Degree Programs shall be as prescribed by the respective Boards of Studies, approved by the Academic Council and notified by the University.

7. MEDIUM OF INSTRUCTION

The medium of instruction and examination shall be English or Kannada.

8. SUBJECTS OF STUDY

The components of curriculum for Four years Multi-disciplinary Undergraduate Program: The Category of Courses and their descriptions are given in the following Table.

Sl. No.	Category of Courses	Objective/Outcome
1	Languages	Languages provide the medium of fresh and free thinking, expression and clarity in thought and speech. It forms as a foundation for learning other courses. Helps fluent communication. In addition to English, a candidate shall opt for any of the languages studied at the Pre-University or equivalent level.
2	Ability Enhancement Courses	Ability Enhancement Courses are the generic skill courses, which are basic and needed for all to pursue any career. These courses ensure progression across careers. They enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.
3	Skill Enhancement / Development Courses / Vocational courses	Skill Enhancement Courses are to promote skills pertaining to a particular field of study. The purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability/self-employment. The objective is to integrate discipline related skills in a holistic manner with general education. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. The University can suggest its own courses under this category based on its expertise, specialization, requirements, scope and need.

	Foundation / Discipline based Introductory Courses	Foundation/Introductory courses bridge the gap for a student if he/she has not got a basic ground work in a specific area of discipline. These courses will supplement in better understanding of how to integrate knowledge to application into a society.
4	Major Discipline Core Courses	A Major Discipline is the field in which a student focuses during the course of his/her degree. A course in a discipline, which a candidate should compulsorily study as a core requirement is termed as a Core course. The core courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen. These courses are to be taught uniformly across all universities with minimum deviation. The purpose of fixing core courses is to ensure that all the institutions follow a minimum common curriculum so that each institution adheres to a common minimum standard, which makes credit transfer and mobility of students easier.
	Major Discipline Elective Courses	<p>Elective Course is a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or enables an exposure to some other discipline/subject/domain or which nurtures the candidate's proficiency/skill.</p> <p>Elective courses offered under the main discipline are referred to as Discipline Specific Electives. These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.</p> <p>The institutions have freedom to have their own courses based on their expertise, specialization, requirements, scope and need. The elective courses may be of inter-disciplinary nature.</p>
	Minor Discipline Courses	A Minor Discipline is a secondary specialization that one may choose to pursue in addition to a Major Discipline. They may be related areas of studies or two distinct areas of studies which are not inter-related at all.
5	Open or Generic Elective Courses	<p>Open or Generic Elective Courses are courses chosen from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice. The purpose of these is to offer the students the option to explore disciplines of interest beyond the choices they make in core and discipline specific elective courses.</p> <p>Note: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Open or Generic Electives.</p>

6	Project Work/ Dissertation/ Internship/ Entrepreneurship	Project work is a special course involving application of knowledge in solving / analyzing / exploring a real life situation / difficult problem/ data analysis. Project Work has the intention to provide research competencies at undergraduate level. It enables to acquire special/ advanced knowledge through support study/a project work. Candidates shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report. Internship/ Entrepreneurship shall be an integral part of the Curriculum.
7	Co-curricular and Extension Activities	These activities help in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, Enthusiasm, and Positive thinking are some of the facets of personality development and the outcomes of these activities.

8.1 Ability Enhancement Courses:

Ability Enhancement (AE) Courses can be divided into two categories:

- a) AE Compulsory Courses (AECC): The universities/college may have common curriculum for these papers. There may be one paper each at least in the first four semesters viz.
 - (i) Environmental Studies and
 - (ii) Constitution of India

In addition to these, two languages shall be studied in the first four semesters of the Undergraduate Programs.
- b) Skill Enhancement Courses (SEC): The universities may offer from a common pool of papers listed by KSHEC/National Regulatory Bodies such as UGC or GEC/NHERC or the universities may frame some papers, in addition to the list suggested.

8.2 LANGUAGES: Any Two Languages

The candidates should study any Two languages from,
Kannada/Hindi/Sanskrit/English (or other Foreign language) Tamil, Malayalam,

French, Urdu, Arabic, Persian and any other language prescribed/ approved by the college.

- (a) The candidates shall study two languages in the first four semesters of the programs. A candidate may opt for any language listed above even if the candidate has not studied that language at PUC or equivalent level.
- (b) Challenged and study disabled students are exempted from studying one of the languages prescribed under para 8.2 above.

8.3 a) Skill Enhancement Courses (Common for all Programs):

- i) Any four skill enhancement/development courses are to be studied in the first six semesters, one per semester as prescribed by the concerned faculty and approved by the Academic Council. The courses may include the following:

Sem.	B.A.	B.Sc./B.C.A.	B.Com./BBA/BBA(H & H)/ BBA(Avi & Intl. T)
I/II	Digital Fluency/ Financial Literacy/ Banking & Finance	Digital Fluency/Financial Literacy/Banking & Finance	Digital Fluency/ Creativity and Innovation
III/IV	Building Mathematical Ability/Artificial Intelligence / Financial Education & Investment Awareness	Artificial Intelligence/ Creativity and Innovation / Financial Education & Investment Awareness	Artificial Intelligence/Critical thinking & problem solving / Financial Education & Investment Awareness
V	Critical thinking & Problem solving/ Entrepreneurship	Cyber Security / Entrepreneurship	Cyber Security / Entrepreneurship
VI	Societal Communication/ Creativity and Innovation	Professional Communication/ German / French	Professional Communication / German / French /
VII/VIII	Science and Society/ Cultural Awareness	Critical thinking & problem solving/Cultural Awareness	Science and Society/Cultural Awareness

- ii) One soft core course or allied subject each in the seventh and eighth semesters of the honors program and the integrated Masters degree program or in the first and second semesters of the post-graduate programs, and one open elective in the ninth semester of the integrated master's programs are to be studied as prescribed by the respective Board of studies and approved by the Academic council. The soft core courses may include

research methodology course, one of the foreign languages such as German, French etc. or any other course prescribed by the university from time to time.

8.4 A. Core Subjects

A candidate may opt for any two core subjects for B.A/B.Sc. degree/honors degree programs. However, the candidate may opt for both the arts subjects for the B.A. degree/ honors degree programs and both science subjects for the B.Sc. degree/ honors degree programs. A candidate may also opt for one subject and one vocational subject for the B.A/ B.Sc. degree / honors degree programs. In the third year of the programs, candidates have to choose any one of the two core subjects as major or continue both the subjects as majors. The candidate shall study the major subject or one of the major subjects in the fourth year of the honors program. A candidate who is interested in doing honors program in a non-core language subject has to choose that language as major subject in the third year in lieu of one of the core subjects, provided that the candidate has studied that language in the first two years or four semesters of the program.

The core subjects that a candidate can choose under the Faculty of Arts and Science, include the following:

i. B.A. Degree / Honors Degree Program: Arts Subjects

English(opt), Economics, Geography, History, Journalism & Mass Communication, Psychology, Sociology, Criminology & Forensic Science and such other subjects permitted by the college from time to time.

ii. B.Sc. Degree / Honors Degree Programs: Science Subjects

Biochemistry, Biotechnology, Computer Science, Mathematics, Microbiology, Physics, and such other subjects permitted by the college from time to time.

iii. M. Sc. Degree Programs: Science Subjects

Biochemistry, Biotechnology, Computer Science, Microbiology, Chemistry, Computer Science and such other subjects permitted by the college from time to time.

8.4 B. CORE SUBJECTS BASED PROGRAMS

In these programs, there is no need to choose core subjects as these are subject based.

- i. B.C.A. Degree / Honors Degree Program in Computer Applications
- ii. B.Com., Degree/ Honors Degree Program in Commerce
- iii. B.B.A. Degree / Honors Degree Program
- iv. BBA Degree/ Honors Degree Program in Hotel & Hospitality and Aviation & International Tourism

v. **Master Degree Programs**

MCA, M.Com. MBA, MTTM, MSW and such other subjects permitted by the college from time to time.

8.5 Vocational Subjects:

Advertising, Computer Applications, Electronic Equipment Maintenance, Entrepreneurship Development, Instrumentation, Office/Home Management and Secretarial Practice, Sales Promotion and Management, Tax Procedure and Practice, Tourism and Travel Management and any other subjects introduced from time to time.

8.6 Co-curricular and Extension Activities

A student shall opt for two of the following activities offered in the college, in each of the six semesters of the undergraduate programs. The activity carries a credit for each of the activities and will be internally assessed for 50 marks. 25 marks for each activity, total 50 marks in one semester.

- a) Physical Education/ or Activities related to Yoga/Sports and Games
- b) N.S.S./N.C.C/ Rangers and Rovers/Red Cross
- c) Field study / Industry Implant Training
- d) Involvement in campus publication or other publications
- e) Publication of articles in newspapers, magazines
- f) Community work such as promotion of values of National Integration, Environment, Human Rights and Duties, Peace, Civic sense etc.
- g) A small project work concerning the achievements of India in different fields
- h) Evolution of study groups/seminar circles on Indian thoughts and ideas
- i) Activity exploring different aspects of Indian civilizations
- j) Involvement in popularization programs such as scientific temper
- k) Innovative compositions and creations in music, performing and visual arts etc.
- l) Any other activities such as cultural activities as prescribed by the University.

Evaluation of Co-curricular and Extension Activities shall be as per the procedure evolved by the university from time to time.

8.7 Choosing of Related Subjects in Science

- a. A candidate shall not opt for more than one language under core subjects.
- b. A candidate opting for Electronics/Physics/Statistics/Computer Science as a core subject may also opt for Mathematics as a core subject.

- c. A candidate opting for Biotechnology as a core subject may also opt Chemistry/ Biochemistry and Microbiology as a core subject.
- d. A candidate opting for Microbiology as a core subject may also opt for Chemistry / Biochemistry and Biotechnology as core subject,
- e. A candidate opting for Biochemistry as a core subject may also opt for Biotechnology/ Microbiology as core subject.
- f. A candidate opting for Environmental Science as a core subject may also opt for Chemistry / Biochemistry / Microbiology / Biotechnology as core and open elective subjects, respectively.

9. ATTENDANCE AND CHANGE OF SUBJECTS:

- 9.1 A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends **not less than 75%** of the number of classes actually held up to the end of the semester in **each of the subjects**. There shall be no minimum attendance requirement for the Co-curricular and extension activities.
- 9.2 An option to change a language/subject may be exercised only once within four weeks from the date of commencement of the I/III Semester on payment of fee prescribed.
- 9.3 Whenever a change in a subject is permitted, the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied.
- 9.4 If a candidate represents his/her institution / University/ Karnataka State/ Nation in Sports /NCC / NSS / Cultural or any **officially sponsored** activities he/she may be permitted to claim attendance for actual number of days of the event and travel days, based on the recommendation of the Head of the Department/ Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days of the event and travel days, based on the recommendation of the head of the Department/ Institution concerned.
- 9.5 A candidate who does not satisfy the requirement of attendance in one or more courses/ subjects shall not be permitted to take the College examination of these courses/ subjects and the candidate shall seek **re-admission** to those courses/ subjects in a subsequent year.

10. COURSE PATTERNS AND SCHEMES OF EXAMINATIONS

The details of the Course Patterns (hours of instructions per week) and the Schemes of Examinations of the different degree programs are approved by **BoS of the College**. The syllabi of the courses shall be as prescribed by the college.

11. ASSESSMENT AND EVALUATION

Assessment is an integral part of the teaching learning process. A multi-disciplinary program requires a multi-dimensional assessment to measure the effectiveness of the diverse courses. The assessment process acts as an indicator to both faculty and students

to improve continuously. The following are the guidelines for effective assessment of the program:

- a) Student assessment should be as comprehensive as possible and provide meaningful and constructive feedback to faculty and student about the teaching-learning process.
- b) Assessment tasks need to evaluate the capacity to analyze and synthesize new information and concepts rather than simply recall information previously presented.
- c) The process of assessment should be carried on in a manner that encourages better student participation and rigorous study.
- d) Assessment should be a combination of continuous formative evaluation and an end-point summative evaluation.
- e) A range of tools and processes for assessment should be used (e.g. open book tests, portfolios, case study/assignments, seminars/presentations, field work, projects, dissertations, peer and self-assessment) in addition to the standard paper-pencil test. The teachers concerned shall conduct test / seminar / case study, etc. The students should be informed about the modalities well in advance. The evaluated courses / assignments shall be immediately provided to the students.
- f) Paper-pencil tests should be designed rigorously using a range of tools and processes (e.g. constructed response, open ended items, multiple-choice with more than one correct answer). Faculty may provide options for a student to improve his / her performance in the continuous assessment mode.
- g) Continuous/ Internal assessment marks shall be shown separately. A candidate who has failed or wants to improve the result, shall retain the IA marks, provided he/she fulfils the minimum eligibility requirements.

12. BLENDED MODE (BL) AS A NEW MODE OF TEACHING-LEARNING

UGC suggests implementing Blended Mode (BL) as a new mode of teaching-learning in higher education. BL is not a mere mix of online and face-to-face mode, but it refers to a well-planned combination of meaningful activities in both the modes. The blend demands consideration of several factors, mainly focusing on learning outcomes and the learner centered instructional environment.

Implementing BL requires a systematic, planned instructional process. An effective teaching learning process in a blended environment calls for understanding and skills of using appropriate pedagogies with suitable technologies. The UGC Concept Note provides guidelines for implementation of BL.

13. CONTINUOUS FORMATIVE EVALUATION/ INTERNAL ASSESSMENT:

Total marks for each course shall be based on continuous assessments and semester end examinations. As per the decision of the Karnataka State Higher Education Council, it is necessary to have uniform pattern of 60 : 40 for Semester End examinations and IA respectively, in all the Universities, their Affiliated and Autonomous Colleges.

Total Marks for each course	= 100
Continuous assessment (C1)	= 20 marks
Continuous assessment (C2)	= 20 marks
Semester End Examination (C3)	= 60 marks

Evaluation process of IA marks shall be as follows

- The first component (C1) of assessment is for 20 marks. This shall be based on test. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within 45 working days of semester program.
- The second component (C2) of assessment is for 20 marks. This shall be based on assignment, seminar, case study, field work, internship / industrial practicum / project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.
- During the 17th – 19th week of the semester, a semester end examination shall be conducted by the College for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60.
- In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the **Program Coordinator / Principal**. The HoD / Principal in consultation with the concerned teacher shall decide about the genuineness of the case and decide to conduct special test to such candidate on the date fixed by the concerned teacher but before commencement of the concerned semester end examinations.
- For assignments, students should write assignment in blue books and submit to concerned department.
- For Internal Tests, the college will provide answer sheets & graph sheets for C1 or C2.
- In the case of study analysis, concerned department will take necessary steps.
- The outline for continuous assessment activities for C1 and C2 shall be as under.

Outline for continuous assessment activities for C1 and C2

Activities	C1/C2
Session Test	C1 - 20 marks
Seminars/Presentations/Activity Case study /Assignment / Field work / Project work etc.	C2 – 20 marks
Total	40 marks

- For practical course of full credits, seminar shall not be compulsory. In its place, marks shall be awarded for Practical Record Maintenance.
 - Conduct of seminar, case study / assignment, etc. can be either in C1 or in C2 component at the convenience of the concerned teacher/HoD.
 - The concerned Convener shall conduct test. Students should be informed about the modalities well in advance. The evaluated test papers / assignments of component I (C1) and component II (C2) of assessment are immediately provided to the candidates after obtaining acknowledgement in the register by the concerned teachers(s) and maintained by the Department Head in the case of a College Post-Graduate Department and the Principal / Director in the case of affiliated institutions. Before commencement of the semester end examination, the evaluated test, assignment etc. of C1 and C2 shall be obtained and maintained till the announcement of the results of the examination of the concerned semester website.
- i) The marks of the internal assessment shall be published on the notice board of the department / college for information of the students.
 - j) The Internal assessment marks shall be communicated to the Controller of Examinations at least 10 days before the commencement of the College examinations and the Controller of Examinations shall have access to the records of such periodical assessments.
 - k) There shall be no minimum in respect of internal assessment marks.
 - l) **Internal assessment marks may be recorded separately. A candidate, who has failed or rejected the result, shall retain the internal assessment marks.** In case a student is not satisfied with the assessment, the student can make an appeal to the Grievance Cell within 10 days from the date of announcement of the results. Otherwise, it is presumed that the student has no objection to the marks awarded.
 - m) The student can appeal to the Grievance Cell by paying the prescribed fee as fixed by the College. The Grievance Cell is empowered to take corrective measures. The concerned course teacher has to provide all the relevant documents to the Grievance Cell. The decision taken by the Grievance Cell is final.

14. CONDUCT OF EXAMINATIONS:

A candidate shall register for all the courses/papers of a semester for which he/she fulfills the requirements, when he/she appears for examination of that semester for the first time.

- (a) There shall be Theory and Practical examinations at the end of each semester, ordinarily during November-December for odd semesters and during May-June for even semesters, as prescribed in the Scheme of Examinations.
- (b) Unless otherwise stated in the schemes of examination, practical examinations shall be conducted at the end of each semester. They shall be conducted by two examiners, one internal and one external (In special cases, exemption may be given by the Controller of Examinations). The Practical examination shall never be conducted

only by internal examiners. The statement of marks sheet and the answer books of practical examinations shall be sent to the Controller of Examinations by the Chief Superintendent immediately after the practical examinations. In case, the practical examination extends till late in the evening, the marks lists shall be deposited with the Chief Superintendent of Examination and the same will be handed over to the Controller of Examinations on the following day. In case the following day happens to be Sunday/general holiday the answer scripts will be handed over to the Controller of Examinations on the immediate subsequent working day.

- (c) The candidate shall submit the record book for practical examination duly certified by the course teacher and the HoD/staff in-charge. It shall be submitted during the practical examination.
- (d) Examination will be conducted in 1,3,5 (odd –odd semester) and 2,4,6 (even-even semester) pattern only.

15. EXAMINATION AND EVALUATION FOR C3

15.1 Question paper setting

- a) **Each department shall have the Board of Examiners, which will scrutinize and approve the question papers for all the courses of that program.**
- b) **One question paper should be set by the internal examiner and two question papers are to be set by the external examiners.**
- c) **While preparing question paper only 10 to 15% (Maximum) repetition of previous question paper in that course is permitted. BoE is responsible for any deviation.**
- d) **Question Paper must be prepared as per the syllabus and BoE should ensure that all the units of the syllabi are covered while preparing the question paper.**
- e) **For all examination related work the members should be selected from approved panel of Examiners only. However, under extraordinary circumstances, concerned Chairman can obtain the permission from Controller of Examinations with the approval of the Principal and appoint an examiner from outside the panel. This will be only to meet the exigencies.**

15.2 Evaluation

- a) **Before the evaluation the answer scripts shall be coded.**
- b) **There shall be centralized and single evaluation of the C3 theory answer scripts.**
- c) **C3 component of the Practicals will be conducted with two examiners of whom, at least, one is an external examiner.**

Any examiner on the approved panel of examiners of the college not belonging

to the parent college will be an external examiner.

- d) **Minimum experience for evaluation : 5yrs teaching experience for theory and 3yrs for practical (In special cases permission may be obtained from the Controller of Examinations/Principal for inviting an examiner who has lesser experience than stated above).**
 - e) **UG: Project shall be evaluated as per the scheme recommended by the relevant Board of Studies. C1 and C2 components of the project shall be evaluated by the project supervisor for 30 marks each. C3 component of the project shall be evaluated jointly by the project supervisor and one external examiner for 40 marks.**
 - f) **Each evaluator must value 40 scripts per day (20 scripts in the morning session and 20 scripts in the afternoon session).**
 - g) **15% of the answer scripts to be reviewed by Chief/DC. Additionally, the scripts of the students scoring 90% and above should be compulsorily reviewed.**
 - h) **The Chief/DC should evaluate 30 scripts per day (20 scripts to be evaluated and 10 scripts to be reviewed). However, provision has been made to claim for 40 scripts by the reviewer as board average.**
- 15.3 Normally results of all examination will be announced within one month of the completion of the examination, unless the situation warrants extra time.

16. PHOTOCOPY, RE-TOTALING AND REVALUATION

16.1 A student can avail the following services by paying the prescribed fees to the college within 15 days from the date of announcement of the results:

- **Photocopy of the answer script (C3)**
- **Viewing and Re-totaling**
- **Revaluation.**

16.2 The Re-totaling facility shall be provided for checking whether all the answers have been valued, and the totaling is correct.

In case any answer or part thereof has not been valued, that part may be referred to another valuer, and marks so awarded shall be added to the total.

In case there is a mistake in totaling or carryover of marks from the inside sheets to the facing sheet, then the Controller of Examinations shall have it corrected with the approval of the Principal.

The Principal will have powers to fine the erring examiner. The fine amount will be decided by the Malpractice Committee.

16.3 The result of Re-totaling shall be announced within a week from the date of applying for the same.

16.4 The result of the revaluation shall be announced within twenty days from the last date of the receipt of the application.

