

BBA (SEP-CBCS) Syllabus 2024 – 2025
SEMESTER – I
COURSE NO. DSC - 101
PRINCIPLES OF MANAGEMENT

Objectives: 1) To provide broad knowledge about the basic concepts, principles and theories of Management 2) To outline the fundamental Functions of Management 3) To identify the Contemporary Issues and challenges in the field of Management	
Learning Outcomes: On having completed this course student should be able to: 1) Summarize the basic concepts, principles and theories of Management 2) Demonstrate the role of Managers in an Organization 3) Understand role of managerial functions in successful operations & performance of organizations. 4) Identify the contemporary issues and challenges in Management 5) Develop ethical workplace management practices	
Pedagogy: This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, Gamification, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation	
UNIT I : INTRODUCTION TO MANAGEMENT Meaning, Definition, Meaning, Scope and Principles of Management; Evolution of Management Thought; Management Theories/Approach- Classical, Behaviour, Quantitative and Contemporary; Management as Art Or Science, Management as a Profession; Process and Levels of Management; Introduction to Functions of Management, Role of Managers – Managerial Skills	12 Hours
UNIT II : PLANNING AND DECISION MAKING Planning – Meaning, Objectives, Nature, and Importance of Planning; Process, Policies, Procedures and Strategy; Types of Plans; Levels of Planning; Steps in Planning; Making Effective Plans, Management By Objective (MBO); Management By Exception (MBE); Forecasting and Decision Making - Nature of Decision Making - Types of Decisions – Decision Making Process – Rational Perspectives and Behavioral Aspects of Decision Making, Problems in Decision Making	14 Hours
UNIT III : ORGANIZING Organizing – Meaning, Purpose, Nature and Importance; Principles of Organization; Types of Organization - Organizational Structure and Design – Formal and Informal Organizations - Line, Staff and Functional Authority – Line and Staff Relationship, Conflict between Line and Staff – Overcoming the Line-Staff Conflict - Departmentation - Span of Control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of Authority	12 Hours

UNIT IV : STAFFING, DIRECTING & CONTROLLING Staffing - Meaning, Purpose, Nature and Importance; Components of Staffing; Manpower Planning; Recruitment and Selection - Sources of Recruitment, Selection Process; Training and Development; Performance Appraisal Directing – Meaning, Purpose, Nature and Importance; Function; Principles; Effective Communication Skills for Directing, Barriers of Communication Controlling - Meaning, Purpose, Nature and Importance; Essentials of Control; Process of Control; Types of Control; Requirements of an Effective Control System ; Techniques of Managerial Control ; Behavioral Implications of Control	14 Hours
UNIT V : CONTEMPORARY ISSUES AND CHALLENGES IN MANAGEMENT Total Quality Management; Work Force Diversity; Technology Management; Talent and Knowledge Management; Leadership; Organizational Change and Development; Enterprise Mobility; Virtual Teams; Work from Home; Ethical Workplace; Corporate Social Responsibility	8 Hours
Recommended Book: Harold Koontz & Heiny Weihrich, (2018), Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi. Reference Books: 1. Daft, R., (2009), Principles of Management (1st Edition), Cengage Learning. 2. Gupta, R.S., Sharma, B.D. & Bhalla. N.S., (2011), Principles & Practices of Management (11th Edition), Kalyani Publishers, New Delhi 3. Koontz, H., & Weihrich H., Essentials of Management, McGraw Hill Publishers. 4. L M Prasad, (2007), Principles and Practices of Mgt, Himalaya Publishing House, New Delhi 5. Rao P.S., (2018), Principles of Management, Himalaya Publishing House, New Delhi 6. Singh (2016), Principles & Practices of Mgt. & Organizational Behaviour, Sage Publication. 7. Stoner, Freeman, Gilbert, (2014), Management (6th Edition), Prentice Hall, New Delhi. 8. T. Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai. 9. Williams, Management, (International Edition) South-Western Cengage Learning.	

