

RANI CHANNAMMA UNIVERSITY BELAGAVI



REGULATIONS, COURSE STRUCTURE AND SYLLABUS FOR BACHULOR OF BUSINESS ADMINISTRATION (BBA) II SEMESTERS FROM 2015 - 16 ONWARDS

Post Graduate Department of Business Administration
Rani Channamma University, Belagavi-591156
Web Site: www.rcub.ac.in E-mail: rcudba@gmail.com

SYLLABUS FOR BBA DEGREE COURSE WITH EFFECT FROM ACADEMIC YEAR 2015-16 & ONWARDS

COURSE STRUCTURE

BBA: I SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total Marks	Teaching Hours/ week	Credits
1	Modern Indian Language	101	20	80	100	4	4
2	Basics of Accountancy	102	20	80	100	4	4
3	Managerial Economics	103	20	80	100	4	4
4	Management Concepts	104	20	80	100	4	4
5	Principles Of Marketing	105	20	80	100	4	4
6	Accounting Lab(Tally9.1)	106	10	40	50	2	2
7	Indian Constitution	107	20	80	100	4	**
	Total				650	26	22

**Indian Constitution carries no credit

BBA: II SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total Marks	Teaching Hours/ Week	Credits
1	Modern Indian Language	201	20	80	100	4	4
2	Business Communication	202	20	80	100	4	4
3	Indian Business Environment	203	20	80	100	4	4
4	Business Statistics	204	20	80	100	4	4
5	Financial Accounting	205	20	80	100	4	4
6	Human Resource Management	206	20	80	100	4	4
7	Business Communication Lab	207	10	40	50	2	2
	Total				650	26	26

Modern Indian Languages
(Study any one of the following MIL)
Additional English / Hindi /Kannada /Marathi/Sanskrit

Detailed Syllabus for BCOM / BBA
(With effect from 2016-17 onwards)

Semester – II
MIL: Additional English

Subject Code: 201.1

Contact Hours: 50 Hours

Semester-end Examination Marks-80

Work Load: 5 hours/week

Credit Point: 04

Internal Marks-20

I. Text: The Story of My Life – Helen Keller
(Rupa Publications- Classics Library edition)

II. Grammar and Composition

- 1) Relative Clauses
- 2) Conditionals and ‘wish’
- 3) Use of words as Two different forms of Speech
- 4) Emails: Job Application Letters
- 5) Letters of Complaint to the concerned authority

Pattern of Question Paper

(80 Marks paper of three hours and 20 Marks for I.A.)
(Text: 50 Marks and Grammar and Composition: 30 Marks)

- | | |
|---|----------|
| 1) Objective type questions on the novel | 10X1= 10 |
| 2) Reference to Context (two out of four) | 2X05=10 |
| 3) Essay type question (one out of two) | 1X10 =10 |
| 4) Essay type question (one out of two) | 1X10=10 |
| 5) Short Notes (two out of four) | 2X05=10 |
| 6) A) Relative Clauses | 5X1=05 |

B) Conditionals and 'wish'	5X1=05
7) Use of words in a sentence as two different forms of Speech	5X2 = 10
7) A) Email Job Application Letters	1X05=05
B) Letters of Complaint to concerned authority	1X05=05
	80

Syllabus of B.Com/BBA

II - Semester

Hindi Basic 2016-17 onwards

Teaching hours per week:	05 hours	Total Marks:	100 Marks
Examination:	03 hours	Theory:	80 Marks
		Internal Assessment:	20 Marks

Text Books:

- पद्यमंजरी – सं. डॉ. टी. निर्मला, डॉ. एस्. मोहन, राजकमल प्रकाशन, नई दिल्ली
(अध्ययन के लिए केवल आधुनिक कविताएँ)
- निबंध लेखन
- पारिभाषिक शब्दावली