16.5 Re-valuation shall be carried out by an external examiner who has not valued that particular script.

- a) If the difference between the original marks and the revaluation marks does not exceed 15% of the maximum marks prescribed for that theory paper, the higher of the two will be the final award of marks.**
- b) If the difference between the original marks and the revalued marks is more than 15 % of the maximum prescribed for that theory paper, such scripts shall be valued by another external examiner outside the college and marks awarded by the third valuer will be final.**
- c) In case one or more answers are not valued by the first examiner, then the marks awarded by the subsequent examiner as far as these answers are concerned shall be taken as they are, without averaging with the marks of other answers**
- d) In case where there is a difference between the original marks, first revaluation marks or/and the second revaluation marks clearly indicating that a particular examiner has been erratic in his/her valuation, then such cases shall be referred to the *Malpractice and Lapses Inquiry Committee* to establish whether or not any punitive measures need to be taken.**

- e) **If there is a complaint of unfair valuation of answer scripts for a group of students, the Principal may, after a preliminary inquiry, order for revaluation of the paper concerned. After such revaluation, a random sample of 10% of the answer scripts, subject to a minimum of ten, shall be referred for review.**

17. MINIMUM FOR A PASS:

- (a) No candidate shall be declared to have passed the Semester Examination in each paper, unless he/she obtains **not less than 35%** marks in written examination / practical examination and **40%** marks in the aggregate of written / practical examination and internal assessment put together in each of the courses and **40%** marks (including IA) in Project work and viva wherever prescribed.
- (b) A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.
- (c) The candidates who pass all the semester examinations in the first attempt are eligible **for ranks** provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B⁺).
- (d) A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade **but not for ranking**.
- (e) The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree, only after completion of all the lower semester examinations.
- (f) If a candidate fails in a subject, either in theory or in practicals, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the program. He/she must obtain the minimum marks for a pass in that subject (theory and practicals, separately) as stated above.
- (g) The students who have paid the semester's prescribed examination fee are allowed to continue their studies in next semester. However, they should pay the prescribed fee for the subsequent examinations.**18. CARRY OVER:**
- a) Candidates who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations.
- b) The students who have paid the semester's prescribed examination fee are allowed to continue their studies in next semester. However, they should pay the prescribed fee for the subsequent examinations.

19. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

- The eight points grading system which is described below will be the basis for the declaration of results. The declaration of result is based on the Semester Grade Point Average (SGPA) earned at the end of each semester or the Cumulative Grade Point Average (CGPA) earned at the completion of all the eight semesters of the program and the corresponding overall alpha-sign grades. If some candidates exit at the completion of first, second or third year of the four years Undergraduate Programs, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at the end of second, fourth or sixth semesters shall also be classified on the basis of the Cumulative Grade Point Average (CGPA) obtained in the second, fourth, sixth or eighth semesters, respectively for award of
 - Certificate in Arts / Science / Commerce
 - Diploma in Arts / Science / Commerce
 - Bachelor's Degree in Arts / Science / Commerce
 - Bachelor's Degree with Honours in a Discipline / Subject
- In addition to the above, successful candidates at the end of tenth semester of the integrated Master's Degree Programs, shall also be classified on the basis of CGPA obtained in ten semesters of the Programs. Likewise, successful candidates of one year or two semesters Master's Degree Programs are also classified on the basis of CGPA of two semesters of the Master's Degree Programs.

Table II: Final Result / Grades Description

Semester GPA/ Program CGPA	Alpha-Sign / Letter Grade	Semester/Program % of Marks	Result / Class Description
10	O (Outstanding)	95 - 100	Outstanding
9.5	A+ (Excellent)	90 – 94	Excellent
9	A (Very Good)	85 – 89	Very Good
8.5	B+ (Good)	80 – 84	Good
8	B Distinction	75 – 79	Distinction
7.5	C ++ First Class	70 – 74	First Class
7	C + First Class	65 – 69	First Class
6.5	C First Class	60 – 64	First Class
6	D Second Class	50 – 59	Second Class
5	P Pass Class	40 – 49	Pass Class
Below 4	F (Fail)	Below 40	Fail/Reappear
0	Ab (Absent)	Absent	

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in the regulation.

20. Rejection of Results

- a) A candidate may reject result of the whole examination of any semester. Rejection of result course/paper wise or subject wise shall not be permitted.
- b) The candidate who has rejected the result shall appear for the next immediate examination.
- c) The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked and that result of improvement exam is final. No appeal is entertained in this regard.
- d) Application for rejection of results along with the payment of the prescribed fee shall be submitted to the Controller of Examinations of the college of study together with the original statement of marks within 30 days from the date of publication of the result.
- e) A candidate who rejects the result is eligible for only SGPA/CGPA or Class and not for ranking.

21. IMPROVEMENT OF RESULTS

- a) A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.
- b) The reappearance may be permitted during the period $N \times 2$ years (where N refers to duration of the program) without restricting it to the subsequent examination only.
- c) The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked and that result of improvement exam is final. No appeal is entertained in this regard.
- d) A candidate who has appeared for improvement examination is eligible for class/CGPA only and not for ranking.
- e) Internal assessment (IA) marks shall be shown separately. A candidate who wants to improve the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the IA marks already obtained.
- f) A candidate who fails in any of the semester examinations may be permitted to take the examinations subsequently as per the syllabus and scheme of examination in vogue at the time the candidate took the examination at the time of his/her admission to the program.
- g) No Improvement Exams will be given for Absentees.

22. Transfer of Admission:

Transfer of admissions are permissible only for odd semesters for students of other universities and within the University.

23.1 Conditions for transfer of admission of students within the University.

- a. His/her transfer admission shall be within the intake permitted to the college.
- b. Availability of same combination of subjects studied in the previous college.
- c. He/she shall fulfill the attendance requirements as per the College Regulation.
- d. He/she shall complete the program as per the regulation governing the maximum duration of completing the program.

23.2 Conditions for transfer admission of students of other Universities.

- a) A candidate migrating from any other University/College may be permitted to join odd semester of the degree program provided he/she has passed all the subjects of previous semesters /years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University/College.
- b) His/Her transfer admission shall be within the intake permitted to the college.
- c) He/she shall fulfill the attendance requirements as per the College Regulation.
- d) The candidate who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.
- e) He/She shall complete the program as per the regulation governing the maximum duration of completing the program as per this regulation.
- f) Eligibility Certificate should be taken from Concerned Authority.

24. Power to Remove Difficulties

If any difficulty arises in complying to the provisions of these regulations, the Principal may by order make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

25. Repeal and Savings

The existing Regulations governing three years Bachelor degree programs in the faculties of Arts, Science and Commerce shall stand repealed. However, the above Regulations shall continue to be in force for the students who have been admitted to the program before the enforcement of this regulation.

26 SGPA and CGPA

26.1 Semester Grade Point Average (SGPA)

Credit Points for the paper (CP)= No. of Credits assigned X Grade Point secured for that course

SGPA indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to the courses/papers in a Semester.

Note: SGPA is computed only if the candidate passes in all the courses (gets a minimum P grade in all the courses) of a semester.

$$\text{SGPA of a semester} = \frac{\text{Total Credit Points in the Semester}}{\text{Total Credits in that Semester}}$$

26.2 Cumulative Grade Point Average (CGPA)

CGPA refers to the Cumulative Grade Point Average weighted across all the semesters. CGPA is obtained by dividing the total number of credit points (CP) in all the Semesters by the total number of credits in all the Semesters. The final result at the end of all the semesters is declared in the form of CGPA.

$$\text{CGPA} = \frac{\text{Total Credit Points in all the Six semester the Semester}}{\text{Total Credits in that Semester}}$$

26.3 Classification of results

The final grade point to be awarded to the student is based on CGPA secured by the candidate and is mentioned below :

$$\text{Equivalent/Overall percentage} = 10 \times \text{CGPA}$$

26.4 The overall percentage in a courses is $10 \times \text{SGPA}$.

26.5 The overall percentage in a program is $10 \times \text{CGPA}$.

27. Class Declaration

The final Qualitative Index to be awarded to the student is based on CGPA. It is given as:

CGPA	Qualitative Index
$5 \leq \text{CGPA} < 6$	Second Class
$6 \leq \text{CGPA} < 8$	First Class
$8 \leq \text{CGPA} \leq 10$	Distinction

28 Nodal Officer, Program Co-ordinator and Student Advisor

28.1 The Principal shall nominate a Faculty Member as NEP Nodal Officer who will act as a liaison with the University and facilitate the implementation of the program.

28.2 Head of the Department shall be the Program Co-ordinator, who shall be responsible for the Student Advisor's work and student support services.

28.3 Every student will have a member of faculty of the department as Student Advisor. All teachers of the department shall function as Student Advisors and will have more or less equal number of students. The Student Advisor will advise the students in choosing elective courses and offer them all possible assistance.

29. DISCIPLINE

29.1 Every student is required to maintain discipline and decorum both inside and outside the campus in accordance with the instructions of the college and also as per the instructions issued by the University of Mysore/Government of Karnataka/UGC from time to time as per Student Conduct Rules.

29.2 Any act of indiscipline of a student is first to be considered by the Disciplinary committee of the college for necessary action. If the issue demands more serious consideration, the act of indiscipline will be reported to the Principal who will initiate appropriate action.

29.3 Principal may suspend a student pending inquiry depending upon the prima facie evidence.

29.4 The suspended student may appeal to the Principal whose decision will be final and binding.

30. Scheme of the Program

30.1 The minimum duration for completion of a UG Program is six or eight semesters. However, the maximum period to complete UG program is double the duration of the program.

31. Grievance Cell

For every UG program there will be one Grievance Cell. The composition of this cell is as follows:

- **Principal (or his/her representative).**
- **Head of the Departments.**
- **One senior faculty member from each Department.**

32. Others

Any issue not specifically mentioned in these regulations shall be decided by the Principal in consultation with the appropriate authorities.

Any matter which is not covered under this regulation shall be resolved as per the regulations of University of Mysore.

Programme outcomes for Business Administration

POs	Programme Outcomes (POs)
PO1	Domain knowledge: Acquire knowledge of management theories and practices with special focus on professional accounting and finance.
PO2	Problem analysis: Identify, formulate and analyze complex business problems in a structured approach to focus upon real issues.
PO3	Design/development of solutions: Developing solutions by using critical thinking and analytical reasoning with appropriate qualitative, quantitative techniques and software applications in solving business and research problems.
PO4	Investigation and research: Implementation of research methods to investigate specific business problems and draw conclusions.
PO5	Use of modern techniques/tools: Ability to analyze and interpret data using mathematical, statistical, ICT and risk management techniques to solve business problems.
PO6	Business and Society: Entrepreneurs/Managers with socio-economic value system.
PO7	Environment and Sustainability: Contemplate and Introspect prevailing environmental challenges and channelize inclination towards sustainable development.
PO8	Moral and Ethical values: Assimilate ethical, value based leadership skills and moral principles.
PO9	Individual and Team work: Ability to perform as an individual or leader in diverse settings.
PO10	Communication and leadership skills: Harness communication and leadership skills effectively to adapt to the growing business world.
PO11	Project management and Finance: Design methods and process; apply skills and knowledge to complete projects in accordance with project acceptance criteria and financial considerations.
PO12	Lifelong Learning: Evolve and improve as an individual by updating knowledge to enable oneself to thrive in social and professional life.

OBJECTIVES

1. To develop the skills required for the application of business concepts and techniques learnt in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics And Supply Chain Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students

LIST OF BoS MEMBERS

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	HoD & Chairman	Mrs.Shyla S	Assistant Professor	SBRR Mahajana First Grade College, Mysore	shylas.fgc@mahajana.edu.in 9845859475
2	Faculty Members	1. Dr. Manjunath V	Assistant Professor	SBRR Mahajana First Grade College, Mysore	vmanjunath.joge@gmail.com 9900306941
		2. Dr.Anita B R	Assistant Professor	SBRR Mahajana First Grade College, Mysore	anitaprapti@gmail.com 9901114867
		3. Sunil.N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	sunil9284@gamil.com 9900148051
		4. Dr.Nirmala.N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	nirmalamysore223@gmail.com 7483907737
3	Two Experts from external university	1. Prejna.N.Pai	Assistant Professor	Jain Deemed-to-be-university Bangalore	prejna@gmail.com 9900212911
		2. Sunayana	Assistant Professor & HOD	Amritha school of Arts& Science, Mysore	sunayanadiger@gmail.com 9880980506
4	Nominee by the Vice Chancellor	Dr. R Mahesh	Associate Professor	DoS in Management BIMS, Manasa Gangothri, Mysore	mahesh@bims.uni-mysore.ac.in 9886639536
5	Two Person from Industry /Corporate Sector / Allied area	1. Rajesh R	Chartered Accountant	B S Ravi kumar & Associates Chartered Accountants, Mysore	rajesh@bsra.in 9448229994
		2. Lokesh V	Managing Director & CEO	Innomantra consulting Pvt. Ltd. Bangalore	lokeshv@innomantra.com 9845272555
6	Alumnus	Tejasvi Nathan	Vice President, HR	Swiss Re Global Business solutions India Pvt. Ltd., Bangalore	tejasvinathan@gmail.com 9900084170

Course Structure (NEP 2020)

Discipline Specific Course (DSC), Open Elective (OE)

BBA – I Year

Course Type, Code and Name		Hours/Week		Credits	Maximum Marks			Exam Duration	Total Marks
		L	T/P		L:T:P	IA			
				C1		C2	C3		
I Semester									
DSC (1) 214129	Management Principles & Practice	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (2) 214130	Fundamentals of Business Accounting	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (3) 214131	Marketing Management	4	0	4:0:0	20	20	60	2 ½ hrs.	100
OE (1)	1. Business Organization 21OEBBA101 2. Office Organization and Management 21OEBBA102 (Any one to be opted)	3	0	3:0:0	20	20	60	2 ½ hrs.	100

II Semester									
DSC (4) 214229	Financial Accounting and Reporting	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (5) 214230	Human Resource Management	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (6/7) 214231/32	Business Environment/ Business Mathematics	4	0	4:0:0	20	20	60	2 ½ hrs.	100
OE (2)	1. People Management 21OEBBA201 2. Retail Management 21OEBBA202 (Any one to be opted)	3	0	3:0:0	20	20	60	2 ½ hrs.	100

**DSC (1) Syllabus for BBA
Semester - I**

Course Code: 214129	Course Title: DSC 1:Management Principles & Practice
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56 Hrs	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
Course Outcomes: On successful completion of the course, the Students will;	
CO1: Acquire knowledge on the concepts of business management, principles and function of management.	
CO2: Analyze and interpret the process of planning and decision making.	
CO3: Design organization structures based on authority, task and responsibilities.	
CO4: Gain knowledge and apply the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.	
CO5: Analyze the real time scenarios requirement of good control system and control techniques.	
CO6: Evaluate the concepts of CSR as a device for promoting sustainable development.	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	10
Introduction –Meaning, Schools of Management Thought (in brief), Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
Module No. 2: PLANNING AND DECISION MAKING	08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
Module No. 4: DIRECTING AND COMMUNICATING	12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication;. Leadership –Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
Module No. 5: COORDINATING AND CONTROLLING	10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	

Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green management concepts; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
Skill Developments Activities:	
<ol style="list-style-type: none"> Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. Draft different types of Organization structure. Draft Control charts. 	
Text Books:	
<ol style="list-style-type: none"> Stephen P. Robbins, Management, Pearson Koontz and O'Donnell, Management, McGraw Hill. L M Prasad, Principles of management, Sultan Chand and Sons V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25 Appanniah and Reddy, Management, HPH. T. Ramaswamy : Principles of Management, HPH. 	
Note: Latest edition of text books may be used.	

Course Articulation Matrix - 214129

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	2	1	1	-	1	1	-	1	1	2	1	1
CO 2	2	2	2	1	1	1	2	2	2	2	-	2
CO 3	2	1	2	1	1	1	-	2	1	1	-	2
CO 4	2	2	2	-	2	1	-	2	1	3	-	1
CO 5	2	3	2	2	2	1	1	1	2	2	1	1
CO 6	3	2	1	2	2	1	3	2	2	2	1	2
WA	2.16	1.83	1.6	1.5	1.5	1	2	1.66	1.5	2	1	1.5

DSC (2) Syllabus for BBA

Semester - I

Course Code: 214130	Course Title: DSC :Fundamentals of Business Accounting
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week: 4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and problem solving.

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

CO1: Acquire the knowledge on framework of accounting as well accounting standards.

CO2: Pass journal entries, prepare ledger accounts and trail balance independently

CO3: Analyze and prepare cash book and Bank Reconciliation Statement.

CO4: Illustrate and draw up final accounts of proprietary concern.

CO5: Construct final accounts through application of tally.

Syllabus:

Hours

Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING

08

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.

Module No. 2: ACCOUNTING PROCESS

12

Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problemson Journal, Ledger Posting and Preparation of Trial Balance.

Module No. 3: SUBSIDIARY BOOKS

14

Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book ,Three column cash book(Problems on Three column cash book) Depreciation Accounting (simple problems on straight line and WDV method), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)

Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN

10

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.

Module No. 5: ACCOUNTING SOFTWARE	12
Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry -Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.	
Skill Developments Activities:	
<ol style="list-style-type: none"> 1. List out the accounting concepts and conventions. 2. Prepare a Bank Reconciliation Statement with imaginary figures 3. Collect the financial statement of a proprietary concern and record it. 4. Prepare a financial statement of an imaginary company using tally software. 	
Text Books:	
<ol style="list-style-type: none"> 1. Hanif and Mukherjee, Financial Accounting, Mc Graw 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. Himalaya Publishing House. 5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication 6. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 7. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand 8. M.C. Shukla and Goyel, Advanced Accounting, S Chand. 	
Note: Latest edition of text books may be used.	

Course Articulation Matrix - 214130

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	1	-	-	1	1	1	1
CO2	3	2	2	-	-	1	-	-	1	1	1	1
CO3	3	2	2	-	-	1	-	-	1	1	1	1
CO4	3	2	2	-	-	1	-	-	1	1	1	1
CO5	3	-	1	-	2	1	-	-	1	1	1	1
WA	3	2	1.75	-	2	1			1	1	1	1

DSC (3) Syllabus for BBA

Semester - I

Course Code: 214131	Course Title: DSC: Marketing Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
Course Outcomes: On successful completion of the course, the Students will; CO1: Acquire knowledge on the concepts and functions of marketing. CO2: Analyze the marketing environment impacting the business. CO3: Segment the market and analyze consumer behaviour CO4: Gain knowledge about 4 P's of marketing and also strategize marketing mix CO5: Acquire knowledge of 7 P's of service marketing mix.	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO MARKETING	10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing -E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	
Module No. 2: MARKETING ENVIRONMENT	10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	
Module No. 4: MARKETING MIX	20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling(Concepts only) Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection (Concepts only) . Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)	
Module No. 5: SERVICES MARKETING	06
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	

Skill Developments Activities:

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

Text Books:

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

Note: Latest edition of text books may be used.

Course Articulation Matrix - 214131

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	-	2	2	1	1	2	2	1	2
CO2	2	2	2	2	2	2	2	2	2	2	2	2
CO3	2	2	3	2	2	2	1	2	2	3	1	2
CO4	3	2	3	2	2	1	1	1	2	2	2	2
CO5	2	2	2	1	1	2	2	2	2	2	1	2
WA	2.2	1.8	2.2	1.75	1.8	1.8	1.4	1.6	2.0	2.2	1.4	2

OE (1) Syllabus for BBA

Semester - I

Course Code: 21OEBBA101	Course Title: OE (1):Business Organisation
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
Course Outcomes: On successful completion of the course, the Students will : CO1: Acquire the knowledge on the nature, objectives and social responsibilities of business CO2: Exemplify the different forms of organizations CO3: Appraise the features and functions of public enterprises CO4: Identify and compare different types of business combinations CO5: Illustrate the basic concepts and functions of management	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS	10
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.	
Module No. 2: FORMS OF BUSINESS ORGANIZATION:	12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.	
Module No. 3:PUBLIC ENTERPRISES	08
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	
Module No. 4:BUSINESS COMBINATIONS	08
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.	
Module No 5: MANAGEMENT OF ORGANIZATIONS	07
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.	

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand& Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' **Business Organisation & Administration**', Sahitya Bhawan Publications Agra.

Note: Latest edition of text books may be used.

Course Articulation Matrix - 21OEBBA101

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	2	-	-	-	-	1	-	1	1	-	1	1
CO 2	2	-	-	-	-	1	-	1	1	-	1	1
CO 3	2	-	-	-	-	1	-	1	1	-	1	1
CO 4	2	-	-	-	-	1	-	1	1	-	1	1
CO 5	2	-	-	-	-	1	-	1	1	-	1	1
WA	2	-	-	-	-	1	-	1	1	-	1	1

**OE (1) Syllabus for BBA
Semester - I**

Course Code: 21OEBBA102	Course Title: OE (2):Office Organisation and Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

Course Outcomes: On successful completion of the course, the Students will;
 CO1: Acquire knowledge with respect to office organisation and management
 CO2: Apply skills in effective office organisation
 CO3: Proficiency to maintain office records
 CO4: Maintain digital records effectively
 CO5: Analyze different types of organisation structures and responsibilities as future office managers.

Syllabus:	Hours
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT	08

Introduction: Meaning, importance and functions of modern office
Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types,
Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office
Office management: Meaning, Elements and major processes of Office management
Office Manager: Functions and qualifications of Office manager.

Module No.2:ADMINISTRATIVE ARRANGEMENT AND FACILITIES	07
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Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space,
Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.
Types of offices: Open Office and Private Office- advantages and disadvantages.