COURSE NO. DSC - 102 MARKETING FOR MANAGERS

Objectives: 1) To provide broad knowledge about the basic concepts of Marketing Management 2) To understand the application of Marketing concepts and techniques 3) To outline the fundamental Functions of Managers associated with Marketing Activities 4) To inject essential skills required for discharging Marketing Functions 4) To identify the Contemporary Issues and challenges in the field of Marketing Management	
Learning Outcomes: On having completed this course student should be able to: 1) Summarize the basic Concepts of Marketing Management 2) Demonstrate the Role of Marketing Managers in an Organization 3) Understand role of Marketing Functions in successful operations & performance of Organizations. 4) Develop Marketing Plan 5) Critically evaluate existing Marketing Strategies and Tactics. 6) Identify the contemporary issues and challenges in Marketing Management 7) Develop Ethical and Responsible Marketing Management Practices	
Pedagogy: This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, Gamification, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field based Activities.	
UNIT I : INTRODUCTION TO MARKETING Marketing - Meaning, Definition, Scope of Marketing; Evolution of Marketing; Core Marketing Concepts - Production Concept, Product Concept, Selling Concept; Marketing Environment - Micro and Macro Environment; Marketing Plan- Meaning, Criteria and Preparation; Role of Marketing Manager; Skills of Marketing Manager	10 Hours
UNIT II : MARKET SEGMENTATION Market Segmentation - Meaning, Definition, Need and Importance; Bases for Market Segmentation; Types of Market Segmentation; Target Market and Product Positioning Tools	10 Hours
UNIT III : PRODUCT & NEW PRODUCT DEVELOPMENT Introduction; Meaning of Product; Product Characteristics and Classification, Product Life Cycle (PLC); PLC Marketing Strategies; Product Classification; Product Line Decision; Product Mix Decision. Meaning of a New Product; Need and Limitations for Development of a New Product; Reasons for launching New Products, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process, Ansoff's Matrix, BCG Matrix, Services; Meaning of Services, Unique Characteristics of Services	14 Hours

UNIT IV : DISTRIBUTION CHANNEL AND PROMOTION Distribution Channel - Meaning, Need and Importance of Distribution Channel; Marketing Channels- Structure, Types and Criteria of Selecting a Channel; Wholesaling, Retailing, and Physical Distribution; Designing Marketing Channels, Channel Functions Promotion - Meaning, Need and Importance of Promotion; Concept of Promotion Mix; Factors determining Promotion Mix; Promotional Tools - Advertising, Sales Promotion; Types of Advertisement; Personal Selling and Sales Management; Publicity; Public and Customer Relations, Direct and Online Marketing, Multilevel Marketing-the New Marketing Model	16 Hours
UNIT V : CONTEMPORARY ISSUES & CHALLENGES IN MARKETING Recruiting Talented Marketing Personnel; Generating leads; Moving into New Markets; Retaining Customers; Retaining and Training Staff, Technology Advancement and Marketing, Digital Marketing, Content Marketing, Social Marketing, Morph Marketing, De-marketing, Relationship Marketing, Sustainable marketing, Service marketing, Understanding Today's Consumer	10 Hours
Recommended Book: Kotler. P, & Keller. K. L., (2016), Marketing Management, 17th Edition, Pearson Education Prentice Hall of India Reference Books: 1. Ganguly/Bhadury, Principles of Management (First Edition), Cengage Publication India 2. Marshall & Johnston, Marketing Management, McGraw Hill 3. McCarthy, E.J., (2016). Basic Marketing: A managerial approach. Irwin, New York. 4. Paul Baines, Chris Fill, Kelly page (2018), Marketing Management, 15th Edition, Oxford University Press. 5. Ramaswamy, V. S. & Namakumari, S., (2019), Marketing Management: Global Perspective-Indian, Sage Publishing 6. Saxena and Rajan, Marketing Management, Tata-McGraw Hill, New Delhi. 7. Sreeramulu, (2019), Basics of Marketing, Himalaya Publishing House 8. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.	