Distribution of Marks

- पद्यमंजरी – 55 अंक
- निबंध लेखन – 15 अंक
- पारिभाषिक शब्दावली – 10 अंक

A	Objective Type Questions (10 out of 14)	10 Marks
B	Annotations from Text Book (3out of 5)	15 Marks
C	Essay Type of Questions from Text Book (2 out of 4)	20 Marks
D	Short Notes from Text Book (2out of 4)	10 Marks
E	General Essay (1out of 3)	15 Marks
F	पारिभाषिक शब्द	10 Marks
	Theory total	80 Marks
	Internal Assessment	20 Marks
	Total	100 Marks

Reference Books:

१. महावीर प्रसाद द्विवेदी और हिंदी नवजागरण – रामविलास शर्मा
२. प्रगतिवाद और समानान्तर साहित्य– रेखा अवस्थी
३. छायावादोत्तर कवियों में समाज:समीक्षा– अनिल
४. आधुनिक साहित्य की प्रवृत्तियाँ– डॉ. नामवर सिंह
५. हिंदी के आधुनिक प्रतिनिधि कवि– डॉ. द्वारकाप्रसाद सक्सेना
६. निराला की साहित्य साधना– डॉ. रामविलास शर्मा
७. निबंधों का खजाना – डॉ. आरती अग्निहोत्री
८. हिंदी के श्रेष्ठ निबंध – पवित्र कुमार शर्मा

ಸಾಹಿತ್ಯ ಸಿಂಚನ-೨

ಬಿ.ಸಿ.ಎ., ಬಿ.ಬಿ.ಎ.,ಬಿ.ಎಸ್.ಸಿ. (ಕಂಪ್ಯೂಟರ್ ಸೈನ್ಸ್) ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್

ಅನುಬಂಧ – ೪

ಪದ್ಯಭಾಗ

೧.	ಸತಿ ಪತಿ	–ಜನಪದ
೨.	ಮಯೂರಧ್ವಜನ ಉವಾಚ	–ಲಕ್ಷ್ಮೀಶ
೩.	ಮೋಳಿಗೆ ಮಾರಯ್ಯ	–ಭೀಮಕವಿ
೪.	ಆಹಾ! ನೀರೆ!	–ಡಾ. ವಿ. ಕೃ. ಗೋಕಾಕ
೫.	ಮಾಯಾಕಿನ್ನರಿ	–ದ.ರಾ. ಬೇಂದ್ರೆ
೬.	ಯಾವ ಹಾಡ ಹಾಡಲಿ?	–ಜಿ. ಎಸ್. ಶಿವರುದ್ರಪ್ಪ
೭.	ನಾನೊಂದು ಮರವಾಗಿದ್ದರೆ	–ಮುಡ್ನಾಕೂಡು ಚಿನ್ನಸ್ವಾಮಿ
೮.	ಅವ್ವ	–ವಿಕ್ರಮ ವಿಸಾಜಿ
೯.	ಕನ್ನಡ ಮೆರೆಯಲಿ	–ಬಿ. ಎಂ. ಇದಿನಬ್ಬ

ಗದ್ಯಭಾಗ

೧೦. ಸಾಹಿತ್ಯ-ನನ್ನ ದೃಷ್ಟಿಯಲ್ಲಿ -ಹಾಮಾನಾ
೧೧. ಪ್ರೀತಿಯ ಮೀಮಾಂಸೆ -ಪ್ರೊ. ವೀರೇಂದ್ರ ಸಿಂಪಿ
೧೨. ಭೂ ತಾಪಮಾನ: ಕಾರಣಗಳು ಮತ್ತು ಪರಿಹಾರೋಪಾಯಗಳು -ಡಾ. ವಿ. ಎನ್. ನಾಯಕ
೧೩. ಬೀಜ...ಮೊಳಕೆ...ಆಹ್ವಾನ -ಮೂಲ: ವಿಠಲ ವೆಂಕಟೇಶ ಕಾಮತ
-ಕನ್ನಡಕ್ಕೆ : ಅಕ್ಷತಾ ದೇಶಪಾಂಡೆ
೧೪. ಪರಿಸರ ನಿರ್ವಹಣೆ ಮತ್ತು ಮಹಿಳೆ -ಸತ್ಯಾ ಎಸ್.
೧೫. ಒಂದು ಹೆಣದ ಸುತ್ತ -ವೀರಭದ್ರ ಕೌದಿ

Syllabus prescribed for B.Com is applicable to B.B.A.