Module No. 3: OFFICE ENVIRONMENT:	10
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Meaning and Components of Office Environment
Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings,
Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture
Lighting and Ventilation,
Noise: Internal Noise, External Noise
Cleanliness, Sanitation and Health Safety and Security

Module No. 4: RECORDS MANAGEMENT	10
<p>Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management' Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.</p>	
<p>Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages. Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.</p>	
Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING	10
<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods Data presentation Methods of Presentation of Data Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Visit an office and enlist the different types of machines used in the office 2. Identify the different types of stationery used in offices today 3. Draw a data life cycle chart 4. Draw charts indicating different types of office layouts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd 2. M.E Thakuram Rao, Office organisation and Management, Atlantic 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. 	
<p>Note: Latest edition of text books may be used.</p>	

Articulation Matrix - 21OEBBA102

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	3	2	2	2	2	2	1	2	2	2	2	2
CO 2	2	2	2	2	2	2	-	2	2	2	2	2
CO 3	2	2	2	2	2	2	-	2	2	2	2	2
CO 4	2	2	2	2	3	2	-	2	2	1	2	2
CO 5	2	2	2	2	2	3	1	2	2	2	2	2
WA	2.2	2	2	2	2.2	2.2	1	2	2	1.8	2	2

**DSC (4) Syllabus for BBA
Semester - II**

Course Code: 214229	Course Title: DSC: Financial Accounting and Reporting
Course Credit (L:T:P):4 (4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Analyze and prepare final accounts of partnership firms

CO2: Acquire knowledge about the process of public issue of shares and accounting for the same

CO3: Construct final accounts of joint stock companies.

CO4: Analyze and evaluate vertical and horizontal analysis of financial statements

CO5: Analyze, interpret and understand company's annual reports.

Syllabus:	Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM	10
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)	
Module No. 2: ISSUE OF SHARES	12
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Forfeiture and Re-issue of Shares (Theory only), Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).	
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES	12
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, 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) (Practical Problems).	
Module No. 4: FINANCIAL STATEMENTS ANALYSIS	12
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet –Trend Percentages. (Analysis and Interpretation)	

Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES	10
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).	
Skill Developments Activities: <ol style="list-style-type: none"> 1. Collect financial statement of a company for five years and analyse 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. 4. List out the accounting policies in annual report of the company 	
Text Books: <ol style="list-style-type: none"> 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O'Donnell, Management, McGraw Hill. 3. L M Prasad, Principles of management, Sultan Chand and Sons 4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy : Principles of Management, HPH. Note: Latest edition of text books may be used.	

Course Articulation Matrix - 214229

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	3	3	2	1	2	1	-	1	2	3	2	2
CO 2	3	3	2	2	3	2	2	2	1	2	2	2
CO 3	2	2	3	1	2	1	-	2	2	2	2	2
CO 4	3	3	3	2	3	1	1	2	2	2	2	2
CO 5	2	1	1	2	2	1	-	2	2	2	2	2
WA	2.6	2.4	2.2	1.6	2.4	1.2	1.5	1.8	1.8	2.2	2	2

**DSC (5) Syllabus for BBA
Semester - II**

Course Code: 214230	Course Title: DSC: Human Resource Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- CO1: Acquire knowledge on the role and responsibility of Human resources management functions on business
- CO2: Analyze HRP, Recruitment and Selection process
- CO3: Acquire knowledge on induction, training, and compensation aspects.
- CO4: Analyze performance appraisal and its process.
- CO5: Gather knowledge on Employee Engagement and Psychological Contract.

Syllabus:	Hours
Module No. 1: Introduction to Human Resource Management	10
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices	

Module No. 2: Human Resource Planning, Recruitment & Selection	14
<p>Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP</p> <p>HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting.</p> <p>Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment</p> <p>Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features</p>	

Module No. 3: Induction, Training and Compensation	10
<p>Induction: Meaning, Objectives and Purpose of Induction.</p> <p>Training: Need for training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.</p> <p>Compensation: Direct and Indirect forms of Compensation (Meaning Only).</p>	

Module No. 4: Performance Appraisal, Promotion & Transfers	14
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal</p> <p>Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of Promotion</p> <p>Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer.</p>	
Module No. 5: Employee Engagement and Psychological Contract	08
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement -Measurement of EE, Benefits of EE.</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 3. Develop a format for performance appraisal of an employee. 4. Discussion of any two Employee Engagement models. 5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors. 	
<p>Textbooks:</p> <p>Aswathappa, Human Resource Management, McGraw Hill Edwin Flippo, Personnel Management, McGraw Hill C.B.Mamoria, Personnel Management, HPH Subba Rao, Personnel and Human Resources Management, HPH Reddy & Appanniah, Human Resource Management, HPH Madhurimalal, Human Resource Management, HPH S.Sadri & Others: Geometry of HR, HPH Rajkumar: Human Resource Management I.K. Intl Michael Porter, HRM and Human Relations, Juta & Co.Ltd. K. Venkataramana, Human Resource Management, SHBP Chartered Accountants of India, New Delhi.</p> <p>Note: Latest edition of textbooks may be used.</p>	

Course Articulation Matrix - 214230

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	2	1	-	-	1	1	-	2	2	2	-	2
CO 2	2	2	2	2	1	2	-	2	2	2	-	2
CO 3	2	2	2	2	2	2	-	2	2	2	1	2
CO 4	2	2	2	2	2	1	-	1	2	2	-	2
CO 5	1	2	2	2	1	1	-	2	2	2	-	2
WA	1.8	1.8	2	2	1.4	1.4	-	1.8	2	2	1	2

**DSC (6) Syllabus for BBA
Semester - II**

Course Code: 214231	Course Title: DSC: Business Environment
Course Credit (L:T:P): 4 (4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.	
Course Outcomes: On successful completion Student will;	
CO1: Acquire the knowledge on components of business environment.	
CO2: Analyze the environmental factors influencing business organisation.	
CO3: Evaluate Competitive structure analysis for select industry.	
CO4: Illustrate impact of fiscal policy and monetary policy on business.	
CO5: Draw Inference about the impact of economic environmental factors on business.	
Syllabus:	Hours
Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT	12
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT	16
Government Functions of the State, Economic role of government, State intervention in business-reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses	
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT	13
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..	
Module No. 4: TECHNOLOGICAL ENVIRONMENT	10
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.	
Module No. 5: NATURAL ENVIRONMENT	05
Meaning and nature of physical environment. Impact of Natural environment on business.	

Skill Developments Activities:

- 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.

Course Articulation Matrix - 214231

PO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	3	2	2	2	1	2	2	2	1	1	1	2
CO 2	2	1	1	1	1	1	2	2	1	1	2	2
CO 3	2	2	2	2	2	2	-	2	2	2	2	2
CO 4	2	1	1	1	1	1	-	-	-	-	1	1
CO 5	2	2	2	1	1	2	1	2	2	1	2	2
WA	2.2	1.6	1.6	1.4	1.2	1.6	1.6	2	1.25	1.25	1.6	1.4

**DSC (7) Syllabus for BBA
Semester - II**

Course Code: 214232	Course Title: DSC: Business Mathematics
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classroom's lecture, tutorials, Problem solving.

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

- CO1: Apply basic concepts of business maths to solve and interpret application problems in business
- CO2: Build types of equation to solve business problem
- CO3: Solve problems on Matrices, determinants and evaluate them.
- CO4: Utilize the concept of simple interest and compound interest and apply them in day-to-day life.
- CO5: Analyze the problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.

Syllabus:	Hours
Module No. 1: NUMBER SYSTEM	04
Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).	
Module No. 2: THEORY OF EQUATIONS	10
Introduction – Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.	
Module No.3: MATRICES AND DETERMINANTS	16
Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.	
Module No. 4: COMMERCIAL ARITHMETIC	16
Simple Interest, Compound Interest including yearly and half yearly calculations, Percentages, Ratios and proportions	
Module No. 5: PROGRESSIONS	10
PROGRESSIONS: Arithmetic Progression - Finding the 'n th ' term of AP and Sum to nth term of AP.– Finding the 'n th ' term of GP and sum to 'n th ' term of GP .	

Skill Developments Activities:

1. Develop an Amortization Table for Loan Amount – EMI Calculation.
2. Secondary overhead distribution summary using Simultaneous Equations Method.
3. Application of Matrix In Business Problems

Text Books:

1. Saha: Mathematics for Cost Accountants, Central Publishers
2. R.G. Saha and Others – Methods and Techniques for Business Decisions, VBH
3. Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
4. Zamarudeen: Business Mathematics, Vikas
5. R.S Bhardwaj :Mathematics for Economics and Business
6. Madappa, mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
7. G.R. Veena and Seema : Business Mathematics and Statistics I.K. Intl Publishers

Note: Latest edition of text books may be used.

Course Articulation Matrix - 214232

P CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	1	1	-	1	1	-	1	2
CO2	2	1	1	1	1	1	-	-	1	-	1	1
CO3	2	2	2	2	1	1	-	1	2	1	2	2
CO4	2	2	2	2	1	1	-	1	-	-	1	1
CO5	2	1	1	1	1	1	-	-	-	-	1	1
WA	2.2	1.6	1.6	1.6	1	1	-	1	1.3	1	1.2	1.4

**OE (2) Syllabus for BBA
Semester - II**

Course Code: 21OEBBA201	Course Title: OE: People Management
Course Credit(L:T:P): 3 (3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.	
Course outcome: On successful completion of the course, student will:	
CO1: Examine the difference between People Management with Human resource Management	
CO2: Perform the role of manager in different stages of performance management and List modern methods of performance and task assessment.	
CO3: Illustrate the importance of peer network and essentials of communication	
CO4: Analyze and relate the concept of motivation.	
CO5: Examine the importance of self management, stress management and work life balance	
Syllabus:	Hours
Module No. 1: Introduction to People Management	06
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.	
Module No. 2: Getting Work Done and Assessment and Evaluation	12
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.	
Module No. 3: Building Peer Networks and Essentials of Communication	12
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peernetworking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.	
Module No. 4: Motivation	08
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	
Module No. 5: Managing Self	07
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.	

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used.

Course Articulation Matrix - 21OEBBA201

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	2	1	-	-	-	1	-	-	1	1	-	1
CO 2	2		1	-	-	1	-	-	1	1	-	1
CO 3	2		1	-	-	1	-	-	1	1	-	1
CO 4	2	1	1	-	-	1	-	-	1	1	-	1
CO 5	2		1	-	-	1	-	-	1	1	-	1
W A	2	1	1	-	-	1	-	-	1	1	-	1

**OE (2) Syllabus for BBA
Semester - II**

Course Code: 21OEBBA202	Course Title: OE: Retail Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.	
Course Outcomes: On successful completion Student will; Co1: Acquire knowledge on the types and forms of Retail business. CO2: Review Consumer Behavior in various environment. CO3: Understand various Retail operations and evaluate them. CO4: Analyze various marketing mix elements in retail operations. CO5: Equip with the applications of Information Technology in retail business.	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS	08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.	
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS	08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.	
Module No. 3: RETAIL OPERATIONS	08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.	
Module No. 4: RETAIL MARKETING MIX	14
Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.	
Module No. 5: INFORMATION TECHNOLOGY IN RETAILING	07
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.	

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Note: Latest edition of text books may be used.

Course Articulation Matrix - 21OEBBA202

	PO1	PO2	PO3	P04	P05	P06	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	--	1	--	1	2	1	2	2	2
CO2	1	2	1	--	1	--	1	1	1	2	2	1
CO3	1	3	2	--	1	--	2	1	1	2	2	2
CO4	1	3	2	--	1	--	2	1	1	2	1	1
CO5	1	3	2	--	1	--	1	1	1	2	1	1
WA	1.2	2.4	1.6	--	1	--	1.4	1.2	1	2	1.6	1.4

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation (CCE) – (A)	20Marks
2	Internal Assessment Tests (IAT) –(B)	20Marks
	Total of CIE(A+B)	40Marks
3	Semester End Examination (SEE) – (C)	60Marks
	Total of CIE and SEE(A+B+C)	100Marks

Continuous Internal Evaluation:

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 20% weightage (20marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks)

Individual Assignments

- i. Seminars/Class Room Presentations/Quizzes
- ii. Group Discussions/Class Discussion/Group Assignments
- iii. Case studies/Caselets
- iv. Participatory & Industry-Integrated Learning/Industrial visits
- v. Practical activities/Problem Solving Exercises
- vi. Participation in Seminars/Academic Events/Symposia, etc.
- vii. Mini Projects/Cap stone Projects

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

PATTERN OF QUESTION PAPER

TIME : 2 ½ HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)

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

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks.

(2x10 =20)

8. -----
9. -----
10. -----
11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks

(2X15=30)

12. -----
13. -----
14. -----
15. -----

SBRR Mahajana First Grade College (A)
Board of Studies-Business Administration 2021-22

Sl. No.	Name & Address	Designation	Signature
1	Smt. Shyla S Assistant Professor & HOD SBRR Mahajana First Grade College Mysore shylas.fgc@mahajana.edu.in 9845859475	Chairman	<i>Shyla S</i> 3/9/2022
2	Dr. Manjunath V Assistant Professor SBRR Mahajana First Grade College Mysore vmanjunath.joge@gmail.com 9900306941	Member	<i>Manjunath V</i> 3/9/22
3	Dr. Anita B R Assistant Professor SBRR Mahajana First Grade College Mysore anitaprapti@gmail.com 9901114867	Member	<i>Anita B.R</i> 3/09/2022
4	Sri. Sunil N Assistant Professor SBRR Mahajana First Grade College Mysore 9900148051 sunil9284@gmail.com	Member	<i>Sunil</i> 3/9/22
5	Dr. Nirmala.N Assistant Professor SBRR Mahajana First Grade College Mysore nimalamysore223@gmail.com 7483907737	Member	<i>Nirmala.N</i> 3/9/2022
6	Dr. R. Mahesh Professor DoS in Business Administration, Manasagaothri, Mysuru mahesh@bims.uni-mysore.ac.in 9886639536	Member	<i>R. Mahesh</i> 03/05/2022
7	Ms. Sunayana Assistant Professor & Head Department of Commerce and Management, Amritha Vishwa Vidyapeetham, Mysore sunayanadiger@gmail.com 9880980506	Member	Not Present
8	Ms. Prejna.N.Pai Assistant Professor Jain Deemed-to-be-university Bangalore prejna@gmail.com 9900212911	Member	Not Present

9	Sri.Lokesh V Managing Director & CEO Innomantra Consulting Pvt. Ltd. Bengaluru lokeshv@innomantra.com 9845272555	Member	not Present
10	Sri.Rajesh R Chartered Accountant rajesh@bsra.in 9448229994	Member	R. Rajesh
11	Sri.Tejasvi Nathan Vice President - HR Swiss Re Global Business Solutions India Pvt Ltd, Bengaluru tejasvinathan@gmail.com 9900084170	Member	not Present

Shylas
Chairperson
BOS/BOE in Business Administration
SBRR Mahajana First Grade College
(Autonomous)
Jayalakshmpuram, Mysuru-570 012



Mahajana Education Society (R.)

Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE (Autonomous)

Jayalakshmpuram, Mysuru - 570 012

Affiliated to University of Mysore Re -accredited by NAAC with 'A' Grade
College with Potential for Excellence

BOARD OF STUDIES (BoS)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG



PG



NEP Syllabi for III and IV Semester BBA 2022-23

DEPARTMENT OF BUSINESS ADMINISTRATION

Motto

TO CREATE BUSINESS LEADERS WITH SOCIAL
RESPONSIBILITY

Vision

To create and develop entrepreneurs who exhibit professionalism, accountability, transparency, human values and uphold Indian heritage in high esteem.

Mission

- Giving practical orientation to entrepreneurial ability.
- Giving professional exposure and building up leadership ability by organizing seminars, workshops, management fests and to make students participate in other similar activities.
- Make students to understand the importance of social responsibility in the corporate governance.
- Giving exposure on Indian ethos to future business leaders.

Programme outcomes for Business Administration

POs	Programme Outcomes (POs)
PO1	Domain knowledge: Acquire knowledge of management theories and practices with special focus on professional accounting and finance.
PO2	Problem analysis: Identify, formulate and analyze complex business problems in a structured approach to focus upon real issues.
PO3	Design/development of solutions: Developing solutions by using critical thinking and analytical reasoning with appropriate qualitative, quantitative techniques and software applications in solving business and research problems.
PO4	Investigation and research: Implementation of research methods to investigate specific business problems and draw conclusions.
PO5	Use of modern techniques/tools: Ability to analyze and interpret data using mathematical, statistical, ICT and risk management techniques to solve business problems.
PO6	Business and Society: Entrepreneurs/Managers with socio-economic value system.
PO7	Environment and Sustainability: Contemplate and Introspect prevailing environmental challenges and channelize inclination towards sustainable development.
PO8	Moral and Ethical values: Assimilate ethical, value based leadership skills and moral principles.
PO9	Individual and Team work: Ability to perform as an individual or leader in diverse settings.
PO10	Communication and leadership skills: Harness communication and leadership skills effectively to adapt to the growing business world.
PO11	Project management and Finance: Design methods and process; apply skills and knowledge to complete projects in accordance with project acceptance criteria and financial considerations.
PO12	Lifelong Learning: Evolve and improve as an individual by updating knowledge to enable oneself to thrive in social and professional life.

OBJECTIVES

1. To develop the skills required for the application of business concepts and techniques learnt in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics And Supply Chain Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students

LIST OF BoS MEMBERS

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	HoD & Chairman	Mrs.Shyla S	Assistant Professor	SBRR Mahajana First Grade College, Mysore	shylas.fgc@mahajana.edu.in 9845859475
2	Faculty Members	1. Dr. Manjunath V	Assistant Professor	SBRR Mahajana First Grade College, Mysore	vmanjunath.joge@gmail.com 9900306941
		2. Dr.Anita B R	Assistant Professor	SBRR Mahajana First Grade College, Mysore	anitaprapti@gmail.com 9901114867
		3. Sunil.N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	sunil9284@gamil.com 9900148051
		4. Dr.Nirmala. N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	nirmalamysore223@gmail.com 7483907737
3	Two Experts from external university	1. Prejna.N.Pai	Assistant Professor	Jain Deemed-to-be-university Bangalore	prejna@gmail.com 9900212911
		2. Sunayana	Assistant Professor & HOD	Amritha school of Arts& Science, Mysore	sunayanadiger@gmail.com 9880980506
4	Nominee by the Vice Chancellor	Dr. R Mahesh	Associate Professor	DoS in Management BIMS, Manasa Gangothri, Mysore	mahesh@bims.unimysore.ac.in 9886639536
5	Two Person from Industry /Corporate Sector / Allied area	1. Rajesh R	Chartered Accountant	B S Ravi kumar & Associates Chartered Accountants, Mysore	rajesh@bsra.in 9448229994
		2. Lokesh V	Managing Director & CEO	Innomantra consulting Pvt. Ltd. Bangalore	lokeshv@innomantra.com 9845272555
6	Alumnus	Tejasvi Nathan	Vice President, HR	Swiss Re Global Business solutions India Pvt. Ltd., Bangalore	tejasvinathan@gmail.com 9900084170

Course Structure (NEP 2020)

Discipline Specific Course (DSC), Open Elective (OE)

BBA – II Year

Course Type, Code and Name		Hours/Week		Credits	Maximum Marks			Exam Duration	Total Marks
		L	T/P		IA		Exam		
				L:T:P	C1	C2	C3		
III Semester									
DSC (7) 224329	Cost Accounting	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (8) 224330	Organizational Behavior	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (9) 224331	Statistics for Business Decisions	4	0	4:0:0	20	20	60	2 ½ hrs.	100
OE (3)	1. Social Media Marketing 22OEBBA301	3	0	3:0:0	20	20	60	2 ½ hrs.	100
	2. Rural Marketing 22OEBBA302								
IV Semester									
DSC (10) 224429	Management Accounting	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (11) 224430/31	1. Business Analytics 2. Financial Markets & Services	4	0	4:0:0	20	20	60	2 ½ hrs.	100
DSC (12) 224432	Financial Management	4	0	4:0:0	20	20	60	2 ½ hrs.	100
OE (4)	1. Business Leadership Skills 22OEBBA401	3	0	3:0:0	20	20	60	2 ½ hrs.	100
	2. Personal Wealth Management 22OEBBA402								
(Any one to be opted)									

DSC (7) Syllabus for BBA

Semester - III	
Course Code: 224329	Course Title: Cost Accounting
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
<p>Pedagogy: Classrooms lecture, tutorials, and Problem Solving.</p> <p>Course Outcomes: On successful completion of the course, the Students will;</p> <p>CO1: Gather knowledge on the elements of cost and preparation of cost sheet.</p> <p>CO2: Acquire knowledge on materials and analyze the material cost by various methods of pricing material issues.</p> <p>CO3: Compare and contrast labour cost techniques.</p> <p>CO4: Differentiate the kinds of overhead costing.</p> <p>CO5: Analyze the reconciliation of cost and financial accounts</p>	
Syllabus: Hours Module No. 1: INTRODUCTION TO COST ACCOUNTING	12
<p>Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit; Cost Reduction and Cost Control; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations, Methods of Costing.</p>	
Module No. 2: MATERIALS COST	12
<p>Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material.</p> <p>Materials Procurement: Procedure for procurement of materials and documentation involved in procurement of materials- (Bill of materials, Material requisition note, Purchase requisition note,, Purchase order, Goods received note); Material Storage and Records: Duties of Store keeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards); Material Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return</p>	

Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, - problems.

