

SEMESTER – III

Course Code	Course Title	Teaching Hrs/Week	Internal Assessment Marks	External Assessment Marks	Exam Hrs	Credits
Lang301	English -III	4	20	80	3	3
Lang302	Kannada/Marathi/Urdu -III	4	20	80	3	3
DSC303	Corporate Communication	5	20	80	3	5
DSC304	Entrepreneurship Development	5	20	80	3	5
DSC305	Corporate Finance	5	20	80	3	5
EC306	Personality Development(Elective)	3	10	40	2	2
	Environment Science	2	10	40	2	2
	TOTAL	28	120	480		25

Course Code: DSC303

CORPORATE COMMUNICATION

Internal Marks: 20

Semester End Exam Marks: 80

Total No. of Teaching Hours: 56

No. of Hours per week: 4 Hours

COURSE OBJECTIVES:

1. To train students to enhance written and oral communication in the corporate world.
2. To develop effective writing skills to write in a clear, concise, persuasive, and audience-centered manner.

Unit 1: INTRODUCTION TO COMMUNICATION	Hours
Meaning, Definition, Process, Elements of Communication, types of communication, Principles of effective communication, Methods of communication, Forms of communication, Evolution and scope of communication, Barriers to communication, Overcoming barriers.	8 Hours
Unit 2: CHANNELS AND OBJECTIVES OF COMMUNICATION	
Types of communication, Channels: formal & informal, vertical, horizontal, diagonal, grapevine. Objectives of communication: Information, advice, order & instruction, persuasion, motivation, education, warning & boosting the morale of employees (A brief introduction to these objectives to be given).	14 Hours
Unit 3: METHODS AND MODES OF COMMUNICATION	
Methods: verbal vs non-verbal communication, Characteristics of verbal communication, Characteristics of non-verbal communication, Business etiquette. Modes: telephone & SMS communication, facsimile communication (fax), computers & e-communication, video & satellite conferencing, group discussion, interviews, presentation, the art of listening, phone etiquette, grapevine.	14 Hours
Unit 4: BUSINESS CORRESPONDENCE	
Needs, functions, components & layout of business letters. Drafting of letters: Enquiry letter, placing order, complaints & follow-up letters, sales letters, claims, adjustments, promotional leaflets and fliers, consumer grievance letter, letter under Right to Information (RTI) Act. Circulars, application for employment and resume, notice, agenda, memo, and email etiquette. Interview: Meaning, types, strategies for success in interview.	10 Hours
Unit 5: INTRODUCTION TO BUSINESS ETHICS	
Definition & importance of business ethics. Ethical principles in communication: honesty, transparency, fairness, accountability. Corporate social responsibility (CSR) & its impact on communication.	10 Hours

Reference Books:

1. C.B. Gupta (2019). Essentials of business communication, Sultan Chand & Sons.
2. Lesikar, R.V. & Flatley, M.E. (2001). Basic business communication skills for empowering the internet generation, Tata McGraw Hill.

3. R.C. Bhatia (2008). Business communication, Ane Books Pvt. Ltd.
4. Ramanand Singh (2012). Business communication, Oxford University Press.
5. Balan, K.R. and Rayudu, C.S. (1996). Effective communication, Beacon, New Delhi.
6. Bangh, L. Sue, Fryar, Maridell, and Thomas, David A. (1998). How to write first-class business correspondence, N.T.C. Publishing Group, USA.
7. Bhargva and Bharagava (1971). Company notices, meetings, and regulations.
8. Ghanekar, A. (1996). Communication skills for effective management, Everest Publishing House, Pune.
9. Homai Pradhan and N S Pradhan – Business Communication, Himalaya Publication House

Course Code: DSC304

ENTREPRENEURSHIP DEVELOPMENT

Internal Marks: 20

Semester End Exam Marks: 80

Total No. of Teaching Hours: 56

No. of Hours per week: 4 Hours

COURSE OBJECTIVES:

1. Understand the fundamental concepts
2. Examine the financial and institutional support systems available for entrepreneurs
3. Understand the significance of MSME in economic development
4. Study the Government Schemes and initiatives promoting entrepreneurship
5. Ability to prepare Business Plan