Semester II

Basic Marathi 2016-17 onwards

Course: Literary form: Lalit Gadya

Text: Dabewala: Srinivas Pandit
(Translation: Supriya Vakil)

Mehata Publishing House, Pune

B. Com / BBA / BCA : Second Semester

Basic Samskrit 2016-17 onwards

Examination Marks One paper carrying 100 Marks (80+20) of 3 hours duration

Text :

Pracheen Bharatiya Vanijjaya Vignana

Bharat Book Depot & Prakashan, Shankar Plaza, P. B. Road, Dharwad.

I.	Division of Marks for the Basic Paper	70 Marks
a.	Pracheen Bharatiya Vanijjaya Vijnana	10 Marks
b.	Grammer (Use of Cases) (Neuter Gender only)	
c.	Internal Assessment	20 Marks
i.	Internal Test – 14	
ii.	Assignment, Class record, Skill development – 06	
Total		100 Marks

B. Com / BBA / BCA

Second Semester Basic Samskrit

(Pattern of the Question Paper)

I	Objective type questions from text (only ten)	10 Marks
II	Translation and explanation of the verses from the text (Any two out of three)	10 Marks
III	Sentences for Annotation from the text (Any four out of seven)	16 Marks
IV	Short notes — from the text	
a.	Any one out of two (with internal choice) Lessons 1-7 based on Vanijya Vijnana	5 Marks
b.	Any one out of two (with internal choice)	5 Marks
c.	from the 8th lesson — Dootaghatothkacham	
V	Essay type question from the text	12 Marks
a.	Any one out of two (with internal choice) from the lessons 1-7 based on Vanijya Vijnana	12 Marks
b.	Any one out of two (with internal choice) From the 8th lesson - Dootaghatothkacham	10 Marks
VI	Grammar (Neuter Gender noun Pronoun case forms)	10 Marks
Total		80 Marks

Business Communication

Subject code: 202

Credits: 4

Contact Hours: 60

Weekly Hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To learn communicating with business organizations, customers etc.,
2. To get exposed to changing modern business environment
3. To have practical exposure towards business

MODULE 1:	
INTRODUCTION TO BUSINESS COMMUNICATIONS	12 Hrs
Meaning, Nature and Scope, Objectives, functions, significance. Process of communication. Dimensions of Organizational communication – Downward, Upward, Horizontal, diagonal, Grapevine communication, Formal and informal. Barriers to communication, How to overcome barriers? Activities related to the module	
MODULE 2:	
NON-VERBAL COMMUNICATIONS (NVC)	14 Hrs
Meaning, Uses, Essentials, methods of NVC – Visual signs, Audio signs, Face to face, Telephone, presentation, Public speech, Interview, Group discussion, Body language, Paralanguage, Proxemics, Surroundings and communication through silence. Listening – Meaning, process, types and importance, Blocks to effective listening, How to develop listening skills Activities related to the module	
MODULE 3:	
WRITTEN COMMUNICATIONS	12 Hrs
Meaning, principles (7C's) and aspects of WC – Color, picture, diagram, graphs, maps, etc., Meaning and simple drafting of Memo, Reports, office orders, circular, office notes, notice and agenda, correspondence with branch office, Email and other modern media. Activities related to the module	
MODULE 4:	
EXTERNAL BUSINESS CORRESPONDENCE	14 Hrs
Meaning, Layout of business correspondence, writing business letter for enquiry and reply, order and execution, complaints, claims and adjustments, collection, sales, circular letters, credit and status enquiry letter. Activities related to the module	
MODULE 5:	
DEVELOPING COMMUNICATION SKILLS	8 Hrs

Agenda, Script writing, Master of Ceremony, Telephonic conversation, Vocal control, pronunciation and reading skills. Activities related to the module

Books for reference:

1. Communication - By C.S. Rayudu- Himalaya Publishing House.
2. Business Communication -By Madhumati Kulkarni- R.Chand & Company
3. Business Communication - By Urmila Rai & S. M Rai - Himalaya Publishing House.
4. Business Communication- By Varinder kumar -Kalyani Publication
5. Essentials of Business Communication - By Rajendra Pal & J . S. Koralahalli-Sultan Chand & Sons

Indian Business Environment

Subject code: 203

Credits: 4

Contact Hours: 60

Weekly Hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To make the students aware of Indian Business Environment.
2. To familiarize the student with Indian Business policies & programs.