COURSE NO. DSC - 103

FINANCIAL ACCOUNTING FOR MANAGERS

Objectives: 1) To provide broad knowledge about the basic concepts and Principles of Accounting 2) To understand the application of Accounting principles in Preparation of Books of Accounts 3) To outline the fundamental Functions of Accounts Manager 4) To inject essential skills required for discharging Accounting Functions 4) To identify the Contemporary Issues and challenges in the field of Financial Accounting	
Learning Outcomes: On having completed this course student should be able to: 1) Summarize the basic Concepts and Principles of Financial Accounting 2) Demonstrate the Role of Accounts Manager in an Organization 3) Passing Journal Entries, and Preparation of Ledger Accounts, Trial Balance 4) Prepare Cash Book and Bank Reconciliation Statement 5) Rectify the Accounting Errors 6) Prepare Final Accounts of different types of Business Organization 7) Identify the Contemporary Issues and Challenges in Financial Accounting 8) Develop Ethical and Responsible Accounting Practices	
Pedagogy: This course uses multiple Pedagogies like Lecture Method, Group Discussion, Case Lets, Mini Project, Numerical Problem Solving, Seminars/PPTs Presentation, Field based Assignment, Blending Learning Method	
UNIT I : INTRODUCTION TO FINANCIAL ACCOUNTING Financial Accounting - Meaning, Definition, Need and Objectives of Financial Accounting; Nature of Financial Accounting; Financial Accounting: An Information System; Financial Accounting Process; Users of Financial Accounting Information; limitations of Financial Accounting; Book Keeping, Accounting and Accountancy; Financial Accounting Framework; Financial Accounting Concepts and Conventions; Generally Accepted Accounting Principles – Accounting Standards – IFRS – INDAS; Basic Terminologies in Financial Accounting, Role of Accounts Manager; Skills of Accounts Manager	12 Hours
UNIT II : RECORDING OF BUSINESS TRANSACTIONS Business Transactions – Introduction, Meaning, Examples, Capital and Revenue Expenditures, Capital and Revenue Receipts, Assets and Liabilities- Meaning- Classification of Assets and Liabilities; Contingent Assets and Contingent Liabilities Systems of Accounting – Double Entry System – Accounting Equation - Types of Accounts - Rules of Double Entry Book Keeping - Journal : Meaning and Features, Recording Transaction in Journal, Exercises. Recording transaction in Subsidiary Books – Meaning of Subsidiary Books – Types of Subsidiary Books : Purchase Book, Purchases Return Book, Sales Book and Sales Return Book, Exercises; Cash Book – Types of Cash Book : Single Column, Double Column, And Triple Column; Opening and Closing	14 Hours

Entries; Exercises	
Ledger Accounts – Meaning and Preparation of Ledger Accounts, Exercises	
UNIT III : TRAIL BALANCE AND FINAL ACCOUNTS Trial Balance – Meaning and Features, Need for Trial Balance, Preparation of Trial Balance, Exercises Final Accounts- Meaning, Preparation of Final Accounts - Trading Account, Profit & Loss Account and Balance Sheet of Sole Trading Concerns and Joint Stock Companies, Closing and Adjustment Entries, Exercises; Understanding Contents of Financial Statements of Joint Stock Company as per Companies Act 2013; Understanding the Contents Corporate Annual Report Preparation of Accounts by using Spreadsheet - Google Sheets, Microsoft Excel and Tally, Exercises	14 Hours
UNIT IV : BANK RECONCILIATION STATEMENT & RECTIFICATION OF ERRORS Bank Reconciliation Statement- Introduction, Meaning, Need for Reconciliation, Preparation of Bank Reconciliation Statement, Exercises Rectification of Errors - Introduction, Meaning of Errors, Examples, Meaning of Rectification of Errors in Accounting, Examples, Need for Rectification of Errors, Types of Errors, Process of Rectification and Accounting Entries for Rectification - Preparation of Suspense Accounts	10 Hours
UNIT V : CONTEMPORARY ISSUES & CHALLENGES IN FINANCIAL ACCOUNTING Contemporary Issues in Financial Accounting - Accounting for Price Level Changes; Accounting for Human Resources; Accounting for Intangible Assets; Brand Accounting; Environmental Accounting; Accounting for Social Responsibility of Business; Brand Accounting; Nation Income Accounting; Creative Accounting; Green Accounting; Neuroscience Accounting; Cloud Based Accounting Challenges in Financial Accounting - Inventory Valuation; Computation of Annual Depreciation; Treatment of Good Will; Research And Development Costs; Hiring and Retaining Accounting Talent; Role of Automation and Artificial Intelligence in Accounting; Up-Skilling for Accounting; Tax Law Changes; Expense Management; Payroll Management; Cyber-Security; Work from Home; Low Morale; Accounting Innovation	10 Hours
Recommended Book: Jain S.P., & Narang K L, (2020), Basic Financial Accounting I, New Delhi, Kalyani publishers. Reference Books: 1. Arora M. N., (2013), Accounting For Management, New Delhi, Himalaya Publishing House. 2. Bhattacharya, (2013), Essentials of Financial Accounting (Based on IFRS) (2nd Edition),	