Inventory Control: Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, (Concepts only).

Module No. 3: EMPLOYEE COST

10

Employee Cost: Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organizations; Attendance Procedure- Time keeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);

Methods of Remuneration (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems, Employee Turnover- Meaning, Reasons and Effects of LTO/ETO.

Module No. 4: OVERHEADS

12

Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary distribution only; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate

Module No. 5: RECONCILIATION OF COST AND FINANCIAL ACCOUNTS

10

Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation –Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement – Problems.

Skill Developments Activities:

- Prepare a Cost Sheet with imaginary figures.
- List the documents required in Inventory Management.
- Demonstrate the valuation of inventory using any one method of pricing material issues.
- Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data.

Text Books:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
3. P C Tulsian, Cost Accounting, MHE India
4. Nigam & Sharma, Cost Accounting, HPH
5. Dr. B. Mariyappa, Cost Accounting, HPH
6. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
7. B.S. Raman, Cost Accounting, United Publisher

Course Articulation Matrix – 224329

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	-	-	1	2	1	1	1
CO2	3	2	2	1	1	1	1	1	1	1	1	1
CO3	2	2	2	-	-	1	1	1	1	1	1	1
CO4	2	2	2	-	-	-	1	1	1	1	1	1
CO5	1	1	1	-	-	-	1	1	1	1	1	1
WA	2.2	1.8	1.6	1	1	1	1	1	1.2	1	1	1

**DSC (8) Syllabus for BBA
Semester - III**

Course Code: 224330	Course Title: Organisational Behaviour
Course Credit (L:T:P): 4 (4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.	
Course Outcomes: On successful completion of the course, the Students will:	
CO1: Acquire knowledge on role of OB in business organization.	
CO2: Analyze group dynamics in an organization.	
CO3: Evaluate the change management.	
CO4: Structure the process of organizational development. CO5: Implement the kinds of Interventions in OB.	
Syllabus:	Hours
Module No. 1: ORGANIZATIONAL BEHAVIOUR AND FOUNDATIONS OF INDIVIDUAL BEHAVIOUR	10
<p>Organization Behavior– Meaning, Definition of OB, Importance of OB, Foundations of OB. Individual Behavior - Personal Factors, Environmental Factors, organization systems and resources Personality- Meaning, Nature, Determinants and Traits of Personality</p> <p>Perception- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors, Managing Perceptions.</p>	
Module No. 2: GROUP AND TEAM DYNAMICS	8
<p>Group Dynamics-meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behavior, Team Dynamics- meaning, Types of Teams:</p> <p>Conflict-sources of conflict and ways of resolving conflict, managing interpersonal relationships</p>	
Module No. 3: CHANGE MANAGEMENT	10
<p>Introduction to Change Management: Importance and Nature of Planned Change; Theories of Planned Change - Action Research Model, Kurt Lewin’s Change Model</p> <p>Introducing Change Effectively: Basic steps, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change; Empowering People to Manage Change.</p>	
Module No. 4: ORGANIZATIONAL DEVELOPMENT	12
<p>OD: Meaning and Nature of Organizational Development (OD), Competencies of an OD Practitioner, Ethical Guidelines for OD Practitioners Process of Organizational Development: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level)</p>	
Module No. 5: OD INTERVENTIONS	16
<p>Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD</p> <p>(a) Human Process Interventions</p> <p>T-Groups, Process Consultation, Third–party Intervention; Team building; Organization Confrontation Meeting, Inter-group relation Intervention: Microcosm Group; Large</p>	

Group Intervention: Open –Systems Method, and Open-Space Method(in brief)

(b) Techno Structural Interventions

Restructuring Organization: Structural Design: Functional structures, Divisional structure
 - Product structure, Geographic and Market structure, Metrics structure, Network structure, Boundary less organization; (in brief)

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed and record in the skill development
- Draw Blake and Mouton managerial grid
- List the determinants of personality

Text Books:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. K. Aswathappa, Organizational Behaviour, HPH.
4. Appanniah and, Management and Behavioural Process, HPH
5. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.

Course Articulation Matrix - 224330

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	1	1	2	-	2	2	2	2	2
CO2	2	1	1	1	1	1	-	2	2	2	2	2
CO3	2	2	1	1	1	2	1	2	2	2	2	2
CO4	2	2	2	2	2	2	1	2	2	2	1	2
CO5	2	2	2	2	2	2	-	1	2	2	2	2
WA	2.2	1.6	1.4	1.4	1.4	1.8	1	1.8	2	2	1.8	2

DSC (9) Syllabus for BBA Semester - III

Code: 224331	Course Title: Statistics for Business Decisions
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Understand the requirements of statistical framework

CO2: Construct and visualize the data.

CO3: Determine the data adequacy for analysis.

CO4: Review the data by using various tools.

CO5: Illustrate and analyze the impact of probability.

Syllabus: Hours Module No. 1: INTRODUCTION TO STATISTICS	12
<p>Introduction – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table –</p> <p>Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.</p>	
Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION	14
<p>Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.</p> <p>Measures of Dispersion: Absolute and Relative measures of Range, Quartile deviation, Standard Deviation in Individual, Discrete and Continuous Series – Problems</p> <p>Measures of Skewness: Calculation of Karl Pearson’s (Uni-modal) and Bowley’s Co-efficient of Skewness</p>	
Module No. 3: CORRELATION AND REGRESSION ANALYSIS	10

Correlation Analysis - Meaning, Types of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Computation of Probable Error, Spearman's Rank Coefficient of correlation- problems. Regression Analysis – Concept of Regression, Regression equations- Problems.

TIME SERIES ANALYSIS: Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.

Module No. 4:	TIME SERIES ANALYSIS	10
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Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.

Module No. 5:	INDEX NUMBERS	10
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Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method (Laspeyres, Paashes, Marshal - Edgeworth and Fishers Ideal Index number). Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index number

Skill Developments Activities:

- a) Data Visualization practical session Using Tableau/Power BI.
- b) Execute Average, Variance, Standard Deviation, CV, Covariance using Excel.
- c) Execute and Analyse Regression Model using Excel,
- d) Practical session on Time series models using GRETL
- e) Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator.

Text Books:

1. S P Gupta: Statistical Methods- Sultan Chand
2. Dr. B N Gupta: Statistics, Sahithya Bhavan
3. S.C Gupta: Business Statistics, HPH
4. Elhance: Statistical Methods, Kitab Mahal
5. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH
6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand

Course Articulation Matrix - 224331

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	2	1	-	-	-	-	1	2	1	1
CO2	2	2	2	2	2	-	-	-	1	-	-	1
CO3	2	2	2	2	1	1	-	-	-	-	1	1
CO4	2	2	2	1	1	-	-	-	1	-	1	1
CO5	-	-	-	-	-	-	-	-	-	-	-	-
WA	2	1.75	2	1.5	1.33	1	-	-	1	2	1	1

OE (3) Syllabus for BBA

Semester - III

Course Code: 22OEBBA301	Course Title: Social Media Marketing
Course Credit (L:T:P): 3 (3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.	
Course Outcomes: On successful completion of the course, the Students will:	
CO1: Acquire knowledge of social media marketing goal setting for successful online campaigns. CO2: Analyze the effective social media marketing strategies for various types of industries and businesses.	
CO3: Design social media content and create strategies to optimize the content's reach to the target audience.	
CO4: Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.	
CO5:Design a suitable social media campaign for the business goals.	
Syllabus:	Hours
Module No. 1: Social Media Introduction	10
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.	
Module No. 2: Facebook -Instagram marketing	10
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, Creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, Setting a theme and flow on Instagram, and generating Leads.	
Module No. 3: Twitter Marketing	08
Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.	
Module No. 4: YouTube marketing	08
Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.	
Module No. 5: Search Engine Optimization-Recent trends and challenges	09

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.

Skill Developments Activities:

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization (SEO) dashboard.

Text Books:

1. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
2. Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
3. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
4. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
5. Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Course Articulation Matrix - 22OEBBA301

	PO1	PO2	P03	P04	PO4	P05	P06	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	3	1	1	3	--	--	1	1	2	3	2
CO2	2	2	2	1	2	3	1	1	1	1	2	2	2
CO3	1	1	1	1	1	3	1	1	2	1	2	2	2
CO4	2	1	2	2	2	3	1	1	2	1	2	2	2
CO5	2	2	2	2	2	3	1	1	2	1	2	2	2
WA	1.8	1.4	2	1.4	1.6	3	1	1	1.6	1	2	2.2	2

OE (3) Syllabus for BBA Semester - III

Course Code: 22OEBBA302	Course Title: Rural Marketing
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Explore the importance and application of various concepts of rural marketing. CO2: Examine the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.

CO3: Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.

CO4: Identify the appropriate marketing communication and rural distribution channel plans to promote and deliver the products.

CO5: Analyze the recent trends in Rural marketing and the application of digital technology in rural marketing.

Syllabus:	Hours
Module No. 1: Introduction to Rural Marketing	10
Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment: rural population, occupation pattern, income generation, location of the rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities.	
Module No. 2: Rural Consumer Behavior	08
Consumer buying behavior in rural markets, factors affecting consumer behaviour, rural consumer buying process, the rise of rural consumerism. Market segmentation – Bases for segmenting rural consumer markets.	
Module No. 3: Rural Product and Pricing Strategy	08
Rural product, Rural product classification, product life cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.	
Module No. 4: Rural Distribution and Communication Strategy	09
Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models. Rural communication strategy, challenges in rural Communication, creating promotion mix for rural audiences: advertisement, sales promotion, publicity.	
Module No. 5: Regulations and Recent Trends in Rural Marketing	10

Regulated market, Regulated Market in India, Future of Regulated Markets in India, Role of Govt in Developing rural marketing, Public Distribution Systems (PDS), Food Corporation of India, Self Help Groups (SHG's). Agricultural Credit Policy, Digitalizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing and Corporate farming.

Skill Developments Activities:

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

Text Books:

1. Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.
4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.
5. T.P.Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

Course Articulation Matrix – 22OEBBA302

	PO1	PO2	P-3	P-4	PO4	P-5	P-6	PO7	PO8	PO9	PO1-	PO11	PO12
CO1	-	1	1	-	-	-	1	1	-	-	-	-	1
CO2	1	-	-	1	-	-	1	1	-	-	-	-	-
CO3	1	-	1	-	-	-	-	1	-	-	-	1	-
CO4	-	-	-	-	-	-	1	1		1	1	-	-
CO5	1	1	-	-	1	1	-	-	-	-	-	-	-
WA	1	1	1	1	1	1	1	1	-	1	1	1	1

DSC (10) Syllabus for BBA Semester - IV

Course Code: 224429	Course Title: Management Accounting
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.	
Course Outcomes: On successful completion of the course, the Students will:	
CO1: Acquire the knowledge with respect to the concept of Management Accounting. CO2: Analyze the ratios and apply the same on given case.	
CO3: Construct Cash flow statement.	
CO4: Apply Marginal costing techniques to make business decisions.	
CO5: Utilize the standard costing technique for implementing control over cost.	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT ACCOUNTING	8
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management Accounting.	
Module No. 2: RATIO ANALYSIS	14
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.	
Module No. 3: CASH FLOW ANALYSIS	12
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS- 7	

Module No. 4: MARGINAL COSTING	12
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses- problems. Decision Making-Make or Buy, -problems on decision making.	
Module No. 5: STANDARD COSTING	10
Historical costing - Introduction – Meaning & Definition of Standard Cost and Standard Costing - Advantages & Disadvantages of Standard Costing –preliminaries in establishing system of standard costing – Variance Analysis – Material Variance, Labour Variance and Overheads Variance – Problems on Material Variances and Labor Variances only.	
Skill Developments Activities:	
<ul style="list-style-type: none"> • Collect the financial statement of a company and calculate important ratios. • Collect the annual report of a company and prepare a cash flow statement. • Prepare a Break-even-chart with imaginary figures. • Prepare a flexible budget using imaginary figures of at least three levels. • Draft the chart of various total cost variances. 	
Text Books:	
<ol style="list-style-type: none"> 1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications 2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand 3. Sudhindra Bhat, Management Accounting, Excel Books. 4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications. 5. B.S. Raman, Management Accounting, United Publishers. 6. Sharma and Gupta, Management Accounting, Kalyani Publishers. 7. M Muniraju & K Ramachandra, Management Accounting, HPH 8. PN Reddy & Appanaiah, Essentials of Management Accounting, HPH. 	

Course Articulation Matrix - 224429

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	-	-	1	-	-	-	1	1	1
CO2	3	2	2	-	-	1	-	-	-	1	1	1
CO3	3	2	2	-	-	1	-	-	-	1	1	1
CO4	3	2	2	-	-	1	-	-	-	1	1	1
CO5	3	2	2	-	-	1	-	-	-	1	1	1
WA	3	1.8	1.8	-	-	1				1	1	1

DSC (11) Syllabus for BBA Semester - IV

Course Code: 224430	Course Title: Business Analytics
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Illustrate the Data Types and storage of Data.

CO2: Classify and compare the various types of analytics and data models.

CO3: Demonstrate visualization of data.

CO4: Make use of the data mining and processing of data.

CO5: Interpret the concepts of different analytics model.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS ANALYTICS	12
Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics, Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive, Application of Business analytics, Introduction to Data Science and Big Data.	
Module No. 2: ROLE OF DATA IN THE ORGANIZATION	10
Sources of data, Use of Data in Decision making, Importance of data quality, dealing with missing or incomplete data, Types of Digital Data- Structured, Semi Structured, Unstructured Data. Data warehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.	
Module No. 3: TOOLS USED FOR DATA ANALYTICS	12
Introduction to data analytics software – Types of data analytics software – open source and proprietary software.	
Lab sessions:	
R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics – Interpret result – plotting of charts – inferences of chart. (Using all the four specified softwares).	
Module No. 4: DATABASE ORIENTATION	12

Database definition, types of structures, DBMs, RDBMS, Relational Database Language , Introduction to SQL, Features of SQL, SQL Languages, DDL commands - Create, Add, Drop, Constraints in SQL, DML Commands – Insert, Delete, Update, Data Query Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCL Commands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.

Module No. 5: DATA VISUALIZATION USING TABLEAU (PUBLIC VERSION)

10

Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)

Skill Developments Activities:

1. Prepare tree map chart using Tableau.
2. Run a descriptive statistic using R and Python software.
3. Execute a summary chart in JAMOVI.
4. Execute DCL and TCL Command in SQL.

Text Books:

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 R N Prasad, Fundamentals of Business Analytics, 2ed, Wile

Course Articulation Matrix - 224430

	PO1	PO2	P-3	P-4	PO4	P-5	P-6	PO7	PO8	PO9	PO1-	PO11	PO12
CO1	2	-	2	-	2	-	-	-	-	-	-	-	1
CO2	2	1	2	2	-	1	-	-	-	-	-	2	1
CO3	2	2	2	2	2	2	-	-	-	-	1	1	-
CO4	2	2	2	2	2	2	-	-	-	-	-	-	-
CO5	2	2	2	2	1	1	-	-	-	-	-	-	-
WA	2	1.75	2	2	1.75	1.5	-	-	-	-	1	1.5	1

DSC (11) Syllabus for BBA Semester - IV

Course Code: 224431	Course Title: Financial Markets & Services
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

CO1: Acquire knowledge on the concepts of financial system.

CO2: Examine the current structure and functioning of financial institutions CO3: Acquire knowledge on the concepts of financial services.

CO4: Analyze and interpret the trading process of Instruments.

CO5: Critically evaluate the concept of stock market.

Syllabus:	Hours
Module No. 1: OVERVIEW OF FINANCIAL SYSTEM	10
Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.	
Module No. 2: FINANCIAL INSTITUTIONS	14
Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.	
Module No. 3: FINANCIAL SERVICES	12
Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.	
Module No. 4: FINANCIAL MARKETS AND INSTRUMENTS	10
Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.	
Module No. 5: STOCK MARKETS	10
Introduction - Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.	

Skill Developments Activities:

- Visit any financial institution and prepare a report regarding its structure, functions and performance.
- Analyze the ratings given by any credit rating agency, for at least 5 companies.
- Conduct a mock stock-trading session and record the outcome.
- Identify a company of your choice and record its share prices for one month.

Text Books:

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

Course Articulation Matrix - 224431

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	-	-	1	2	2	2	2
CO2	2	2	2	2	2	2	-	1	1	1	1	1
CO3	3	2	2	1	1	1	-	-	1	1	1	1
CO4	3	3	2	2	3	2	-	1	2	2	2	2
CO5	3	3	2	3	3	2	-	1	2	2	2	2
WA	2.6	2.2	1.8	1.8	2	1.75	-	1	1.6	1.6	1.6	1.6

DSC (12) Syllabus for BBA Semester - IV

Course Code: 224432	Course Title: Financial Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:56	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

- CO1: Evaluate the goals of financial management.
- CO2: Appraise the concepts of time value of money.
- CO3: Evaluate the different models of dividend policy.
- CO4: Analyze the business problem related to investments.
- CO5: Appraise the working capital requirements in an organization.

Syllabus:

Module No. 1: INTRODUCTION TO FINANCIAL MANAGEMENT	Hours
Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, Financial Decisions, Role of a Financial Manager; Financial Planning – Steps in Financial Planning, Principles of Sound Financial Planning, Factors influencing a Sound Financial Plan	12
Module No. 2: TIME VALUE OF MONEY	
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); 12 Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems)	
Module No. 3: FINANCING & DIVIDEND DECISIONS	
Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, capital structure theories, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)	12
Module No. 4: INVESTMENT DECISION	
Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	10
Module No. 5: WORKING CAPITAL MANAGEMENT	

Working Capital -- Concept of Working Capital, Significance of Adequate 10 Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Capital, Estimation of Working Capital (Simple Problems)	Working
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Skill Developments Activities:

- Calculate Equated Installment and prepare Loan Repayment schedule for the loan borrowed by your family / friend.
- Identify the capital budgeting and capital structure practices followed in any firm/company of your choice (using primary/secondary data)
- Visit a business entity and estimate working capital requirement for the entity.
- Develop spreadsheet models for different components of time value of money and capital budgeting.

Text Books:

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. S N Maheshwari, Financial Management, Sultan Chand
4. Khan and Jain, Financial Management, TMH
5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
6. Dr. Aswathanarayana.T ,Financial Management, VBH
7. K. Venkataramana, Financial Management, SHBP
8. G. Sudarshan Reddy, Financial Management,
9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication

Course Articulation Matrix – 224432

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	2	1	1	1	2	2	2	1	2
CO2	3	2	2	2	2	1	1	1	1	1	3	2
CO3	3	3	3	2	3	1	-	2	2	2	3	2
CO4	3	3	3	2	2	1	-	2	2	2	3	2
CO5	3	2	2	2	2	1	-	2	2	2	2	2
WA	2.8	2.2	2.2	2	2	1	1	1.8	1.8	1.8	2.4	2

OE (4) Syllabus for BBA Semester - IV

Course Code: 22OEBBA401	Course Title: Business Leadership Skills
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

- CO1: Acquire knowledge about the significance of leadership skills for effective people management
- CO2: Evaluate comprehension of leadership through various leadership theories
- CO3: Analyze and interpret different leadership styles, types, patterns and functions
- CO4: Implement various leadership approaches for effective management of people
- CO5: Examine the recent trends in the area of business leadership

Syllabus:	Hours
Module No. 1: Introduction to business leadership	10
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.	
Module No. 2: Leadership from managerial perspective	12
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership;	
Module No. 3: Leadership from theoretical perspective	8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Likert's Management System; Fielder's contingency model, Blake and Mouton's Managerial Grid.	
Module No. 4: Leadership from an operational perspective	8
Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership;	
Module No. 5: Leadership strategies	7

Leadership Strategies a) leading from the front, b) supporting leadership, c) interactive leadership. Group conflict, leader's role in managing group conflict; challenges in leadership; change management.

Skill Developments Activities:

1. Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.
2. Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.
3. Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.

Text Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications.
New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.).
Bangalore: Himalay Publishing House.

Course Articulation Matrix – 22OEBBA401

	PO1	PO2	P-3	P-4	PO4	P-5	P-6	PO7	PO8	PO9	PO1-	PO11	PO12
CO1	1	-	-	-	1	-	-	-	1	-	1	-	1
CO2	-	-	-	-	-	-	-	-	1	1	1	-	1
CO3	1	-	-	-	-	-	-	-	1	1	1	-	1
CO4	1	-	-	-	-	-	1	-	1	1	1	-	1
CO5	1	-	-	-	-	1	1	-	1	1	1	-	1
WA	1	-	-	-	1	1	1	-	1	1	1	-	1

OE (4) Syllabus for BBA Semester - IV

Course Code: 22OEBBA402	Course Title: Personal Wealth Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.	
<p>Course Outcomes: On successful completion of the course, the Students will; CO1: Incorporate the importance of Wealth Management and Financial Planning in personal life</p> <p>CO2: Identify the Real Estate Investment Routes and understand the tax planning that minimizes tax burden</p> <p>CO3: Select and Apply the Asset Allocation strategies to balance between Risk and Return</p> <p>CO4: Analyze the Retirement Planning Benefits and retirement strategies s to provide regular income for life.</p> <p>CO5: Evaluate the basic principles and importance of various insurance polices</p>	
Syllabus:	Hours
Module No. 1: Wealth Management and Financial Planning	09
Meaning of Wealth Management, Need, Scope and Components of Wealth Management, Process of Wealth Management, Expectations of Clients, Code of Ethics for Wealth Manager. Challenges to WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India, Legal aspects of Financial Planning.	
Module No. 2: Estate Planning and Tax Planning	09
Real Estate, Role of Real Estate, Real Estate Investment Routes, Real Estate Indices -Assets & Liabilities, Nomination, Inheritance Law, Will, Understanding Trust and Trust Documents – Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off.	
Module No. 3: Asset Allocation Strategies	09
Asset allocation Strategies -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. Portfolio Management Strategies - Indexing - Active - interest rate anticipation, Valuation analysis, Credit analysis, Yield spread analysis and Bond swaps - Allocation to Speculation, Diversification in Perspective.	
Module No. 4: Retirement Planning and Employee Benefits	10
Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies – ESOP and ESPP.	
Module No. 5: Insurance Products in Wealth Management	08

Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance - Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy – Risk Management through Insurance.