MODULE 1 :	
INTRODUCTION	12 hrs
Introduction To Business – Meaning, Definition & Objectives of Business, Features of Modern Business. Business Environment- Meaning, Definition, Scope & constituents of Business environment – Types of Business environment – Demographic, Economic, Political & legal, Social, Cultural, Technological & Natural Environment. Scanning of Business Environment & Its importance.	
MODULE 2 :	
INDIAN ECONOMY	14 hrs
Indian Economy – Characteristics, features and its importance New Economic policy 1991 – Features, LPG Features, Impact of LPG. Industrial Policy of 1991 – Features & its Impact. Small Scale Industries policy (Latest). Socio-economic problems of India. Indian Nithi Ayoga, its objectives.	
MODULE 3 :	
POLITICAL ECONOMY	10 hrs
Indian Government & business. Public control of business. Role of public sector in India. Government control & Regulations – regulating economic & industrial activities, industrial licensing policy, CCI Act, Government control over FDI & collaboration, Industrial policy. Government policy for Small Scale Industries & EXIM policy (Recent policies).	
MODULE4 :	
MONETARY & FISCAL POLICY	14 hrs
Monetary policy, functions of commercial banks, Credit creation by banks. Reserve Bank of India - functions, Qualitative & Quantitative Credit Control Measures. Fiscal policy-objectives & tools. NBFI's – its importance & scope	
MODULE 5:	
GLOBAL ENVIRONMENT	10 hrs
Globalization - meaning and nature. WTO & Trade blocks-implications for India. Challenges of international business. Strategies for going global.	

Activities:

1. Meet the Businessmen and collect their feedback on M & C policy
2. Social forces affecting consumption of meat during religious occasions.

Books for reference:

1. Indian Economy-A Modern Approach, By ABN Kulkarni & Dr.A.B.Kalkundrikar
2. Indian Economy, By Rudradatt & KPM Sundaram
3. Business Environment, By K Ashwatappa
4. Economic Development, By Misra & Puri

Business Statistics

Subject code: 204

Credits: 4

Contact Hours: 50

Weekly Hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

- 1) To provide the basic knowledge of business statistics.
- 2) To make the students understand the statistical tools in business.

MODULE 1:	
INTRODUCTION:	10 hrs.
Introduction to statistics and functions of statistics. Sources of collecting data. Meaning and types of classification. Construction of Frequency Distribution Table. Meaning of Tabulation and its components. Construction of blank table and statistical table. Diagrammatic & Graphical representation.	
MODULE 2:	
MEASURES OF CENTRAL TENDENCY AND MEASURES OF DISPERSION.	12 hrs.
Meaning of an average. Problems on Arithmetic mean, Median and mode for ungrouped, grouped and continuous series. Calculation of missing frequency by using Mean and Median only. Problems on Range, Quartile Deviation and its co-efficient, Standard deviation and co-efficient of Variation. Problems on consistency. Calculation of combined mean and combined standard deviation.	
MODULE 3:	
MEASURES OF SKEWNESS.	12 hrs.
Meaning of skewness and types of skewness. Methods of skewness- Karl-Pearsons co-efficient of skewness, Bowleys co-efficient of skewness and Kellys co-efficient of skewness only for grouped and continuous series. Meaning and definition of Kurtosis.	
MODULE 4:	
TIME SERIES	12 hrs.
Meaning and components of time series. Methods of time series- Simple Moving Average – (3yearly, 4 yearly and 5 yearly) and Least Square Method. Calculation of trend values and construction of graph of original values and trend values.	
MODULE 5:	
INDEX NUMBERS.	14 hrs.
Meaning and types of index number. Price and Quantity Index Number. Methods of index number- a) Un-weighted index number- Simple Aggregative Method and Price Relative Method. b) Weighted index number- Laaspyre's, Paasche's, Fishers and Marshall-Edgeworth index number. Tests for index number- Time Reversal Test and Factor Reversal Test.	