Prentice Hall India

3. Gupta A., (2020), Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. Jawahar Lal & Seema Srivastava, (2013), Financial Accounting, Himalaya Publishing House, New Delhi
5. Maheshwari S. N., & Maheshwari S.K., (2020), Advanced Accountancy 1, Jain Book Agency, New Delhi
6. Porter G. A., & Norton C. L., (2013), Financial Accounting (IFRS update)(6th edition), Cengage Learning.
7. Shukla M., (2020), Advanced Accounts, S Chand Group, New Delhi
8. Raman B. S., (2014), Financial Accounting (1st Edition), United Publishers, New Delhi
9. R. Narayanswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd
10. Sah, Concept Building Approach to Financial Accounting (Second Edition), Cengage Publication India

BBA (SEP-CBCS) Syllabus 2024 – 2025
SEMESTER – II
COURSE NO. DSC - 201
HUMAN RESOURCE MANAGEMENT

Objectives: 1) To provide broad knowledge about the basic concepts, Techniques of HRM 2) To familiarize the students with the relevance of modern human resource requirements 3) To understand Role of HRM in Performance and Achievement of Goals of an Organization 4) To Inject HRM Skills 5) To identify the Contemporary Issues and Challenges in the HRM	
Learning Outcomes: On having completed this course student should be able to: 1) Understand of the basic Concepts, Functions and Processes of HRM 2) Understand the different roles of HR Managers/Practitioners in an Organizations 3) Design and formulate various HRM Policies/Processes/Systems such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans 4) Identify the Contemporary Issues and Challenges in HRM 5) Develop Ethical Workplace Behavior & Culture and Responsible HRM Practices	
Pedagogy: This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, Gamification, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning	
UNIT I : INTRODUCTION TO HRM Meaning, Definition, Scope, Need; Evolution of HRM; Functions of HRM; The changing Role of HRM in a changing Environment; Theory of HRM; Managerial and Operative Role of HRM; HRM Skills; Best Fit Models, SHRM; Themes of HRM; Forces Shaping HRM at Work; Legal framework for HRM Personnel Management vs. Human Resource Management; The Role of Globalization in HR Policy and Practice; Challenges before HRM	8 Hours
UNIT II : ACQUIRING HUMAN RESOURCES Human Resource Planning - Introduction, Meaning, Need and Importance; Stages of HRP, Short-Term and Long-Term HRP, Forecasting Techniques, Action Plans in case of shortage and surplus of HR Job Analysis – Meaning, Importance and Benefits of Job Analysis; Factors to be considered, Process of Job Analysis, Methods of collecting Job Information, Job Analysis Framework Job Description - Meaning, Importance and Benefits of Job Description; Factors to be considered Process of Job Description, Job Description Framework	16 Hours