Skill Developments Activities:

- **List out different Insurance schemes**
- **Create your own personal portfolio using imaginary numbers and justify.**
- **Conduct a survey of 20 salaried employees on their investment avenues through questionnaire.**
- **Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX.**

Text Books:

- Pawan V. Jhabak – Wealth Management, Himalaya Publishing Hou Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004.
- S.K Bagchi – Wealth Management Jaico Publishing House, Firs Edition.
- NSE Academy – Financial Planning and Wealth Management.
- NCFM Work Book – Financial Markets (Advanced).

Course Articulation Matrix – 22OEBBA402

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	-	-	-	-	-	-	1	-	1
CO2	2	1	1	-	-	-	-	-	-	-	-	1
CO3	2	1	1	-	-	-	-	-	-	-	-	1
CO4	2	1	1	-	-	-	-	-	-	-	-	1
CO5	2	1	1	-	-	-	-	-	-	-	-	1
WA	2	1	1	-	-	-	-	-	-	1	-	1

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation(CCE) – (A)	20Marks
2	Internal Assessment Tests(IAT) –(B)	20Marks
	Total of CIE(A+B)	40Marks
3	Semester End Examination(SEE) – (C)	60Marks
	Total of CIE and SEE(A+B+C)	100Marks

Continuous Internal Evaluation:**a. Continuous & Comprehensive Evaluation (CCE):**

The CCE will carry a maximum of 20% weightage (20marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks)

Individual Assignments

i. Seminars/Class Room Presentations/Quizzes ii. Group Discussions/Class Discussion/Group Assignments iii. Case studies/Caselets

iv. Participatory & Industry-Integrated Learning/Industrial visits v. Practical activities/Problem Solving Exercises vi. Participation in Seminars/Academic Events/Symposia, etc.

vii. Mini Projects/Cap stone Projects

b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 20% weightage (20marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

PATTERN OF QUESTION PAPER

TIME: 2 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)

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

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks.

(2x10 =20)

8. -----
9. -----
10. -----
11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks
(2X15=30)

12. -----
13. -----
14. -----
15. -----

SBRR Mahajana First Grade College (A)
Board of Studies-Business Administration 2021-22

Sl. No.	Name & Address	Designation	Signature
1	Smt. Shyla S Assistant Professor & HOD SBRR Mahajana First Grade College Mysore shylas.fgc@mahajana.edu.in 9845859475	Chairman	<i>Shyla S</i> 3/9/2022
2	Dr. Manjunath V Assistant Professor SBRR Mahajana First Grade College Mysore vmanjunath.joge@gmail.com 9900306941	Member	<i>Manjunath V</i> 3/9/22
3	Dr. Anita B R Assistant Professor SBRR Mahajana First Grade College Mysore anitaprapti@gmail.com 9901114867	Member	<i>Anita B.R</i> 3/09/2022
4	Sri. Sunil N Assistant Professor SBRR Mahajana First Grade College Mysore 9900148051 sunil9284@gmail.com	Member	<i>Sunil</i> 3/9/22
5	Dr. Nirmala N Assistant Professor SBRR Mahajana First Grade College Mysore nimalamysore223@gmail.com 7483907737	Member	<i>Nirmala N</i> 3/9/2022
6	Dr. R. Mahesh Professor DoS in Business Administration, Manasagathri, Mysuru mahesh@bims.uni-mysore.ac.in 9886639536	Member	<i>R. Mahesh</i> 03/09/22
7	Ms. Sunayana Assistant Professor & Head Department of Commerce and Management, Amritha Vishwa Vidyapeetham, Mysore sunayanadiger@gmail.com 9880980506	Member	Not Present
8	Ms. Prejna. N. Pai Assistant Professor Jain Deemed-to-be-university Bangalore prejna@gmail.com 9900212911	Member	Not Present

9	Sri.Lokesh V Managing Director & CEO Innomantra Consulting Pvt. Ltd. Bengaluru lokeshv@innomantra.com 9845272555	Member	not present
10	Sri.Rajesh R Chartered Accountant rajesh@bsra.in 9448229994	Member	R. Rajesh
11	Sri.Tejasvi Nathan Vice President - HR Swiss Re Global Business Solutions India Pvt Ltd, Bengaluru tejasvinathan@gmail.com 9900084170	Member	not present

Shylas
Chairperson
BOS/BOE in Business Administration
SBRR Mahajana First Grade College
(Autonomous)
Jayalakshmpuram, Mysuru-570 012



Mahajana Education Society (R.)
Education to Excel

SBRR MAHAJANA FIRST GRADE COLLEGE (Autonomous)
Jayalakshmipuram, Mysuru – 570 012
Affiliated to University of Mysore Re-accredited by NAAC with ‘A’ Grade
College with Potential for Excellence

BOARD OF STUDIES (BoS)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG



PG



NEP Syllabi for V and VI Semester BBA 2023-24

DEPARTMENT OF BUSINESS ADMINISTRATION

Motto

TO CREATE BUSINESS LEADERS WITH SOCIAL
RESPONSIBILITY

Vision

To create and develop entrepreneurs who exhibit professionalism, accountability, transparency, human values and uphold Indian heritage in high esteem.

Mission

- Giving practical orientation to entrepreneurial ability.
- Giving professional exposure and building up leadership ability by organizing seminars, workshops, management fests and to make students participate in other similar activities.
- Make students to understand the importance of social responsibility in the corporate governance.
- Giving exposure on Indian ethos to future business leaders.

Programme outcomes for Business Administration

POs	Programme Outcomes (POs)
PO1	Domain knowledge: Acquire knowledge of management theories and practices with special focus on professional accounting and finance.
PO2	Problem analysis: Identify, formulate and analyze complex business problems in a structured approach to focus upon real issues.
PO3	Design/development of solutions: Developing solutions by using critical thinking and analytical reasoning with appropriate qualitative, quantitative techniques and software applications in solving business and research problems.
PO4	Investigation and research: Implementation of research methods to investigate specific business problems and draw conclusions.
PO5	Use of modern techniques/tools: Ability to analyze and interpret data using mathematical, statistical, ICT and risk management techniques to solve business problems.
PO6	Business and Society: Entrepreneurs/Managers with socio-economic value system.
PO7	Environment and Sustainability: Contemplate and Introspect prevailing environmental challenges and channelize inclination towards sustainable development.
PO8	Moral and Ethical values: Assimilate ethical, value based leadership skills and moral principles.
PO9	Individual and Team work: Ability to perform as an individual or leader in diverse settings.
PO10	Communication and leadership skills: Harness communication and leadership skills effectively to adapt to the growing business world.
PO11	Project management and Finance: Design methods and process; apply skills and knowledge to complete projects in accordance with project acceptance criteria and financial considerations.
PO12	Lifelong Learning: Evolve and improve as an individual by updating knowledge to enable oneself to thrive in social and professional life.

OBJECTIVES

1. To develop the skills required for the application of business concepts and techniques learnt in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students

LIST OF BoS MEMBERS

Sl. No.	Category	Name Smt./Sri	Designation	Address for Communication	E-mail and Mobile No.
1	HoD & Chairman	Dr.Shyla S	Assistant Professor	SBRR Mahajana First Grade College, Mysore	shylas.fgc@mahajana.edu.in 9845859475
2	Faculty Members	1.Dr. Manjunath V	Assistant Professor	SBRR Mahajana First Grade College, Mysore	vmanjunath.joge@gmail.com 9900306941
		2. Dr.Anita B R	Assistant Professor	SBRR Mahajana First Grade College, Mysore	anitaprapti@gmail.com 9901114867
		3. Sunil.N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	sunil9284@gamil.com 9900148051
		4.Dr.Nirmala.N	Assistant Professor	SBRR Mahajana First Grade College, Mysore	nirmalamysore223@gmail.com 7483907737
3	Two Experts from external university	1. Prajna.N. Pai	Assistant Professor	Jain Deemed-to-be-university Bangalore	prejna@gmail.com 9900212911
		2. Sunayana	Assistant Professor & HOD	Amritha school of Arts& Science, Mysore	sunayanadiger@gmail.com 9880980506
4	Nominee by the Vice Chancellor	Dr. R Mahesh	Associate Professor	DoS in Management BIMS, Manasa Gangothri, Mysore	mahesh@bims.unimysore.ac.in 9886639536
5	Two Person from Industry /Corporate Sector / Allied area	1. Rajesh R	Chartered Accountant	B S Ravi kumar & Associates Chartered Accountants, Mysore	rajesh@bsra.in 9448229994
		2. Lokesh V	Managing Director & CEO	Innomantra consulting Pvt. Ltd. Bangalore	lokeshv@innomantra.com 9845272555
6	Alumnus	Tejasvi Nathan	Vice President, HR	Swiss Re Global Business solutions India Pvt. Ltd., Bangalore	tejasvinathan@gmail.com 9900084170

SEMESTER-V

Course Type, Code and Name			Teaching Hours per Week (L:T:P)	C1	C2	C3	Exam Duration	Total Marks
DSC(15) 234529	Production and Operations Management	DSC	4:0:0	20	20	60	2½ hrs	100
DSC(16) 234530	Income Tax-I	DSC	4:0:0	20	20	60	2½ hrs	100
DSC(17) 234531	Banking Law and Practice	DSC	4:0:0	20	20	60	2½ hrs	100
DSE(1)	Elective 1- Advanced Corporate Financial Management (FNI) (23DSEBBA01) Consumer Behavior (MK1) (23DSEBBA02) Anyone to be chosen	DSE	3:0:0	20	20	60	2½ hrs	100
DSE(2)	Elective 2- Compensation and Performance Management (HRM1) (23DSEBBA03) Fundamentals of Retail Management (RM1) (23DSEBBA04)	DSE	3:0:0	20	20	60	2½ hrs	100
Vocational-1	Information Technology for Business (Excel & DBMS) (23VOCBBA01) Digital Marketing (23VOCBBA02)	Anyone to be chosen	3:0:0	20	20	60	2½ hrs	100
SEC(5) 23EMPBB A01	Employability Skills	SEC	2:0:1	20	20	60	2 1/2 hrs	100

ELECTIVE GROUPS AND COURSES:

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

SEMESTER – VI

Course Type, Code and Name			Teaching Hours per Week (L:T:P)	C1	C2	C3	Exam Duration	Total Marks
DSC(18) 234629	Business Law	DSC	4:0:0	20	20	60	2½ hrs	100
DSC(19) 234630	Income Tax-II	DSC	4:0:0	20	20	60	2½ hrs	100
DSC(20) 234631	International Business	DSC	4:0:0	20	20	60	2½ hrs	100
DSE(3)	Elective 1 – Security analysis & portfolio Management (FN2) (23DSEBBA05) Advertising and Media Management. (MK2) (23DSEBBA06)	DSE	3:0:0	20	20	60	2½ hrs	100
DSE(4)	Elective 2- Human Resources Development (HRM2) (23DSEBBA07) Retail Operations Management (RM2) (23DSEBBA08)	DSE	3:0:0	20	20	60	2½ hrs	100
Vocational-2	Goods and Services Tax (23VOCBBA03) ERP Application (23VOCBBA04)	Anyone to be chosen	3:0:0	20	20	60	2½ hrs	100
SEC(5) 23EMPBBA 01	Employability Skills	SEC	2:0:1	20	20	60	2 1/2 hrs	100

DSC (15) Syllabus for BBA Semester - V

Course Code: 234529	Course Title: Production and Operations Management
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a) Gain knowledge on the ever growing importance of Production and Operations Management in uncertain business environment.
- b) Illustrate the different aspects of Plant Location and Layout
- c) Analyze the process of Production Planning and Control.
- d) Comprehend the unique challenges faced by firms in Inventory Management
- e) Develop skills to operate competitively in the current business scenario.

Syllabus:	Hours
Module No.1: Introduction to Production and Operations Management	12
Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions	
Module No. 2: Plant Location and layout	12
Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	
Module No.3: Production Planning and Control	12
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.	
Module No. 4: Inventory Management	12
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	
Module 5: Maintenance and Waste Management	12

Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery.

Skill Development Activities:

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout
3. Describe the Functions of Quality Circles in an industry
4. List out the Functions of Inventory Management in an organization.

Books for Reference:

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.

<https://www.vssut.ac.in> <https://ddceutkal.ac.in>

<https://www.ascdegreecollege.ac.in>

Course Articulation Matrix - 234529

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	1	2	1	1	1	1	1	2
CO2	2	1	2	1	1	2	2	1	1	1	1	2
CO3	1	2	2	1	2	1	1	2	1	2	1	2
CO4	2	1	2	2	1	1	1	1	2	1	2	2
CO5	1	2	2	1	2	1	2	1	1	2	1	2
WA	1.4	1.6	2	1.4	1.4	1.4	1.4	1.2	1.2	1.4	1.2	2

DSC (16) Syllabus for BBA Semester - V

Course Code: 234530	Course Title: Income Tax – I
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- Gain knowledge on the computation of Total Income and tax liability of an individual.
- Evaluate the provisions for determining the residential status of an Individual.
- Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
- Compute the income house property for different categories of house property.
- Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Syllabus:	Hours
Module-1: Basic Concepts of Income Tax	10

Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.

Module -2:Residential Status and Incidence of Tax	10
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Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.

Module- 3: Income from Salary	15
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Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.

Module -4: Income from House Property	15
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Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.

Module No.-5: Tax Deduction at Sources & Advance Tax Ruling	10
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Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates.
Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).

Skill Development Activities:

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

Books for References:

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

Note: Latest edition of text books may be used.

<https://cleartax.in>

<https://www.bankbazaar.com>

<https://taxguru.in>

Course Articulation Matrix - 234530

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	1	2	2	1	2	2	1	2	2	1	2	2
CO2	1	1	2	1	2	2	1	2	2	1	2	2
CO3	1	2	2	1	2	2	1	2	2	1	2	2
CO4	1	1	2	1	2	2	1	2	2	1	2	2
CO5	1	2	2	1	2	2	1	2	2	1	2	2
WA	1	1.6	2	1	2	2	1	2	2	1	2	2

DSC (17) Syllabus for BBA Semester - V

Course Code: 234531	Course Title: Banking Law and Practice
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours: 60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a) Understand the legal aspects of banker and customer relationship.
- b) Open the different types of accounts.
- c) Describe the various operations of banks.
- d) Understand the different types of crossing of cheques and endorsement.
- e) Understanding of different types of E-payments.

Syllabus:	Hours
Module No. 1: Banker and Customer	16
<p>A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer).</p> <p>B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.</p>	
Module No. 2: Banking Operations.	08
<p>Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.</p>	
Module No. 3: Paying Banker	12
<p>Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.</p>	
Module No. 4: Lending Operations	12
<p>Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured</p> <p>Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.</p>	
Module No. 5: Banking Innovations	12
<p>New technology in Banking – E-services – plastic cards . Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	

Skill Development Activities:

1. Collect and paste pay in slip for SB A/c and Current a/c.
2. Draw a specimen of a crossed cheque.
3. List out different types of customers and collect KYC documents required for loan
4. List out various fee-based services offered by a bank in your locality
5. List out application-based payment systems provided by a commercial bank.

Books for References:

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
3. Kothari N. M: Law and Practice of Banking.
4. Tannan M.L: Banking Law and Practice in India, Indian Law House Note: Latest edition of Reference Books may be used <https://www.icsi.edu>
<https://www.indiacode.nic.in>
<https://unacademy.com>

Course Articulation Matrix - 234531

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	1	1	2	1	1	2	1	1	2
CO2	2	1	1	1	1	1	1	1	2	1	1	2
CO3	2	1	1	1	1	1	1	1	2	2	1	2
CO4	1	1	1	1	1	1	1	1	2	2	1	1
CO5	1	1	1	1	1	1	1	1	1	1	1	1
WA	1.8	1	1	1	1	1.2	1	1	1.8	1.4	1	1.6

**DSE (1) Syllabus for BBA
Semester – V FN-1**

Course Code: 234532	Course Title: Advanced Corporate Financial Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> Illustrate and determine the overall cost of capital and evaluate capital structure Comprehend the different advanced capital budgeting techniques. Analyze the importance of dividend decisions and dividend theories. Evaluate mergers and acquisition. Acquire knowledge on ethical and governance issues in financial management. 	
Syllabus:	Hours
Module No. 1: Cost of Capital and Capital Structure Theories	10
<p>Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. Theories of capital structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.</p>	
Module No. 2: Risk Analysis in Capital Budgeting	10
<p>Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .</p>	
Module No. 3: Dividend Decision & Theories of Dividend.	10
<p>Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.</p>	
Module No. 4: Mergers and Acquisitions	10
<p>Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.</p>	
Module No. 5: Ethical and Governance Issues	5
<p>Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.</p>	

Skill Development Activities:

1. Visit an organisation in your town and collect data about the financial objectives. 2. Compute the specific cost and Weighted average cost of capital of an Organisation, you have visited.
3. Case analysis of some live merger reported in business magazines.

4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.
6. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.

Note: Latest edition of Reference Books may be used

<https://www.managementstudyguide.com>

<https://www.investopedia.com> <https://cleartax.in>

Course Articulation Matrix - 234532

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	1	1	1	2	1	2	2
CO2	3	2	2	1	2	1	1	1	2	1	2	2
CO3	3	2	2	1	2	1	1	1	2	1	2	2
CO4	3	2	2	1	2	1	1	1	2	1	2	2
CO5	3	1	1	1	2	2	2	2	2	2	2	2
WA	3	1.8	1.8	1	2	1.2	1.2	1.2	2	1.2	2	2

DSE (2) Syllabus for BBA Semester – V MK-1

Course Code: 234533	Course Title: Consumer Behaviour
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> Understanding of Consumer Behaviour towards products, brands and services. Distinguish between different consumer behaviour influences and their relationships. Establish the relevance of consumer behaviour theories and concepts to marketing decisions. Implement appropriate combinations of theories and concepts. Recognise social and ethical implications of marketing actions on consumer behaviour. 	
Syllabus:	Hours
Module -1: Introduction to Consumer Behaviour	10
<p>Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Applications in Marketing, Consumer research process – Understanding consumer through Research process.</p> <p>Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.</p>	
Module -2: Individual Determinants of Consumer Behaviour	08
<p>Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.</p>	
Module-3: Environmental Determinants of Consumer Behaviour	12
<p>Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person's Age, Life cycle stage, Occupational and economic circumstances.</p>	
Module - 4: Consumer's Decision-Making Process	09
<p>Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.</p>	
Module -5:Consumer Satisfaction & Consumerism	06
<p>Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.</p>	

Skill Development Activities:

1. Collect information on behaviour of consumers at an unorganized retail Outlets.
2. prepare a questionnaire to conduct consumer survey to assets the important factor motivates their purchase like mobile, shoes, bags,etc
3. Collect and record feedback on customer satisfaction online shoeing
4. Write a report on the marketing problem faced by an organization of your choice.
5. Visit any three local restaurants and assess how each attracts clients in different stages of the family life cycle.

Books for References:

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi,1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.

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Course Articulation Matrix - 234533

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	2	1	2	2	2	2	2
CO2	3	2	1	2	1	1	-	2	2	2	1	2
CO3	2	1	1	1	1	1	1	2	2	2	1	2
CO4	2	1	1	1	1	1	1	2	2	2	-	2
CO5	2	1	1	2	2	1	1	2	2	2	1	2
WA	2.4	1.4	1.2	1.6	1.4	1.2	1	2	2	2	1	2

DSE (1) Syllabus for BBA Semester – V
HRM-1

Course Code: 234534	Course Title: Compensation And Performance Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the concepts of Compensation management. b) Describe job evaluation and its methods. c) Evaluate the different methods of wages. d) Describe performance management and methods of performance management. e) Acquire the knowledge on the Preparation of Payroll.	
SYLLABUS:	HOURS
Module No. 1: Introduction to Compensation Management	11
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees. Compensation Management- Compensation and Non-Compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.	
Module No. 2: Job Evaluation	06
Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.	
Module No. 3: Wage and Salary Administration	08
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages- Preparation of Pay Roll	
Module No. 4: Performance Management	12

Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal.

Module No. 5: Issues In Performance Management

08

Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.