Activities: Collection of data and construction.

Books for reference:

- 1) Business Statistics by R. H. Dhareshwar.
- 2) Business Statistics by Raj Mohan
- 3) Fundamentals of Statistics by S. C. Gupta

Financial Accounting

Subject code: 205

Credits: 4

Contact Hours: 60

Weekly Hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To provide the basic concept on financial accounting and enhance the knowledge of students.

MODULE 1:	
HIRE PURCHASE AND INSTALMENT SYSTEM	12Hrs
Hire purchase transaction, definition ,calculation of interest, entries in the Books of Hire vendor and purchaser. Instalment system	
MODULE 2:	
ROYALTY ACCOUNTS	12 Hrs
Royalty accounts –Meaning of royalty, minimum rent and short workings. Calculation of royalty and short working. Preparation of ledger accounts.	
MODULE 3:	
DEPARTMENTAL ACCOUNTS	12 Hrs
Departmental Accounts-Meaning of departments, departmental accounts, allocation of common expenses , inter –departmental transfer and problems on departmental accounts.	
MODULE 4:	
BRANCH ACCOUNTS	10 Hrs
Meaning and types of branches, dependent and independent, Cost Price, Invoice Price, Stock & Debtors methods.	
MODULE 5:	
FINAL ACCOUNTS OF NON TRADING CONCERNS	14 Hrs
Meaning and definition of Final accounts of Non trading concerns. Receipts and Payment accounts, B/S with Adjustments Prepaid expenses, O/S Incomes and expenses, Incomes received in Advance and depreciation	

Outcomes

Students are in better position to understand various types of financial accounts

Activities

1. Visit and get first hand information of non trading organisations – educational institutions, social clubs, charitable organisations.
2. To visit Branches of any banks.
3. To study about departmental stores like Big bazaar , More , Reliance Fresh.

Reference Books

Financial accounts By Dr.M.B.Kadkol

Financial accounts By Dr.R.V.Diwan

Financial accounts By Dr.S.N.Maheshwari

Human Resource Management

Subject code: 206

Credits: 4

Contact Hours: 60

Weekly Hours: 4

External Marks: 80

Internal Marks: 20

Management and its importance

MODULE 1 :	
INTRODUCTION	10 Hrs
Introduction and meaning of human resource, it's characteristics, Meaning of HRM, Nature, Objectives and functions, Significance of HRM, Duties and Responsibilities of HR Manager.	
MODULE 2:	
HUMAN RESOURCE PLANNING	14 Hrs
Meaning and Importance of HRP, Process of HRP, Job Analysis – Meaning and benefits, Job Design- Meaning, Methods – Job Rotation, Meaning and needs, Job Enlargement, Meaning and needs, Job Enrichment, Meaning and needs, Meaning and contents of Job Description and Job Specification, Meaning of Job Classification and Job Evaluation.	
MODULE 3:	
RECRUITMENT, SELECTION, PLACEMENT AND INDUCTION	14 Hrs
Recruitment: Meaning and sources, Selection: Meaning and process of selection. Placement: Meaning and Importance, Induction: Meaning, Contents and benefits. Training: Meaning and benefits, Meaning of Promotion, Demotion, Transfer, Deputation and Separation.	
MODULE 4:	
COMPENSATION	12 Hrs
Introduction to Wage and Salary Administration – Principles of wage and salary administration, Factors influencing wage and salary administration, Fringe benefits – Meaning and types, Basic Wage Rate systems – Time Rate System and Piece Rate System (Only Theory) & merits and demerits	
MODULE 5:	
HUMAN INTEGRATION	10 Hrs
Grievances Handling – Meaning & Procedure, Quality Circles – Meaning, benefits, Employee Counseling, Employee Morale – Meaning and benefits	

Books for References:

Human Resource Management: By K. Aswathappa, Tata McGraw Hill Publication, Delhi
Essentials of Human Resource Management & Industrial Relations: P. Subba Rao, HPH