Job Specification – Meaning, Importance and Benefits of Job Specification; Factors to be considered, Process of Job Specification, Job Specification Framework Job Design – Meaning, Importance and Benefits of Job Design; Factors affecting Job Design-Techniques of Job Design, Process of Job Design, Job Design Framework Job Evaluation, Job- Restructuring, Job Rotation, Job Enlargement and Job Enrichment, Internal Mobility (Only Concepts)	
UNIT III : EMPLOYEE RESOURCING Employee Resourcing- Introduction, Concept, Need and Importance. Recruitment – Meaning, Purpose, Need and Importance; Factors governing Recruitment; Sources of Recruitment; Alternative to Recruitment; Recruitment Process Selection - Meaning, Purpose, Need and Importance; Factors governing Selection; Steps involved in Selection; Types of Selection Tests; Types of Interviews Placement – Meaning; Induction and Orientation - Meaning, Purpose, Benefit, Content of an Induction Program and Orientation, Process of Induction and Orientation	14 Hours
UNIT IV : DEVELOPING HUMAN RESOURCES Developing Human Resources - Introduction, Need and Importance Training – Meaning, Purpose, Need and Importance; Steps involved in Training, Training need Identification, Types of Training – On the Job Training Methods, Off the Job Training Methods – Meaning, Features, Process, Merits and Limitation; Design of Training Programme; Implementation of Training; Evaluation of Training – Meaning, Methods, Benefits and Limitations; Retraining Learning & Development – Meaning of Learning, Purpose, Need and Importance; Learning Principles, Levels of Learning, Kolb's Learning Cycle, Transfer of Learning; Management Development - Concept of Learning, Purpose, Need and Importance Management Development - Meaning of Management Development, Purpose, Need and Importance; Management Development Program; Management Development Methods Career Planning: Meaning, Purpose, Role and Significance of Career Planning, Stages in Career Planning, Impact of Career Planning on Productivity.	14 Hours



ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ
ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ
ಬಿ.ಬಿ.ಎ/ಬಿ.ಸಿ.ಎ ಮೊದಲ ಸೆಮಿಸ್ಟರ್ (೨೦೨೪-೨೫)

ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ-೧ (Ability Enhancement Compulsory Course) ಪತ್ರಿಕೆ

ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ-೧ (Ability Enhancement Compulsory Course) ಪತ್ರಿಕೆ

ಪಠ್ಯಕ್ರಮ

ಭಾಗ-೧ (೫೦ ಅಂಕಗಳು)

(ವಾರಕ್ಕೆ ೦೪ ಗಂಟೆಗಳ ಪಾಠ, ಥಿಯರಿ ಪರೀಕ್ಷೆಗೆ ೮೦ ಅಂಕಗಳು, ಆಂತರಿಕ ಗುಣಾಂಕಕ್ಕೆ ೨೦ ಅಂಕಗಳು, ಒಟ್ಟು ೧೦೦ ಅಂಕಗಳು, ಸೆಮಿಸ್ಟರ್ ಅಂತ್ಯಕ್ಕೆ ೦೩ ಗಂಟೆಗಳ ಪರೀಕ್ಷಾ ಅವಧಿ, ೦೩ ಕ್ರೆಡಿಟ್‌ಗಳು)

೧. ಕನ್ನಡ ನಾಡು-ನುಡಿ ಪ್ರಜ್ಞೆ

೧. ಕನ್ನಡದ ಗೀತೆಗಳು :

ಉದಯವಾಗಲಿ ನಮ್ಮ ಚೆಲುವ ಕನ್ನಡ ನಾಡು-ಹುಯಿಲುಗೋಳ ನಾರಾಯಣ ರಾವ್

ಹಚ್ಚೇವು ಕನ್ನಡದ ದೀಪ - ಡಿ. ಎಸ್. ಕರ್ಕಿ

ನಿತ್ಯೋತ್ಸವ - ಕೆ. ಎಸ್. ನಿಸಾರ್ ಅಹ್ಮದ್

ಕಟ್ಟುವೆವು ನಾವು - ಗೋಪಾಲಕೃಷ್ಣ ಅಡಿಗ

೨. ವಚನಗಳು-(ಎನು ಬಂದಿರಿ ಹಾಗೂ ಕಳಬೇಡ ಕೊಲಬೇಡ)-ಬಸವಣ್ಣ

೩. ತತ್ವಪದಗಳು-(ಎಂತಾ ಮೋಜಿನ ಕುದುರೆ, ಬಿದಿರು ನಾನಾರಿಗಲ್ಲದವಳು)-ಶಿಶುನಾಳ ಷರೀಫ

೨. ಮಾನವೀಯತೆ

೧. ಮಾನವೀಯತೆ ಅಂತಾರಲ್ಲ ಅದರ ಬಗ್ಗೆ - ದೇವನೂರು ಮಹಾದೇವ

೩. ಸೌಂದರ್ಯ

೧. ಎಲ್ಲಿಂದೀಕಿನ ಕರೆತಂದೆಣ್ಣು : ಬೆಟಗೇರಿ ಕೃಷ್ಣಶರ್ಮ

೨. ಸುಮತಿಯ ಕತೆ (ವಡ್ಡಾರಾಧನೆ) : ಶಿವಕೊಟ್ಟಾಚಾರ್ಯ

೩. ನಾ ನಿನಗೆ ಜೇನಾಗುವಾ : ಕುವೆಂಪು

ಭಾಗ-೨ (೧೦ ಅಂಕಗಳು)