UNIT 1: INTRODUCTION	Hours
Entrepreneur – Meaning, Definition, Functions, Types, Competencies (Traits), Pros and Cons of being an Entrepreneur, Role of Entrepreneur in Economic Development, Factors affecting Entrepreneurial Growth, Difference between Entrepreneur and Manager. Entrepreneurship – Introduction, Meaning, Definition of Entrepreneurship, Difference between Entrepreneurship, Entrepreneur and Enterprise, Factors influencing Entrepreneurship, Need of Entrepreneurship Development.	14 Hours
UNIT 2: ENTREPRENEURSHIP DEVELOPMENT	
Entrepreneurship Development – Meaning, Objectives, Phases/Process of Entrepreneurship Development Programme, Entrepreneurial Process, EDP in India, Problems and Measures. Financing Support – Meaning, Different Types of Financing Institutional Support – NSIC, SSIC, SIDO, NIESBUD, TCOs, CEDOK, SFCs, KVIC, SIDBI, IFCI, DICs	14 Hours
UNIT 3: MICRO, SMALL AND MEDIUM ENTERPRISES	
MSME- Introduction, Features, Objectives, Importance, Role of MSME in Economic Development, Problems and Measures Industrial Sickness – Meaning, Causes and Measures	8 Hours
UNIT 4: GOVERNMENT SCHEMES FOR ENTREPRENEURSHIP DEVELOPMENT	
Start-up India, Make in India, Atal Innovation Mission (AIM), Support to Training and Employment Programme (STEP), Jan-Dhan Aadhaar Mobile (JAM), Digital India, Trade Related Entrepreneurship Assistance and Development (TREAD), Pradhan Mantri Kausalya Vikas Yojana (PMKVY), National Skill Development Mission (NSDM), National Bank for Agriculture and Rural Development (NABARD), Pradhan Mantri Mudra Yojana (PMMY), Small Industries Development Bank of India (SIDBI)	12 Hours
UNIT 5: PREPARING THE BUSINESS PLAN	
Business Plan – Introduction, Importance, Preparation of Business Plan (Financial, Marketing, Human Resource, Technical and Social Aspect), Common Pitfalls to be avoided in preparation of Business Plan	8 Hours

Reference Books:

1. Entrepreneurship Development – S.S. Khanka – R. Chand Publishers
2. Entrepreneurship Development and Small Business Enterprises – Dr. Poornima M. Charantimath – Pearson
3. Innovation and Entrepreneurship – Peter F. Drucker

4. Dynamics of Entrepreneurship Development and Management – Vasant Desai
5. The Role of Small and Medium Enterprises in Economic Development – Vinod Ahuja
6. Entrepreneurship Development Sood S.K. Arora Renu, Bhola R.K
7. Small Scale Industries and Entrepreneurship Development – C.S.V Murthy

Course Code: DSC305

CORPORATE FINANCE

Internal Marks: 20

Semester End Exam Marks: 80

Total No. of Teaching Hours: 56

No. of Hours per week: 4 Hours

COURSE OBJECTIVES:

1. To make students aware of fundamental aspects of finance.
2. To understand the changing role of finance manager.

UNIT 1: INTRODUCTION	Hours
Meaning, nature, scope, importance and objectives of corporate finance meaning and objectives of profit maximization and wealth maximization argument for and against. Major finance decisions, organization of finance function, changing role of finance function.	8 Hours
UNIT 2: FINANCIAL PLANNING & CAPITALIZATION	
Financial Planning-meaning, objectives, types, factors affecting financial planning, steps, principles of sound financial planning, advantages and disadvantages. Capitalization- meaning, types- fair, over and under capitalization, causes, evils and remedies of under & over capitalization. (theory and problems)	10 Hours
UNIT 3: COST OF CAPITAL	
Cost of capital-meaning, types and significance. Computation of specific cost of capital cost of equity, cost of preference shares, cost of retained earnings and cost of debt. Computation of weighted average cost of capital, book value weights and market value weights.	14 Hours
UNIT 4: CAPITAL STRUCTURE & LEVERAGE	
Capital structure-meaning and determinants of capital structure. Optimum capital structure. EBIT-EPS analysis (problems). [no theories of capitalization]Leverage-meaning, types-financial, operating & combined. Problems on financial, operating& combined leverage, income statement.	14 Hours
UNIT 5: Working Capital Decisions	
Working Capital -meaning, need &importance, Components of Working Capital - Current Assets & Current Liabilities Classification of Working Capital -Gross, net, Fixed & Fluctuating. Circulating Working Capital. Determinants of Working Capital requirement. Operating cycle. Sources of Working Capital Estimation of Working Capital requirement.	10 Hours

Reference Books:

1. Financial Management Dr.J.G.Naik, R.Chand & Co., New Delhi
2. Financial Management-Theory & Practice : Shashi K Gupta & R.K.Sharma, Kalyani Publishers, Ludhiana
3. Financial Management-Principles & Practice Dr. S.N. Maheshwari, Sultan Chand & Sons, New Delhi
4. Financial Management-Text, Problems & Cases M.Y.Khan & P.K.Jain, Tata McGraw-Hill, New Delhi