Skill Development Activities:

1. List the various components of total compensation in Multinational Companies.
2. Construct a questionnaire for a salary survey on nurses.
3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company.
4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)

Books for References:

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
3. Milkovich & Newman, Compensation, Tata McGraw Hill
4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
9. BD Singh, Compensation & Reward Management, Excel Books

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Course Articulation Matrix - 234534

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1	2	2	1	2	2	2	3	2
CO2	2	2	2	2	2	2	1	2	2	2	2	2
CO3	2	2	2	2	2	1	1	1	2	1	2	2
CO4	2	1	2	2	2	2	2	2	2	2	2	2
CO5	2	2	1	1	1	1	1	1	1	1	1	1
WA	2	1.8	1.8	1.6	1.8	1.6	1.2	1.6	1.8	1.6	2	1.8

DSE (2) Syllabus for BBA Semester – V RM-1

Course Code: 234535	Course Title: Fundamentals of Retail Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

Course Outcomes: On successful completion student will demonstrate:

- a) Acquire knowledge about Retail Business.
- b) Evaluate the business operations in Retailing.
- c) Formulate the retail strategies of Retail Business.
- d) Apply the Retailing principles and theories.
- e) Explore the career opportunities in the Retail sector.

Syllabus:	Hours
Module -1: Introduction to Retail Business	10

Definition, functions and types of retail Ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.

Module -2: Consumer Behaviour in Retail Business	08
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Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.

Module-. 3: Retail Organization and Functional Management	08
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Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.

Module -4: Retail Marketing Mix	12
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Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity
 - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion
 : Setting objectives, communication effects , promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.

Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.

Skill Development Activities:

- a) Draw a retail life cycle chart and list the stages.
- b) Draw a chart showing store operations.
- c) List out the major functions of a store manager diagrammatically.
- d) List out the current trends in e-retailing

List out the Factors Influencing in the location of a New Retail outlet.

Books for References:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, HPH.
4. R.S.Tiwari ; Retail Management, HPH 18
5. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition, PHI/02
6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.
<https://sim.edu.in> <https://ebooks.lpude.in>
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Course Articulation Matrix - 234535

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	2	1	2	1	2	1	2	2	2
CO2	2	2	1	1	2	2	1	1	1	2	2	2
CO3	2	3	2	1	1	2	2	1	1	2	2	2
CO4	2	3	2	1	1	2	2	1	2	2	1	2
CO5	2	3	2	1	1	2	1	1	1	2	1	2
WA	2	2.4	1.6	1.2	1.2	2	1.4	1.2	1.2	2	1.6	2

**VOCATIONAL-1 Syllabus for BBA
Semester - V**

Course Code: 234536	Course Title: Information Technology For Business
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate;

- a) Acquire the knowledge about the fundamentals of information technology
- b) Apply the usage of information technology in business.
- c) Learn core concepts of computing and modern systems
- d) Applications of Excel and SQL.
- e) Awareness about latest information.

Syllabus	Hours
Module No. 1: Information Technology and Information System	10
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.	
Module No. 2: Subsystems of Information System	10
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.	
Module No. 3: Database Management System	10
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.	
Module No. 4: Microsoft Excel in Business	10

21

Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.	
Module No. 5: Recent Trends in IT	05
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	

Skill Developments Activities:

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

Books for Reference:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998.
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
4. C.S.V.Murthy: Management Information Systems, HPH
5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
8. Introduction to Database Systems, CJ Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education

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Course Articulation Matrix -234536

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	1	2	2	1	2	1	1	1	1	1	1	2
CO2	1	2	2	2	2	1	1	1	1	1	2	2
CO3	1	2	2	2	2	1	1	1	1	1	2	2
CO4	1	2	3	2	2	1	1	1	1	1	1	1
CO5	1	1	2	2	2	1	1	1	1	1	1	2
WA	1	1.8	2.2	1.8	2	1	1	1	1	1	1.4	1.8

**VOCATIONAL-1 Syllabus for BBA
Semester - V**

Course Code: 234537	Course Title: Digital Marketing
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,	
Course Outcomes: On successful completion of the course, the students will be able to	
<ul style="list-style-type: none"> a) Acquire knowledge on Digital Marketing and strategies. b) Comprehend the concepts of Email marketing and Content marketing. c) Awareness about Social Media Marketing and Web Analytics. d) Learn YouTube Advertising & Conversions. 	
Syllabus:	Hours
Module No. 1: Introduction to Digital Marketing	10
Introduction, Overview of digital marketing, Evolution of digital marketing, Importance and benefits of digital marketing, Digital marketing channels and platforms. Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting and resource allocation. Campaign planning and execution, Monitoring and adjusting digital marketing campaigns.	
Module No. 2: Email and Content Marketing:	10
Introduction to email marketing, building an email list, Creating effective email campaigns, Email automation and segmentation, Email marketing metrics and analytics. Content Marketing: Understanding content marketing, Content strategy and planning, Content creation and distribution, Content promotion and amplification, Content marketing metrics and analytics.	
Module No. 3: Social Media Marketing (SMM)	10

Social Media Marketing: Overview of social media marketing, Social media platforms and their features, Creating and optimizing social media profiles, Social media content strategy, Social media advertising and analytics. Mobile Marketing: Mobile marketing overview, Mobile advertising strategies, Mobile app marketing, Location-based marketing, Mobile marketing analytics.

Module No. 4: Web Analytics

5

Analytics and Reporting: Importance of analytics in digital marketing, Setting up web analytics tools (e.g., Google Analytics), Tracking and measuring key performance indicators (KPIs), Conversion tracking and optimization, Reporting and data visualization

Module No. 5: YouTube Advertising (Video Ads) and conversion

10

YouTube Advertising (Video Ads): YouTube advertising, its usages, Creating YouTube campaigns Choose the audience for video ads, Instream ads, In video ads, In-search ads, In-display ads, Measuring your YouTube ad performance. Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions Analyzing conversion data Conversion optimizer.

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

Books for Reference:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher
5. "Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising" by Daniel Rowles

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<https://collegetutor.net>

Course Articulation Matrix - 234537

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	2	2	3	1	1	1	2	2	2	2
CO2	2	1	2	2	2	1	2	1	1	1	1	1
CO3	1	1	1	1	2	2	1	2	2	2	1	2
CO4	1	1	1	2	1	1	1	1	1	2	2	2
WA	1.5	1	1.5	1.75	2	1.25	1.25	1	1.5	1.75	1.5	1.75

SEC- Syllabus for BBA Semester - V

CourseCode: 23EMPBBA01	Course Title: Employability Skills
Course Credit (L:T:P): 3(2:0:1)	Teaching Hours/Week:3
Total Contact Hours: 45	Formative Assessment Marks:40
Duration of Exam: 2 1/2 Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,	
<p>Course Outcomes: On successful completion of the course, the students' will be able to</p> <ol style="list-style-type: none"> Acquire information on various vacancies notified by Central and State Government authorities as well as Private organizations. Evaluate the problems on quantitative aptitude, logical reasoning and analytical ability. Application of basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc., Articulate communication and leadership skills. Evaluate self SWOC analysis and set his career goals. 	
Syllabus:	Hours
Module 1: Competitive Examinations	5
<p>Central Government Examinations: UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts.</p> <p>Karnataka State Government Examinations: KPSC, KEA, KSPEB. Eligibility criteria for various examinations. Common Examination pattern.</p> <p>Private Organizations: Access vacancies fromNaukari.com; Indeed.com; shine.com; linkedin.com etc.,</p> <p>Practical: Explore various vacancies notified by the above-stated authorities.</p>	
Module 2: Quantitative aptitude, logical reasoning, and analytical ability	10
<p>Quantitative aptitude: Percentage, Profit or loss calculation, Time and work, Speed and Distance, Ratio and proportion. (Simple problems)</p> <p>Logical Reasoning: Coding and Decoding, Blood Relations, Directions, and Venn Diagram. Analytical Ability: Statement and assumptions and Data interpretation.</p> <p>Practical: Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.</p>	
Module 3: Digital Literacy	10
<p>Basic computer skills: MS Word and MS Excel (only layout, basic operations and short cut keys). MS PowerPoint, Internet and web browsing skills, Email etiquette.</p> <p>Practical: Draft an Email to the HR of a company as an aspirant for the job by attaching your resume.</p>	
Module 4: Soft Skills	10

Communication Skills: Verbal and Non-verbal communication, Effective listening skills, Excellent writing skills, and Presentation skills.

Interpersonal Skills: Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members.

Leadership skills: importance and Effective leadership.

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

Module 5: Career Development and Workplace Etiquette

10

Career Development: SWOC analysis for self-assessment, setting career goals and creating a career plan, Job search strategies, Interview skills, and effective resume writing. **Workplace Etiquette:** Time Management- importance and strategies for effective time management, Dress code, personal grooming, Office and workplace manners, Meeting etiquette. Work ethics and integrity.

Practical:

1. Prepare a resume with at least 2 references.
2. Conduct a mock interview based on the resume prepared by the students.

Books for Reference:

1. Barun K Mitra, Personality Development and Soft Skills, Oxford university press, New Delhi.
2. Gitangshu Adhikary, Communication and Corporate Etiquette, Notion Press, Mumbai.
3. Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&S Publishers, New Delhi.
4. Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi.
5. Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi
6. [List of Government Competitive Exams, Jobs & Vacancies \(exampur.com\)](#)
7. <https://www.safalta.com>
8. <https://sarkariservice.in>

Note: Latest edition of books may be used

Course Articulation Matrix – 23EMPBBA01

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	2	1	1	2	2	1	1
CO2	1	2	2	2	2	1	1	1	1	1	2	1
CO3	2	1	2	2	3	2	1	1	2	1	1	2
CO4	2	2	1	1	1	2	2	2	2	3	1	2
CO5	2	2	2	2	2	2	1	2	2	2	1	3
WA	1.8	1.6	1.6	1.6	1.8	1.8	1.2	1.4	1.8	1.8	1.2	1.8

DSC (18) Syllabus for BBA Semester - VI

Course Code: 234629	Course Title: Business Law
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a. Comprehend the laws relating to Contracts and its application in business activities.
- b. Learn the rules for Sale of Goods and rights and duties of a buyer and a Seller.
- c. Acquire knowledge about the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
- d. Infer the significance of Consumer Protection Act and its features
- e. Understand the need for Environment Protection.

Syllabus:	Hours
Module No. 1: Indian Contract Act, 1872	16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.	
Module No. 2: The Sale of Goods Act, 1930	12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.	
Module No. 3: Negotiable Instruments Act 1881	12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.	
Module No. 4: Consumer Protection Act 1986	10
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	

Module No. 5: Environment Protection Act 1986	10
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Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.

Skill Developments Activities:

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

Csases:

The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

Books for Reference:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi

<https://josephcollege.ac.in>

<https://www.studocu.com>

<https://www.studeersnel.nl>

Course Articulation Matrix - 234629

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	1	2	2	1	1	2	1	2
CO2	2	2	1	2	1	2	1	2	2	2	2	2
CO3	2	2	2	2	2	2	2	1	2	2	2	2
CO4	2	2	2	2	2	2	3	2	2	1	1	2
CO5	2	1	2	2	2	2	2	2	2	2	1	2
WA	2	1.8	1.8	2	1.6	2	2	1.6	1.8	1.8	1.4	2

DSC (19) Syllabus for BBA Semester - VI

Course Code: 234630	Course Title: Income Tax – II
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a) Gain knowledge about the procedure for computation of income from business and other Profession.
- b) Evaluate the provisions for determining the capital gains.
- c) Compute the income from other sources.
- d) Demonstrate the computation of total income of an Individual.
- e) Comprehend the assessment procedure and to know the power of income tax authorities.

Syllabus:	Hours
Module No. 1: Profits and Gains of Business and Profession	15
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.	
Module No. 2: Capital Gains	10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.	
Module No. 3: Income from other Sources	15
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.	

Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.	10
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	
Module No. 5: Assessment Procedure and Income Tax Authorities	10
Introduction - Due date of filing returns, Filing of returns by different assessees, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession. 2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same. 3. List out the steps involved in the computation of income tax from other sources and critically examine the same. 4. Identify the Due date for filing the returns and rate of taxes applicable for individuals. 5. Draw an organization chart of Income Tax department in your locality. 6. Any other activities, which are relevant to the course. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication. 2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd. 3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication. 4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons. 5. Gaur & Narang: Income Tax. 6. Swamynathan C, Abhirami D, Srinivas G: Income tax <p> https://cleartax.in https://www.bankbazaar.com https://taxguru.in </p>	

Course Articulation Matrix - 234630

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	3	2	2	1	2	2	1	1	2	2	2	2
CO2	3	1	2	1	2	2	1	1	2	2	2	2
CO3	3	1	2	1	2	2	1	1	2	2	2	2
CO4	3	1	2	1	2	2	1	1	2	2	2	2
CO5	3	1	1	1	2	2	1	1	2	2	2	2
WA	3	1.2	1.8	1	2	2	1	1	2	2	2	2

DSC (20) Syllabus for BBA Semester - VI

Course Code: 234631	Course Title: International Business
Course Credit (L:T:P): 4(4:0:0)	Teaching Hours/Week:4
Total Contact Hours:60	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a) Acquire knowledge about the concepts of International Business.
- b) Compare the Internal and External International Business Environment.
- c) Evaluate the difference MNC and TNC
- d) Understand the role of International Organisations in International Business.
- e) Learn International Operations Management.

Syllabus:	Hours
Module No. 1: Introduction to International Business	14
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.	
Module No. 2: International Business Environment	12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.	
Module No.3: Globalization	12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.	
Module No.4: Organizations Supporting International Business	12

Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.

Module No.5: International Operations Management

10

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

Skill Developments Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
- b) List any two Indian MNC's along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. SubbaRao – International Business – HPH <https://www.studocu.com>
<https://archive.nptel.ac.in> <https://www.worldsupporter.org>

Course Articulation Matrix - 234631

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	1	2	1	1	1	2	2
CO2	2	1	2	2	1	1	2	1	1	2	1	2
CO3	2	1	1	1	1	2	1	2	2	1	2	2
CO4	2	2	2	2	2	1	2	2	2	2	2	2
CO5	2	2	2	1	2	2	2	1	2	2	2	2
WA	2	1.6	1.8	1.6	1.6	1.4	1.6	1.4	1.6	1.6	1.8	2

DSE (2) Syllabus for BBA Semester – VI FN-2

Course Code: 234632	Course Title: Security Analysis and Portfolio Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,	
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> a) Gain knowledge on the basic concepts of Investment. b) Illustrate the relationship between risk and return and evaluate the different investment alternatives. c) Analyze and evaluate the fundamental investment analysis. d) Comprehend the basics of Technical analysis. e) Evaluate portfolio and portfolio management 	
Syllabus:	Hrs.
Module No. 1: Introduction to Investments	10
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.	
Module No. 2: Risk-Return Relationship	05
Meaning of risk, types off risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors’ attitude towards risk and return.	
Module No. 3: Fundamental Analysis	10
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.	
Module No. 4: Technical Analysis	10
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.	
Module No. 5: Portfolio Management	10
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions –Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios –Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.	
Skill Development	
<ol style="list-style-type: none"> 1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum. 2. List of 10 companies approached SEBI for IPO 3. Prepare a technical analysis chart on Blue Chip Companies of BSE. 	

4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for Reference

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
 2. Singh Preeti, Investment Management, HPHG 3. Alexander Fundamental of Investments, Pearson Ed.
 4. Hangen: Modern Investment theory. Pearson Ed.
 5. Kahn: Technical Analysis – Plain and sample Pearson Ed.
 6. Ranganthan: Investment Analysis and Port folio Management.
 7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
- <https://www.managementstudyguide.com> <https://www.udemy.com>
<https://www.investopedia.com>
<https://cleartax.in>

Course Articulation Matrix - 234634

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	2	2	2	2	2	2	2
CO2	2	2	2	1	2	1	1	1	1	1	2	2
CO3	2	2	2	2	2	2	2	2	2	2	2	2
CO4	2	1	1	1	1	2	2	2	2	2	2	2
CO5	2	2	2	1	2	1	1	1	1	1	2	2
WA	2	1.6	1.6	1.2	1.6	1.2	1.6	1.6	1.6	1.6	2	2

DSE (2) Syllabus for BBA Semester – VI MK-2

Course Code: 234633	Course Title: Advertising and Media Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

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

- a) Gain knowledge on the nature, role, and importance of IMC in marketing strategy
- b) Evaluate the effective design and implementation of advertising strategies
- c) Present a general understanding of content, structure, and appeal of advertisements
- d) Analyze ethical challenges related to responsible management of advertising and brand strategy.
- e) Evaluate the effectiveness of advertising and agencies role

Syllabus:	Hours
Module -1: Introduction to Integrated Marketing Communication	10
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.	
Module -2: Consumer and Media	10
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets	
Module-3: Advertising Program	10
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.	
Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth	10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.	
Module -5:Measuring Effectiveness	05

Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies

Skill Development Activities:

- a) List out ethical issues in Advertisements.
- b) List out different modes of Advertisement.
- c) Write a note on guidelines for copywriting.
- d) List out types of Outdoor Advertisement.
- e) State the process in selection of Advertisement Agency.

Books for References:

1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

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<https://www.enotesmba.com>

<https://archive.mu.ac.in>

Course Articulation Matrix - 234633

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	1	1	1	2	1	2	2	2	1	2
CO2	3	1	1	1	1	1	1	2	2	2	2	2
CO3	2	1	1	1	1	1	1	2	2	2	2	2
CO4	2	1	1	1	1	1	1	2	2	2	2	2
CO5	2	2	2	2	2	1	1	2	2	1	1	2
WA	2.4	1.2	1.2	1.2	1.2	1.2	1	2	2	1.8	1.6	2

**DSE (2) Syllabus for BBA Semester – VI
HRM-2**

Course Code: 234634	Course Title: Human Resources Development
Course Credit (L:T:P):3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
Course Outcomes: On successful completion of the course, the students will be able to: a) Acquire knowledge about HRD. b) Comprehend the framework of HRD. c) Assess the models for evaluating the HRD programs. d) Evaluate the need for employee counseling. e) Apprehend the HR performance.	
Syllabus:	Hours
Module No.1: Conceptual Analysis of HRD	08
Introduction – Meaning and Definition of HRD - Need for HRD-Multiple Goals of HRD – HRD Department and its Task –HRD for Organizational Effectiveness – HRD in the Indian Context -HRD Mechanisms.	
Module No.2: Frame Work of Human Resource Development	10
Frame work of Human Resource Development –HRD Processes-Assessing HRD Needs- HRD Model - Designing Effective HRD Program - HRD Interventions– Training Methods- Training - On-the-Job and Off-the-Job training- Brain Storming - Case Studies - Role Plays -Simulations – T-Groups - Transactional Analysis.	
Module No. 3: Human Resource Performance	10
Introduction -HR Performance and Bench Marking - Impact of Globalization on HRD- Diversity of Work Force - Work Force Reduction - Realignment and Retention - HRD programs for diverse employees.	
Module No. 4: HRD Evaluating Programs	09
Evaluating HRD Programs- Models and Frame Work of Evaluation - Assessing the Impact of HRD Programs - Human Resource Development - Applications - Fundamental Concepts of Socialization.	
Module No. 5: Employee Counselling Services	08
Introduction - Employee counselling – Counselling as an HRD Activity - Counselling Programs – components and characteristics, Issues in Employee Counselling.	

Skill Development Activities:

1. Encourage students to visit any business outlet and learn about the various developmental activities undertaken for their Employees.
2. Conduct in-class Transactional analysis' activities
3. Promote student to come up with their own ideas to manage work force diversity.
4. Conduct Role plays taking real world scenarios.

Books for References:

1. Werner & Desimone, Human Resource Development, Cengage Learning, 2006
2. William E. Blank, Handbook For Developing Competency Based Training, Programmes Prentice-Hall, New Jersey, 1982.
3. Uday Kumar Haldar, Human Resource Development, Oxford University Press, 2009
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<https://mis.alagappauniversity.ac.in>

Course Articulation Matrix – 234634

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	1	2	2	2	2	2	1	2
CO2	2	1	1	1	2	1	1	2	2	1	1	2
CO3	2	1	1	2	2	2	1	2	2	2	1	1
CO4	1	2	1	1	1	1	1	1	2	2	1	1
CO5	2	1	2	2	2	1	1	2	2	2	2	2
WA	1.8	1.4	1.4	1.6	1.6	1.4	1.2	1.8	2	1.8	1.2	1.6

DSE (2) Syllabus for BBA Semester – V
RM-2

Course Code: 234635	Course Title: Retail Operations Management
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60

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

Course Outcomes: On successful completion student will demonstrate:

- a) Compare various retail formats and technological advancements for setting up appropriate retail business.
- b) Identify the competitive strategies for retail business decisions.
- c) Examine the site location and operational efficiency for marketing decisions.
- d) Analyse the effectiveness of merchandising and pricing strategies.
- e) Assess store layout and planogram for retail business.

Syllabus:	Hours
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Module -1: Retail and Logistics Management	07
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Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.

Module -2: Retailing Environment Theories	10
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Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.

Module-. 3: Store Loyalty Management and Retail Location	10
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Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.

Module -4: Merchandise Management	10
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Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.

Module- 5: Category Management	08
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Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.