Course Code: Elective Course EC306

Personality Development

Internal Marks: 10

Semester End Exam Marks: 40

Total No. of Teaching Hours: 30

No. of Hours per week: 3 Hours

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

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

1. Students will possess the personality development techniques and communication skills
2. Students will be able to acquire the skills to manage stress and conflict.
3. Groom their personality and prove themselves as good Samaritans of the Society.
4. Develop an understanding of and practice personal and professional responsibility.
5. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

Module I	Hours
INTRODUCTION: Meaning and concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development- Concept of success and failure: Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - Failure: Causes of failure- SWOT analysis.	10
Module II	
ATTITUDE & MOTIVATION: Attitude: Concept- Significance- Factors affecting attitudes – Positive attitude - Advantages- Negative Attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude- Motivation: Significance – Internal and External motives -Importance of self-motivation - Factors leading to de-motivation.	10
Module III	
SELF ESTEEM: Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self- esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behavior – Lateral thinking.	10

Skill Developments Activities:

- Prepare a SWOT analysis of yourself.
- Read the biography of any two great personalities and identify unique traits.
- Visit any organization and identify the factors which motivates the employees
- Conduct an activity to demonstrate the interpersonal relationship and identify different types of behavior.
- Conduct group discussion on different topics in the classroom.
- Any other activities, which are relevant to the course.

RECOMMENDED BOOKS:

1. Personality Development by Rajiv K. Mishra. Rupa & Co.
- 2 Your Personal Pinnacle of Success - D. D. Sharma
3. Self - development - Devesh.

BBA SEMESTER III BASIC ENGLISH

Unit 1. Text and Media Text (1 hour / week; 40 Marks)

1. Ikigai – Héctor García and Francesc Miralles
2. Red Balloon directed by Albert Lamorisse <https://youtu.be/gw4QbQLqd1E?t=28>
3. Book Review (Activity): Book Review as an art, Skills of writing Book reviews, Book Review on your favourite book **(For Exercises Refer Reviews on Ikigai)**
4. Movie Review (Activity): Movie Review as an art, Skills of writing Movie reviews, Movie Review on your favorite movie **(For Exercises Refer Reviews on Red Balloon)**

Unit II Communication Skills for workplace – I (1 hour / week; 20 Marks)

Introduction to Soft Skills I

1. Confidence building
2. Team work
3. Communication
4. Problem Solving
5. Time Management

Unit III Grammar for Competitive Exams – I (1hour/ week; 20 Marks)

1. Direct and Indirect Speech
 2. Degrees of Comparison
 3. Simple, compound and complex Sentences
 4. Question Tags
 5. Framing Negative Sentences
- (For Exercises Refer Question Papers of UPSC, KPSC/KEA)**

Activity:

Refer following link for grammar and conversational skills

<https://www.youtube.com/@BritishCouncilEnglish>

Structure of Assessment:

Internal Assessment (IA): 20 Marks

(2 Internal Tests: 4+10 marks, Assignment: 03 marks and Attendance 3 marks)

Semester End Examination: 80 Marks

Total : 100 Marks

Question Paper Pattern

I.	10 objective questions on Unit I	10x01=10
II	01 essay type question out of 2 on Unit I	01x10=10
III.	01 essay type question out of 2 on Unit I	01x10=10
IV.	02 short notes out of 4 on Unit I	02x05=10
V.	04 Short notes out of 5 on Unit II	04x05=20
VI.	1) 5 Direct and Indirect Questions	05x01=05
	2) 5 Degrees of Comparison Questions	05x01=05
	3) Simple (1 question) Compound (2 questions) and Complex (2 questions)	01x05=05
	4) 2 Questions Tag questions	01x02=02
	5) 3 Framing Negative Sentences question	01x02=03
Total		80

References

Geoffrey Leech and Svartik. *Communicative Grammar of English*, Pearson
Geoffrey Leech. *English Grammar for Today*, Palgrave
Prasad P. *The Functional Aspects of Communicative Skills*
English and Soft Skills. By S.P. Dhanavel. Orient Black Swan 2013
The Blue Book of Grammar and Punctuation by Lester Kaufman and Jane Straus
Oxford Practice Grammar Intermediate with Key by John Eastwood
Essential English Grammar with Answers, 2nd Edition - Raymond Murphy
Master Critical Thinking, Creative, Logic & Problem-Solving Skills - by William Henderson
Dr. Alex K, *Soft Skills* S Chand Publication 2nd Edition, New Delhi, 2025



ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ
ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ
ಬಿ.ಬಿ.ಎ/ಬಿ.ಸಿ.ಎ ಮೂರನೆಯ ಸೆಮಿಸ್ಟರ್ (2025-26ನೇ ಸಾಲಿನಿಂದ)

ಸಾಹಿತ್ಯ ಸುಮನ-03 (Ability Enhancement Compulsory Course) ಪಠ್ಯ

(ವಾರಕ್ಕೆ 0೪ ಗಂಟೆಗಳ ಪಾಠ ಬೋಧನೆ. ಥಿಯರಿ ಪರೀಕ್ಷೆಗೆ ೮೦ ಅಂಕಗಳು, ಆಂತರಿಕ ಗುಣಾಂಕಕ್ಕೆ ೨೦ ಅಂಕಗಳು, ಒಟ್ಟು ೧೦೦ ಅಂಕಗಳು, ಸೆಮಿಸ್ಟರ್ ಅಂತ್ಯಕ್ಕೆ ೦೩ ಗಂಟೆಗಳ ಪರೀಕ್ಷಾವಧಿ, ೦೩ ಕ್ರೆಡಿಟ್‌ಗಳು, ಇಡೀ ಸೆಮಿಸ್ಟರ್‌ನ ಬೋಧನಾ ಅವಧಿ- ೫೬ ಘಂಟೆಗಳು)

ಪಠ್ಯಕ್ರಮ

ಘಟಕ-1 : ಕಡಲು

೧. ಸಾಗರ ದರ್ಶನ -ಭರತೇಶವೈಭವ (14 ಪದ್ಯಗಳು)
೨. ಸಲೀಲ ಲೀಲೆ ಮತ್ತು ಮಿಂಚಿದ ಮಾತು -ವಿ. ಕೃ. ಗೋಕಾಕ
೩. ಬರಿದಾಗುತ್ತಿರುವ ನನ್ನ ಪ್ರೀತಿಯ ಕಡಲು- ಎಚ್. ನಾಗವೇಣಿ
೪. ದೋಣಿ, ಹರಿಗೋಲುಗಳಲ್ಲಿ -ಶಿವರಾಮ ಕಾರಂತ

ಘಟಕ-2 : ಜನಪದ

೧. ಗರತಿಯ ಹಾಡು-ಜನಪದ (26 ಪದ್ಯಗಳು)
೨. ಗೆಣಕಿ ಏನ ಮಾಡ ಅಂಕೀ-ಆನಂದ ಕಂದ
೩. ಕಮಲಾಕ್ಷಿಯ ಕಥೆ - ಟಿ. ರಾಜಪ್ಪ
೪. ಜನಪದ ಸಾಹಿತ್ಯ ಸೃಷ್ಟಿಯ ನೆಲೆಗಳು - ಎಂ. ಎಂ. ಕಲಬುರ್ಗಿ

ಘಟಕ-3: ನ್ಯಾಯ

೧. ಪ್ರಭುವೇ ಹಬ್ಬಗಳನ್ನು ಏಕೆ ಮಾಡಿದೆ -ಕೆ. ಶರೀಫಾ
೨. ಮಹಿಳಾ ವಚನಗಾರ್ತಿಯರು (ಒಬ್ಬೊಬ್ಬರ ನಾಲ್ಕು ವಚನಗಳು) ನೀಲಾಂಬಿಕೆ, ಅಮುಗೆ
ರಾಯಮ್ಮ ಮುಕ್ತಾಯಕ್ಕ
೩. ಸುಳ್ಳು ಹೇಳುವುದೊಂದು ಕಲೆ - ಬೀಚಿ
೪. ನಾಲ್ಕು ಮೊಳ ಭೂಮಿ- ಚದುರಂಗ

ಘಟಕ - 4 : ಬಹುಶಿಸ್ತೀಯ - ಚಲನಚಿತ್ರ ಅಧ್ಯಯನ

೧. 'ಬಂಗಾರದ ಮನುಷ್ಯ' ಚಲನಚಿತ್ರ ತೋರಿಸಿ, ಆನ್ವಯಿಕ ವಿಮರ್ಶೆ ಮಾಡುವುದು.

ಘಟಕ -5 : ಕೌಶಲ್ಯ ಕನ್ನಡ

೧. ಭಾಷಣ ಕಲೆ.
 ೧. ಅರ್ಥ ಮತ್ತು ಮಹತ್ವ
 ೨. ಭಾಷಣಕಾರನ ಗುಣಲಕ್ಷಣಗಳು ಮತ್ತು ಭಾಷಣದ ಸಿದ್ಧತೆ
 ೩. ಭಾಷಣದ ಮಾದರಿಗಳು