Skill Development Activities:

- a) Write a note on Visual merchandising training programme layout design, and product placement.
- b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
- c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.
- d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

1. Coughlem: Marketing Channels. □ Gilbert Pearson: Retail Marketing Education Asia 2001.
2. Micheal Levy □ & Barton AWeitz: Retailing Management, McGraw 3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
4. Suja Nair: Retail Management, Himalaya Publishing House. □ □

<https://www.academia.edu>

<https://www.studocu.com>

<https://ebooks.lpude.in>

Course Articulation Matrix - 234635

	PO1	PO2	P03	P04	P05	P06	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	2	1	1	2	2	2	1	1
CO2	2	2	1	1	2	1	2	1	2	2	2	2
CO3	2	1	2	1	2	2	1	1	1	2	2	1
CO4	2	1	1	1	2	2	2	1	1	2	1	2
CO5	2	1	1	1	2	1	1	1	1	2	1	2
WA	2	1.4	1.2	1.2	2	1.4	1.4	1.2	1.4	2	1.4	1.6

Vocational -2 Syllabus for BBA Semester - VI

Course Code: 234636	Course Title- Goods And Services Tax
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week: 3
Total Contact Hours: 45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.	
Course Outcomes: On successful completion Student will demonstrate	
<ul style="list-style-type: none"> a) Gain knowledge on the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system. c) Illustrate the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. d) Evaluate the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. e) Comprehend input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability. 	
Syllabus	Hours
Module No. 1: Basics of Taxation	5
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.	
Module No. 2: Goods and Services Tax –Framework and Definitions	10
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.	
Module No. 3: Time, Place And Value of Supply	10
Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of ‘Value of Supply’.	
Module No. 4: GST Liability and Input Tax Credit	10
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.	
Module No. 5: GST Procedures	10

Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.

Skill Developments Activities:

- a) List out the process of GST registration for a business.
- b) Chart out 'time of supply' concept relevance in GST.
- c) Identify the place of supply for goods and services in different scenarios.
- d) Calculate GST liability for a particular transaction using imaginary values.
- e) Explain the process of availing input tax credit in GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill Education
 2. Datey, V S, “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 Publications.
- <https://www.gst.gov.in> <https://cbic-gst.gov.in>
<https://gstcouncil.gov.in>

Course Articulation Matrix - 234636

GST	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	2	2	2	2	1	2	1	2	1	1	2	2
CO2	1	1	1	1	2	1	2	1	1	1	2	2
CO3	2	1	2	2	1	2	1	2	1	1	2	2
CO4	2	1	1	1	2	1	2	1	1	1	2	2
CO5	1	1	2	2	1	2	2	2	1	1	2	2
WA	1.6	1.2	1.6	1.6	1.4	1.6	1.6	1.6	1	1	2	2

Vocational - 2 Syllabus for BBA Semester - VI

Course Code: 234637	Course Title Enterprise Resource Planning
Course Credit (L:T:P): 3(3:0:0)	Teaching Hours/Week:3
Total Contact Hours:45	Formative Assessment Marks: 40
Duration of Exam: 2 ½ Hours	Semester End Examination Marks: 60
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,	
Course Outcomes: On successful completion of the course, the students' will be able to a) Evaluate the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.	
b) Integrate and automate the business processes and shares information enterprise-wide.	
c) Explore the significance of ERP to provide a solution for better project management.	
d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment	
e) Evaluate the issues involved in design and implementation of ERP systems.	
Syllabus:	Hours
Module No. 1: Introduction to ERP	10
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP	
Module No. 2: ERP related Technologies and Modules	10
Business Process Re- engineering – Product life cycle – Customer relationship management Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management..	
Module No. 3: ERP implementation	10
ERP Implementation Life cycle – Transition strategies - ERP Implementation Process ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team	
Module No. 4: ERP post implementation	10
Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.	
Module No. 5: Future directions in ERP	5
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP- Development of New Markets and Channels-Latest ERP Implementation Methodologies - ERP and E-business.	
Skill Development Activities:	
1. State the steps and activities in the ERP life cycle	
2. Develop a process of driven thinking towards business process.	
3. Demonstrate a good understanding of the basic issues in ERP systems.	
Any other activities, which are relevant to the course.	

Books for Reference:

1. Alexis Leon, “ERP Demystified”, Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, “Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA, 2009
3. Vinod Kumar Garg and Venkitakrishnan NK, “Enterprise Resource Planning – Concepts and Practice”, PHI, New Delhi, 2004
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.

Web Links: <https://www.investopedia.com>
<https://www.sap.com> <https://www.qad.com>

Course Articulation Matrix - 234637

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	2	2	1	2	1	2	2	2
CO2	1	1	2	1	1	1	1	1	2	2	2	2
CO3	2	1	1	2	2	1	1	1	1	2	2	2
CO4	2	2	2	2	1	1	2	1	2	2	2	2
CO5	1	1	2	1	2	1	1	1	1	2	2	2
WA	1.6	1.2	1.6	1.6	1.6	1.2	1.2	1.2	1.4	2	2	2

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation(CCE) – (A)	20Marks
2	Internal Assessment Tests(IAT) –(B)	20Marks
	Total of CIE(A+B)	40Marks
3	Semester End Examination (SEE) – (C)	60Marks
	Total of CIE and SEE(A+B+C)	100Marks

Continuous Internal Evaluation:

a. Continuous & Comprehensive Evaluation (CCE):

Individual Assignments

- i. Seminars/Class Room Presentations/Quizzes
- ii. Group Discussions/Class Discussion/Group Assignments
- iii. Case studies/Case lets
- Participatory & Industry-Integrated Learning/Industrial visits
- iv. Practical activities/Problem Solving Exercises

- v. Participation in Seminars/Academic Events/Symposia, etc.
- vi. Mini Projects/Cap stone Projects

b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 10 marks each.

**PATTERN OF QUESTION PAPER-
(DSC, DSE, Vocational, SEC)**

TIME: 2½ HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks.

(5x2= 10)

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

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks.

(2x10 =20)

8. -----

9. -----
10. -----
11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks

(2X15=30)

- 12.-----
- 13.-----
- 14.-----
- 15.-----

Appendix 2: Letter of Approval



All India Council for Technical Education
(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org

APPROVAL PROCESS 2024-25

Letter of Approval (LoA)

F.No. South-West /2024-25/1-44262018134

Date of Approval: 09-May-2024 To,
The Chairman
MAHAJANA EDUCATION
SOCIETY
JAYAKSHMIPURAM,
MYSORE, MYSORE
Karnataka, 570012

Sub: Letter of Approval for New Institution 2024-25

Sir/Madam,

In terms of the provisions under the All India Council for In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, 2020 notified by the Council vide notification number F. No. AB/AICTE/REG/2020 dated 4th February, 2020 and amended on 24th February 2021 and norms, standards, procedure and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-44262018134	Application Id	1-44262018134
Name of the Institute	SBRR MAHAJANA FIRST GRADE COLLEGE AUTONOMOUS	Name of the Society/ Trust/ Company	MAHAJANA EDUCATION SOCIETY
Institute Address	JAYALKSHMIPURAM, MYSORE, MYSORE, Karnataka, 570012	Society/ Trust/ Company Address	JAYAKSHMIPURAM, MYSORE, MYSORE Karnataka, 570012
Institute Type	Private-Self Financing	Region	South-West

For conduct of the following Courses with the Intake indicate below for the Academic Year 2024-25*

Sr. No.	Level	Program	Course	Affiliating University/ Board	Intake Approved for 2024-25
1	UNDER GRADUATE	MANAGEMENT	BBA	Mysore University	120
2	UNDER GRADUATE	MANAGEMENT	BBA	Mysore University	120
3	UNDER GRADUATE	COMPUTER APPLICATIONS	BCA	Mysore University	240

The approval of BBA/BCA/BMS courses is on " as is where is basis" Intake Approved for BBA/BCA/BMS Course is Subject to the approval of the Concern University.

1. The management shall provide adequate funds for development of infrastructural, instructional and other facilities as per norms and standards laid down by the Council from time to time and for meeting recurring expenditure.
2. The Eligibility Criteria for admissions shall be made in accordance with the regulations notified by the Council from time to time.
3. The tuition and other fees shall be charged as prescribed by the Competent Authority within the overall criteria prescribed by the Council from time to time. No capitation fee shall be charged from the students/ guardians of students in any form. If found so, appropriate action as per the notified regulations shall be initiated against the Institution
4. The management of the Institution shall not discontinue any course(s) or start any new course(s) or alter intake capacity of seats without the prior approval of the Council.
5. No excess admission shall be made by the Institution over and above the approved intake under any circumstances. In case any excess admission is reported to the Council, appropriate action as per the notified regulations shall be initiated against the Institution.
6. The Institution shall not have any collaborative arrangements with any other Indian and / or Foreign Universities for conduct of technical courses without obtaining prior approval from AICTE. In case any violation is reported to the Council, appropriate action as per the notified regulations shall be initiated against the Institution
7. The Institution shall not conduct any course(s) as specified in the Approval Process Handbook without prior permission / approval of AICTE. If found so, appropriate action as per the notified regulations shall be initiated against the Institution.
8. The Institution shall operate only from the approved location, and that the institution shall not open any off campus study centers / extension centers directly or in collaboration with any other institution / university / organization for the purpose of imparting technical education without obtaining prior approval from the AICTE. If found so, appropriate action as per the notified regulations shall be initiated against the Institution.
9. The accounts of the Institution shall be audited annually by a certified Chartered Accountant and shall be open for inspection by the Council or persons authorized by it.
10. Heads of Departments, the teaching and other staff shall be appointed in given time frame and selection shall be done according to procedures, qualifications and experience prescribed by the Council from time to time and pay scales are as per the norms prescribed by the AICTE from time to time. The Institution shall publish an information booklet before commencement of the academic year giving details regarding the Institution and courses / programs being conducted, Fees charged and details of infrastructural facilities including faculty etc. in the form of mandatory disclosure. The information booklet may be made available to the stakeholders of the technical education. The mandatory disclosure information, as per directions in the AICTE website / Approval Process Handbook, shall be put on the Institution Website. The information shall be revised every year with updated information about all aspects of the Institution.
11. It shall be mandatory for the Institution to maintain a Website providing the prescribed information. The Website information must be continuously updated as and when changes take place.
12. As per mandatory Disclosure of APH 2024-27(Annexure-18, page180) Institutions must disclose the following information submitted to Council at the Prominent location on its website.
 - i. Department wise availability of Infrastructure along with approved courses and intake approved by the Council.
 - ii. Faculty details: Department wise: Name& Designation of the faculty members/teaching staff along with their qualification, tenure of service in your organization, total experience, Institution should also disclose Student Faculty Ratio, Cadre Ratio.
 - iii. Additionally, Audited Financial Statements for every Financial year on year to year basis.
13. If the Institution fails to disclose the information or suppress and / or misrepresent the information, appropriate action as per the notified regulations shall be initiated against the Institution.
14. AICTE may also conduct inspections with or without notifying the dates to verify specific

complaints, to verify adherence to AICTE norms & standards, and to verify any mis-representation, violation of norms & standards, mal-practices etc.

15. The Institution by virtue of the approval given by Council shall not automatically become claimant to any grant-in-aid from the Central or State Government.
16. In the event of a student / candidate withdrawing before the starting of the course, the wait listed candidates should be given admission against the vacant seat. The entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees one thousand only) shall be refunded and returned by the Institution to the student / candidate withdrawing from the program. It would not be permissible for the Institution to retain the School / Institution Leaving Certificates in original to force retention of admitted students and not to charge fees for the remaining period if a student cancels the admission at any point of time.
17. The Institution shall take appropriate measures for prevention of ragging in any form, in the light of AICTE regulation "Prevention and Prohibition of Ragging in Technical Institutions, Universities including Deemed to Universities imparting technical education" Regulation 2009 (F.No. 37-3/Legal/AICTE/2009 dated 01/07/2009). In case of failure to prevent the instances of ragging by the Institutions, the Council shall take appropriate action as per the notified regulations.
18. It is mandatory to comply all the essential requirements as given in APH 2024-25(Appendix 6).
1A9IC. TE Approved Institutes are encouraged to make efficient use of the flagship schemes like:
 - 1.Parakh: Student Gap analysis portal bases services.
 - 2.Students Scholarship schemes like Pragati, Saksham, Swanath, ADF, etc.
 - 3.Course in Indian Languages.
 - 4.ATAL FDPs: Faculty training for Emerging areas and cutting edge Technologies.
 5. Augmenting Utilization of Research Assets (AURA).
 - 6.Smart India Hackathon: World's largest Open Innovation Platform.

The Government/ Management of the Institution shall strictly follow further conditions as may be specified by the Council from time to time. The Council may withdraw the approval, in case it observe any violation of the above conditions and/or non- adherence to the norms and standards prescribed by the Council, mis-representation of facts and submitting factually incorrect information to it.

NOTE: If the State Government / UT / DTE / DME has a reservation policy for admission in Technical Education Institutions and the same is applicable to Private & Self-financing Technical Institutions, then the State Government / UT/ DTE / DME shall ensure that 10 % of Reservation for EWS would be operational from the Academic year 2022-23. However, this would not be applicable in the case of Minority Institutions referred to the clause (1) of Article 30 of Constitution of India

Appendix 3: Accounted and Audited Statements for the Last three Years

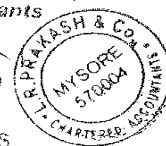
**SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSMIPURAM, MYSORE**

RECEIPTS AND PAYMENT ACCOUNTS FOR THE YEAR ENDING 31-03-2024

RECEIPTS		AMOUNT	PAYMENTS		AMOUNT
TO	REVENUE INCOME :		BY	REVENUE EXPENDITURE :	
"	FEEES COLLECTED	14,24,40,412	"	SALARIES & ALLOWANCES	7,72,51,356
"	OTHER RECEIPTS	2,91,282	"	RATES, TAXES & FEES	29,67,018
"	INTEREST INCOME	10,69,798	"	ADMINISTRATIVE EXPENSES	1,32,47,766
"			"	FEST, CONFERENCE & PROGRAMME	8,67,382
"	OTHER RECEIPTS :		"	FINANCIAL CHARGES	20,549
"	FIXED DEPOSIT WITHDRAWN		"	PRINTING & STATIONERY	5,70,456
"	OTHER ADVANCES RECOVERED	2,19,80,562	"	REPAIRS & MAINTENANCE	69,32,175
"	STAFF LOAN RECOVERED	3,38,350	"	STUDENT WELFARE EXPENSES	68,10,684
"	SUNDRY CREDITORS	3,38,22,234	"	REMITTANCE TO UOM	77,23,224
"	PROVISION DURING THE YEAR	6,45,29,613	"	CONTINGENCY RESERVE FUND	71,22,021
"	SUNDRY DEBTORS		"	FEE CONCESSION	41,56,760
"	OTHERS FUNDS	1,957	"	OTHER PAYMENTS :	
"	CONTINGENCY RESERVE FUND	71,22,021	"	FIXED DEPOSIT MADE	-
"	BRANCH/DIVISION		"	OTHER ADVANCES	2,99,55,998
"	MES FGC ADVANCE	1,69,91,537	"	STAFF LOAN	2,81,500
"	MES PGC ADVANCE	1,94,50,658	"	PROVISION PAID	6,42,57,417
"	MAHAJANA PUBLIC SCHOOL CBSE		"	SUNDRY CREDITORS	3,38,30,363
			"	SUNDRY DEBTORS	40,000
			"	OTHER FUNDS	1,02,252
			"	BRANCH/DIVISION	
			"	MES PGC ADVANCE	1,34,13,000
			"	MAHAJANA PUBLIC SCHOOL CBSE	
			"	MES FGC ADVANCE	1,46,30,013
			"	CAPITAL EXPENDITURE	
			"	COMPUTER EQUIPMENT	70,76,922
			"	LIBRARY BOOKS	85,681
			"	OFFICE EQUIPMENTS	2,01,892
			"	GENERATOR & UPS	4,72,700
			"	ELECTRONIC EQUIPMENTS	20,89,958
			"	CCTV	3,05,124
			"	SOLAR PANEL	81,49,912
			"	FURNITURE	17,74,471
			"	LAB EQUIPMENTS	-
			"	ELEVATOR	-
			"	BUILDING WIP	1,09,65,788
	OPENING BALANCE		"	CLOSING BALANCE	
"	CASH IN HAND	2,04,683	"	CASH IN HAND	11,51,928
"	CASH AT BANK	2,73,92,067	"	CASH AT BANK	1,91,80,864
		33,56,35,173			33,56,35,173

for L.R.PRAKASH & Co.,
Chartered Accountants

(S. V. SRINIVASA)
PARTNER
M.No.:200624
F.Reg.No.:0027335



(Signature)
PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

(Signature)
Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

(Signature)
TREASURER
Mahajana Education Society (R)
Jayalakshnipuram, Mysore-12

SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSMIPURAM, MYSORE
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31-03-2024
EXPENDITURE

PREV. YEAR	REVENUE EXPENDITURE:	Sch No	AMOUNT
1,81,07,779	ADMINISTRATIVE EXPENSES	1	1,32,47,766
4,44,118	FEST, CONFERENCE & PROGRAMME	2	8,67,382
25,131	FINANCIAL CHARGES	3	20,549
4,59,601	PRINTING & STATIONERY	4	5,70,456
22,58,558	RATES, TAXES & FEES	5	29,67,018
60,62,341	REPAIRS & MAINTENANCE	6	69,32,175
7,51,25,206	SALARIES & ALLOWANCES	7	7,72,51,356
42,59,465	STUDENT WELFARE EXPENSES	8	68,10,684
62,73,595	REMITTANCE TO UOM	9	77,23,224
1,38,07,693	CONTINGENCY RESERVE FUND		71,22,021
	FEE CONCESSION		41,56,760
53,51,893	DEPRECIATION	X	1,06,71,532
67,85,071	EXCESS OF INCOME OVER EXPENDITURE		54,60,569
13,89,60,451			14,38,01,492
PREV. YEAR	REVENUE INCOME :	Sch No	AMOUNT
13,80,76,926	FEES COLLECTED	11	14,24,40,412
18,727	OTHER RECEIPTS	12	2,91,282
6,68,871	INTEREST INCOME	13	10,69,798
13,87,64,524			14,38,01,492

for **L.R.PRAKASH & Co ,**
Chartered Accountants



[Signature]
PRESIDENT
MAHAJANA EDUCATION SOCIETY
 Jayalakshnipuram
 Mysore - 570 012

[Signature]
Honorary Secretary
MAHAJANA EDUCATION SOCIETY
 Jayalakshnipuram
 Mysore - 570 012

[Signature]
TREASURER
Mahajana Education Society (R)
 Jayalakshnipuram, Mysore-12

SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG) JAYALAKSMIPURAM, MYSORE BALANCE SHEET AS AT 31-03-2024			
PREV. YEAR	LIABILITES	SCH NO	AMOUNT
16,20,63,806	CAPITAL FUND:	I	16,75,24,377
2,76,75,592	OTHER FUNDS	II	3,46,97,318
83,093	OUTSTANDING EXPENSES: PROVISIONS	III	3,55,289
48,078	SUNDRY CREDITORS	IV	39,949
18,98,70,569			20,26,16,933
PREV. YEAR	ASSETS	SCH.NO	AMOUNT
2,75,96,750	CASH IN HAND & AT BANKS	V	2,03,32,792
19,800	SECURITY DEPOSITS	VI	19,800
-	FIXED DEPOSITS & INVESTMENTS	VII	-
30,04,589	LOANS & ADVANCES	VIII	1,09,23,175
2,47,56,353	FIXED ASSETS	IX	4,52,07,269
84,500	SUNDRY DEBTORS	X	1,24,500
13,44,08,577	BRANCH/DIVISION	XI	12,60,09,397
18,98,70,569			20,26,16,933

for L.R. PRAKASH & Co.
Chartered Accountants

(Signature)
SRINIVASA
PARTNER
M.No. 200824
F Reg.No. 0027335




(Signature)
PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012


(Signature)
Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

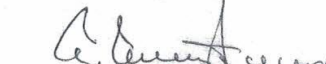
(Signature)
TREASURER
Mahajana Education Society (R)
Jayalakshnipuram, Mysore-12

SBRM MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSHMIPURAM, MYSORE
RECEIPTS AND PAYMENT ACCOUNTS FOR THE YEAR ENDING 31-03-2023

RECEIPTS		AMOUNT	PAYMENTS		AMOUNT
REVENUE INCOME :			REVENUE EXPENDITURE :		
TO	FEES COLLECTED	13,80,76,926	BY	SALARIES & ALLOWANCES	7,51,25,206
"	OTHER RECEIPTS	18,727	"	RATES, TAXES & FEES	22,58,558
"	INTEREST INCOME	8,64,798	"	ADMINISTRATIVE EXPENSES	1,81,07,779
OTHER RECEIPTS :			"	FEST, CONFERENCE & PROGRAMME	4,44,118
"	FIXED DEPOSIT WITHDRAWN	-	"	FINANCIAL CHARGES	25,131
"	OTHER ADVANCES RECOVERED	1,13,75,317	"	PRINTING & STATIONERY	4,59,601
"	STAFF LOAN RECOVERED	3,47,760	"	REPAIRS & MAINTENANCE	60,62,341
"	SUNDRY CREDITORS	2,20,06,744	"	STUDENT WELFARE EXPENSES	42,59,465
"	PROVISION DURING THE YEAR	6,02,80,530	"	REMITTANCE TO UOM	62,73,595
"	SUNDRY DEBTORS	-	"	CONTINGENCY EXPENSES	1,38,07,693
"	OTHERS FUNDS	1,15,589	OTHER PAYMENTS :		
"	CONTINGENCY RESERVE FUND	1,38,07,693	"	FIXED DEPOSIT MADE	-
BRANCH/DIVISION			"	OTHER ADVANCES	1,30,50,847
"	MES FGC ADVANCE	2,65,78,512	"	STAFF LOAN	3,69,200
"	MES PGC ADVANCE	1,40,13,377	"	PROVISION PAID	6,80,87,786
"	MAHAJANA PUBLIC SCHOOL CBSE	-	"	SUNDRY CREDITORS	2,21,55,907
			"	SUNDRY DEBTORS	-
			"	OTHER FUNDS	13,704
					-
			BRANCH/DIVISION		
			"	MES PGC ADVANCE	2,15,17,514
			"	MAHAJANA PUBLIC SCHOOL CBSE	7,000
			"	MES FGC ADVANCE	2,41,68,657
			CAPITAL EXPENDITURE		
			"	COMPUTER EQUIPMENT	27,96,766
			"	LIBRARY BOOKS	69,771
			"	OFFICE EQUIPMENTS	1,05,489
			"	GENERATOR & UPS	2,43,586
			"	ELECTRONIC EQUIPMENTS	9,76,870
			"	CCTV	1,95,137
			"	FIRE HYDRANT SYSTEMS	2,30,100
			"	FURNITURE	4,25,903
			"	LAB EQUIPMENTS	2,43,857
			"	ELEVATOR	11,800
			"	BUILDING WIP	24,59,848
OPENING BALANCE			CLOSING BALANCE		
"	CASH IN HAND	72,121	"	CASH IN HAND	2,04,684
"	CASH AT BANK	2,39,91,886	"	CASH AT BANK	2,73,92,067
		31,15,49,980			31,15,49,980


PRESIDENT
HAJANA EDUCATION SOCIETY
 Jayalakshmpuram
 Mysore - 570 012


Honorary Secretary
MAHAJANA EDUCATION SOCIETY
 Jayalakshmpuram
 Mysore - 570 012


TREASURER
MAHAJANA EDUCATION SOCIETY
 Jayalakshmpuram
 Mysore - 570 012

for **L.R.PRAKASH & Co**,
 Chartered Accountants

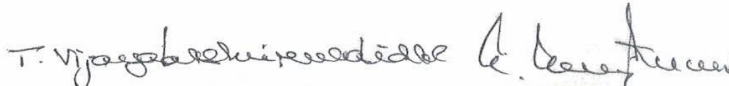

G.V.SRINIVASA
 PARTNER
 M.No.:200624
 F.Reg.No.:0027335



SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)			
JAYALAKSMIPURAM, MYSORE			
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31-03-2023			
EXPENDITURE			
PREV. YEAR	REVENUE EXPENDITURE:	Sch No	AMOUNT
51,14,117	ADMINISTRATIVE EXPENSES	1	1,81,07,779
1,05,539	FEST, CONFERENCE & PROGRAMME	2	4,44,118
54,204	FINANCIAL CHARGES	3	25,131
3,26,388	PRINTING & STATIONERY	4	4,59,601
15,06,161	RATES, TAXES & FEES	5	22,58,558
1,43,25,563	REPAIRS & MAINTENANCE	6	60,62,341
6,63,76,486	SALARIES & ALLOWANCES	7	7,51,25,206
9,22,489	STUDENT WELFARE EXPENSES	8	42,59,465
59,05,450	REMITTANCE TO UOM	9	62,73,595
1,32,48,223	CONTINGENCY RESERVE FUND		1,38,07,693
67,29,399	DEPRECIATION	X	53,51,893
1,86,91,327	EXCESS OF INCOME OVER EXPENDITURE		67,85,071
13,33,05,346			13,89,60,451
PREV. YEAR	REVENUE INCOME :	Sch No	AMOUNT
13,24,82,232	FEES COLLECTED	11	13,80,76,926
1,54,243	OTHER RECEIPTS	12	18,727
6,68,871	INTEREST INCOME	13	8,64,798
13,33,05,346			13,89,60,451



PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore 570 012



Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

TREASURER
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

for **L.R.PRAKASH & Co**
Chartered Accountants



G.V. SRINIVASA
PARTNER
M.No.: 200624
F Reg.No.: 0027338



SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)			
JAYALAKSMIPURAM, MYSORE			
BALANCE SHEET AS AT 31-03-2023			
PREV. YEAR	LIABILITES	SCH NO	AMOUNT
15,52,78,736	CAPITAL FUND:	I	16,20,63,806
1,37,66,014	OTHER FUNDS	II	2,76,75,592
	OUTSTANDING EXPENSES:		
78,90,349	PROVISIONS	III	83,093
1,97,241	SUNDRY CREDITORS	IV	48,078
			-
17,71,32,340			18,98,70,569
PREV. YEAR	ASSETS	SCH.NO	AMOUNT
2,40,64,007	CASH IN HAND & AT BANKS	V	2,75,96,750
19,800	SECURITY DEPOSITS	VI	19,800
-	FIXED DEPOSITS & INVESTMENTS	VII	-
13,07,619	LOANS & ADVANCES	VIII	30,04,589
2,23,49,119	FIXED ASSETS	IX	2,47,56,353
84,500	SUNDRY DEBTORS	X	84,500
12,93,07,295	BRANCH/DIVISION	XI	13,44,08,577
17,71,32,340			18,98,70,569



PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

TREASURER
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

for **L.R.PRAKASH & Co**,
Chartered Accountants



(M.V.SRINIVASA)
PARTNER
M.No.:200624
F.Reg.No.:0027338

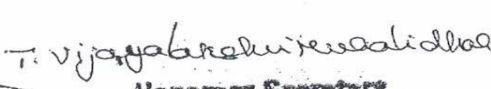


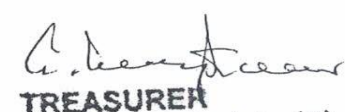
**SBRM MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSMIPURAM, MYSORE**

RECEIPTS AND PAYMENT ACCOUNTS FOR THE YEAR ENDING 31-03-2022


RECEIPTS		AMOUNT	PAYMENTS		AMOUNT
REVENUE INCOME :			REVENUE EXPENDITURE :		
TO	FEES COLLECTED	13,24,82,232	BY	SALARIES & ALLOWANCES	6,63,76,486
"	OTHER RECEIPTS	1,54,243	"	RATES, TAXES & FEES	15,06,161
"	INTEREST INCOME	6,68,871	"	ADMINISTRATIVE EXPENSES	51,14,117
			"	FEST, CONFERENCE & PROGRAMME	1,05,539
OTHER RECEIPTS :			"	FINANCIAL CHARGES	54,204
"	FIXED DEPOSIT WITHDRAWN	77,93,988	"	PRINTING & STATIONERY	3,26,388
"	OTHER ADVANCES RECOVERED	86,07,274	"	REPAIRS & MAINTENANCE	1,43,25,563
"	STAFF LOAN RECOVERED	2,59,997	"	STUDENT WELFARE EXPENSES	9,22,489
"	SUNDRY CREDITORS	1,00,51,633	"	REMITTANCE TO UOM	59,05,450
"	PROVISION DURING THE YEAR	6,22,42,466	"	CONTINGENCY RESERVE FUND	1,32,48,223
"	SUNDRY DEBTORS	51,48,838			
"	OTHERS FUNDS	94,486	OTHER PAYMENTS :		
BRANCH/DIVISION			"	FIXED DEPOSIT MADE	74,430
"	MES FGC ADVANCE	1,42,58,696	"	OTHER ADVANCES	33,59,369
"	MES PGC ADVANCE	53,68,780	"	STAFF LOAN	3,13,000
"	MAHAJANA PUBLIC SCHOOL CBSE	2,76,289	"	PROVISION PAID	6,50,48,123
			"	SUNDRY CREDITORS	1,01,42,029
CAPITAL EXPENDITURE			"	SUNDRY DEBTORS	52,09,578
"	COMPUTER EQUIPMENT	1,62,950	"	OTHER FUNDS	45,880
"	LIBRARY BOOKS	63,684	BRANCH/DIVISION		
"	W I P	4,64,549	"	MES PGC ADVANCE	2,64,49,112
			"	MAHAJANA PUBLIC SCHOOL CBSE	1,26,836
OTHER FUNDS			"	MES FGC ADVANCE	3,53,07,340
"	CONTINGENCY RESERVE FUND(CR)	1,32,48,223	CAPITAL EXPENDITURE		
			"	COMPUTER EQUIPMENT	46,23,662
			"	LIBRARY BOOKS	63,684
			"	OFFICE EQUIPMENTS	2,64,213
			"	GENERATOR & UPS	3,19,968
			"	ELECTRONIC EQUIPMENTS	41,080
OPENING BALANCE			"	CCTV	24,780
"	CASH IN HAND	95,761	CLOSING BALANCE		
"	CASH AT BANK	2,19,18,751	"	CASH IN HAND	72,121
			"	CASH AT BANK	2,39,91,886
		28,33,61,710			28,33,61,710

 **President**
 Mahajana Education Society (R) Jayalakshimpuram, Mysore-570 012

 **Honorary Secretary**
 MAHAJANA EDUCATION SOCIETY Mahajana Education Society (R)
 Jayalakshimpuram, Mysore - 570 012

 **TREASURER**
 Mahajana Education Society (R)
 Jayalakshimpuram, Mysore-12

For L.R. PRAKASH &
Chartered Accountants


 L.R. PRAKASH & CO.
 MYSORE
 570004
 PARTNER
 M.No.200824
 F.Reg. No. 002733S

**SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSMIPURAM, MYSORE**

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31-03-2022

EXPENDITURE

PREV. YEAR	REVENUE EXPENDITURE:	Sch No	AMOUNT
90,67,585	ADMINISTRATIVE EXPENSES	1	51,14,117
5,74,106	FEST, CONFERENCE & PROGRAMME	2	1,05,539
1,28,737	FINANCIAL CHARGES	3	54,204
3,10,365	PRINTING & STATIONERY	4	3,26,388
16,62,853	RATES, TAXES & FEES	5	15,06,161
29,52,618	REPAIRS & MAINTENANCE	6	1,43,25,563
6,75,22,567	SALARIES & ALLOWANCES	7	6,63,76,486
13,13,545	STUDENT WELFARE EXPENSES	8	9,22,489
83,21,944	REMITTANCE TO UOM	9	59,05,450
-	CONTINGENCY RESERVE FUND		1,32,48,223
39,70,415	DEPRECIATION	X	67,29,399
98,63,836	EXCESS OF INCOME OVER EXPENDITURE		1,86,91,327
10,56,88,571			13,33,05,346
PREV. YEAR	REVENUE INCOME :	Sch No	AMOUNT
10,55,01,440	FEES COLLECTED	11	13,24,82,232
1,61,574	OTHER RECEIPTS	12	1,54,243
25,557	INTEREST INCOME	13	6,68,871
10,56,88,571			13,33,05,346

[Signature]

President
Mahajana Education Society (R)
Jayalakshampuram,
Mysore-570 012

[Signature]

Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore - 570 012

[Signature]

TREASURER
Mahajana Education Society (R)
Jayalakshampuram, Mysore-12

For L.R. PRAKASH & Co.
Chartered Accountants

[Signature]
SRINIVAS
PARTNER
M.No.200824
F.Reg. No. 002733S



**SBRB MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG AND PG)
JAYALAKSMIPURAM, MYSORE**

BALANCE SHEET AS AT 31-03-2022

PREV. YEAR	LIABILITES	SCH NO	AMOUNT
13,65,87,409	CAPITAL FUND:	I	15,52,78,736
4,69,185	OTHER FUNDS	II	1,37,66,014
1,06,96,006	OUTSTANDING EXPENSES: PROVISIONS	III	78,90,349
2,87,637	SUNDRY CREDITORS	IV	1,97,241
14,80,40,237			17,71,32,340
PREV. YEAR	ASSETS	SCH.NO	AMOUNT
2,20,14,512	CASH IN HAND & AT BANKS	V	2,40,64,007
18,300	SECURITY DEPOSITS	VI	19,800
77,21,058	FIXED DEPOSITS & INVESTMENTS	VII	-
64,41,781	LOANS & ADVANCES	VIII	13,07,619
2,44,32,314	FIXED ASSETS	IX	2,23,49,119
84,500	SUNDRY DEBTORS	X	84,500
8,73,27,772	BRANCH/DIVISION	XI	12,93,07,295
14,80,40,237			17,71,32,340

[Signature]
President
Mahajana Education Society (R)
Jayalakshnipuram,
Mysore-570 012

[Signature]
Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshnipuram
Mysore - 570 012

[Signature]
TREASURER
Mahajana Education Society (R)
Jayalakshnipuram, Mysore-12

For L.R. PRAKASH & Co.,
Chartered Accountants

[Signature]
S.V. SRINIVASA
PARTNER
M.No.200624
F.Reg. No. 002733S



**SBRR MAHAJANA FIRST GRADE COLLEGE
(AUTONOMOUS) (UG & PG)
JAYALAKSHMIPURAM, MYSORE**

RECEIPTS AND PAYMENT ACCOUNTS FOR THE YEAR ENDING 31-03-2021

RECEIPTS		AMOUNT	PAYMENTS		AMOUNT
REVENUE INCOME :			REVENUE EXPENDITURE :		
TO	FEES COLLECTED	10,55,01,440.00	BY	SALARIES & ALLOWANCES	6,75,22,5
"	OTHER RECEIPTS	1,61,574.00	"	RATES, TAXES & FEES	16,76,4
"	INTEREST INCOME	25,557.00	"	ADMINISTRATIVE EXPENSES	90,67,5
OTHER RECEIPTS :			"	FEST, CONFERENCE & PROGRAMME	5,74,1
"	FIXED DEPOSIT WITHDRAWN	3,04,16,776.62	"	FINANCIAL CHARGES	1,28,7
"	OTHER ADVANCES RECOVERED	41,05,528.00	"	PRINTING & STATIONERY	3,10,30
"	STAFF LOAN RECOVERED	3,34,500.00	"	REPAIRS & MAINTENANCE	29,52,6
"	STUDENT PROJECT ACCOUNT	27,500.00	"	STUDENT WELFARE EXPENSES	13,13,54
"	SUNDRY CREDITORS	83,32,461.00	"	REMITTANCE TO UOM	83,08,32
"	PROVISION DURING THE YEAR	5,23,46,922.00	OTHER PAYMENTS :		
"	SUNDRY DEBTORS	14,39,889.00	"	FIXED DEPOSIT MADE	1,32,70,23
"	AUTONOMOUS EXP RECOVERABLE-UOM	1,00,277.00	"	OTHER ADVANCES	56,45,44
"	TDS BY OTHERS	2,00,638.71	"	STAFF LOAN	1,82,87
"	LADIES HOSTEL RECEIPTS		"	TDS BY OTHERS	56,93
"	MANAGEMENT CONCLAVE	1,01,186.93	"	PROVISION PAID	4,36,54,74
"	OTHERS FUNDS	3,30,000.00	"	SUNDRY CREDITORS	90,20,00
"	EXAMINATION RECEIPTS/EXPENSES AU	37,18,160.00	"	SUNDRY DEBTORS	11,23,740
BRANCH/DIVISION			"	AUTONOMOUS EXP RECOVERABLE-UOM	50,500
"	MES FGC ADVANCE	1,66,62,511.61	"	EXAMINATION RECEIPTS/EXPENSES AU	46,46,155
"	MES PGC ADVANCE	1,33,15,599.75	"	MANAGEMENT CONCLAVE	3,137
"	MAHAJANA PUBLIC SCHOOL CBSE		"	LADIES HOSTEL RECEIPTS	
CAPITAL EXPENDITURE			"	STUDENT PROJECT ACCOUNT	1,69,110
"	FURNITURE AND FIXTURES	2,48,176.00	"	OTHER FUNDS	4,23,200
"	OFFICE EQUIPMENTS	48,732.00	"	RENTAL ADVANCE	55,000
"	BUILDING RENOVATION	2,870.00	BRANCH/DIVISION		
CAPITAL FUND		1,00,000.00	"	MES PGC ADVANCE	3,19,55,190
			"	MAHAJANA PUBLIC SCHOOL CBSE	1,49,453
			"	MES FGC ADVANCE	1,99,94,560
			CAPITAL EXPENDITURE		
			"	COMPUTER EQUIPMENT	28,078
			"	LIBRARY BOOKS	22,487
			"	OFFICE EQUIPMENTS	61,306
			"	FURNITURE & FIXTURES	31,871
			"	LAB EQUIPMENTS	63,720
			"	GENERATOR & UPS	48,732
			"	ELECTRONIC EQUIPMENTS	3,91,825
			"	CCTV	1,33,528
			"	BUILDING	10,83,897
OPENING BALANCE			CLOSING BALANCE		
"	CASH IN HAND	13,663.00	"	CASH IN HAND	95,761.00
"	CASH AT BANK	86,00,589.55	"	CASH AT BANK	2,19,18,750.50
		24,61,34,552.17			24,61,34,552.17

T. Vyasa Rao for **L.R.PRAKASH & Co.,**
Chartered Accountants

Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore - 570 012

V. SRINIVASA
PARTNER
M.No.:200624
F.Reg.No.:002733S



T. Srinivasan
TREASURER
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore - 570 012

P. Srinivas
PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram

SBRR MAHAJANA FIRST GRADE COLLEGE (AUTONOMOUS) (UG & PG) JAYALAKSHMIPURAM, MYSORE			
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31-03-2021			
EXPENDITURE			
PREV. YEAR	REVENUE EXPENDITURE:	Sch No	AMOUNT
1,77,69,711.00	ADMINISTRATIVE EXPENSES	1	90,67,585.00
21,29,991.00	FEST, CONFERENCE & PROGRAMME	2	5,74,106.00
99,088.00	FINANCIAL CHARGES	3	1,28,737.25
9,23,757.00	PRINTING & STATIONERY	4	3,10,365.00
43,77,897.00	RATES, TAXES & FEES	5	16,76,477.00
70,35,785.00	REPAIRS & MAINTENANCE	6	29,52,618.00
8,92,32,148.00	SALARIES & ALLOWANCES	7	6,75,22,567.00
60,72,310.00	STUDENT WELFARE EXPENSES	8	13,13,545.00
1,06,14,589.00	REMITTANCE TO UOM	9	83,08,320.00
48,67,867.00	DEPRECIATION	X	39,70,415.00
-	EXCESS OF INCOME OVER EXPENDITURE		98,63,835.72
14,31,23,143.00			10,56,88,571.00
PREV. YEAR	REVENUE INCOME :	Sch No	AMOUNT
13,87,04,338.00	FEES COLLECTED	11	10,55,01,440.00
8,39,651.00	OTHER RECEIPTS	12	1,61,574.00
29,35,181.00	INTEREST INCOME	13	25,557.00
6,43,973.00	EXCESS OF EXPENDITURE OVER INCOME		-
14,31,23,143.00			10,56,88,571.00

T. Vijayabalan Reddy

Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore - 570 012

for L.R.PRAKASH & C
Chartered Accountants



(S. SRINIVASA)
PARTNER
M.No.: 200624
F.Reg.No.: 002733S

C. Geetha Kesan
TREASURER

MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore - 570 012

A. Mahalingam

PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshampuram
Mysore 570 012

**SBRR MAHAJANA FIRST GRADE COLLEGE
(AUTONOMOUS) (UG & PG)
JAYALAKSHMIPURAM, MYSORE
BALANCE SHEET AS AT 31-03-2021**

PREV. YEAR	LIABILITES	SCH NO	AMOUNT
12,66,23,573.00	CAPITAL FUND:	I	13,65,87,408.72
6,05,945.00	OTHER FUNDS	II	4,69,184.93
55,000.00	CURRENT LIABILITES: LOANS, ADVANCES & DEPOSITS	III	-
20,03,832.00	OUTSTANDING EXPENSES: PROVISIONS	IV	1,06,96,006.00
9,78,011.00	SUNDRY CREDITORS	V	2,87,637.00
13,02,66,361.00			14,80,40,237.00
PREV. YEAR	ASSETS	SCH.NO	AMOUNT
86,14,252.55	CASH IN HAND & AT BANKS	VI	2,20,14,511.55
18,300.00	SECURITY DEPOSITS	VII	18,300.00
2,48,67,598.99	FIXED DEPOSITS & INVESTMENTS	VIII	77,21,058.00
43,21,817.51	LOANS & ADVANCES	IX	64,41,780.80
2,68,37,063.00	FIXED ASSETS	X	2,44,32,314.00
4,00,649.00	SUNDRY DEBTORS	XI	84,500.00
6,52,06,679.66	BRANCH/DIVISION	XII	8,73,27,772.59
13,02,66,361.00			14,80,40,237.00

T. V. Jayaram for **L.R.PRAKASH & Co.,**
Chartered Accountants

Honorary Secretary
MAHAJANA EDUCATION SOCIETY
Jayalakshmiipuram
Mysore - 570 012



(S. Srinivasa)
S. SRINIVASA)
PARTNER
M.No.: 200624
F.Reg.No.: 002733S

E. Venkatesh
TREASURER
MAHAJANA EDUCATION SOCIETY
Jayalakshmiipuram
Mysore - 570 012

P. Subramanian
PRESIDENT
MAHAJANA EDUCATION SOCIETY
Jayalakshmiipuram
Mysore - 570 012