೪. ಬಹುಶಿಸ್ತೀಯ (ಮಲ್ಟಿಡಿಸಿಪ್ಲಿನರಿ) ಅರಿವು : ನಾಟಕ

೧. ಶೋಕ ಚಕ್ರ - ಶ್ರೀರಂಗ - ನಾಟಕದ ವಿಮರ್ಶಾ ಲೇಖನ (ಕತೆ, ರಂಗಪಠ್ಯ, ಸಂಭಾಷಣೆ,

ನಿರ್ದೇಶನ, ರಂಗತಂತ್ರ, ಪಾತ್ರಗಳು, ರಂಗಪರಿಕರಗಳು ಹಾಗೂ ವೈಚಾರಿಕತೆಗಳನ್ನು

ಅನುಲಕ್ಷಿಸಿ ಚರ್ಚಿಸುವುದು. ನಾಟಕವನ್ನು ವೀಕ್ಷಿಸುವುದು, ಸಾಧ್ಯವಾದರೆ ಪ್ರಯೋಗ

ಮಾಡಿಸುವುದು)

ಭಾಗ-೩ (೨೦ ಅಂಕಗಳು)

೫. ಕೌಶಲ್ಯ ಕನ್ನಡ (ಆಡಳಿತ ಕನ್ನಡ)

೧. ಪತ್ರದ ವಿಧಗಳು : ಖಾಸಗಿ, ಅರೆಸರ್ಕಾರಿ, ಸರ್ಕಾರಿ ಪತ್ರದ ಮಾದರಿಗಳು

೨. ಸರ್ಕಾರದ ಆದೇಶ, ಸುತ್ತೋಲೆ, ಅಧಿಸೂಚನೆಯ ಮಾದರಿಗಳು

೩. ವಾಣಿಜ್ಯ ವ್ಯವಹಾರದ ಪತ್ರಗಳು ಹಾಗೂ ಅಧ್ಯಯನ ವರದಿಗಳು

ವಿ.ಸೂ : ಸದರಿ ಪಠ್ಯಕ್ರಮವು ಪುಸ್ತಕರೂಪದಲ್ಲಿ ಪ್ರಕಟವಾಗುವುದನ್ನು ಕಾಯದೆ, ಅಧ್ಯಾಪಕರುಗಳು ಈ ಮೇಲಿನ ಪಠ್ಯಕ್ರಮ ಸಾಮಗ್ರಿಯನ್ನು ತಮ್ಮ ಮೂಲದಿಂದ ಸಂಗ್ರಹಿಸಿಕೊಂಡು ಪಾಠಬೋಧನೆ ಮಾಡಲು ತಿಳಿಸಲಾಗಿದೆ. ಪ್ರಶ್ನೆಪತ್ರಿಕೆ ಮಾದರಿಯನ್ನು ಪುಸ್ತಕದ ಕೊನೆಯ ಭಾಗದಲ್ಲಿ ನೀಡಲಾಗುವುದು.

BBA SEMESTER I BASIC ENGLISH

Unit 1. Language through Prose (1 hour / week; 20 Marks)

1. Paytm ,Vijay Shekhar Sharma Success Story
<https://www.theceo.in/startups/success-stories/vijay-shekhar-sharma-success-story>
2. Four Entrepreneurs Prove It's Never Too Late To Start Up
<https://www.forbesindia.com/article/roaring-50s/four-entrepreneurs-prove-its-never-too-late-to-start-up/72205/1>
3. My Financial Career – Stephen Leacock
4. The Haunted House – Kuvempu. Tr. Basavaraj Naikar

Unit 2. Language through Poetry (1 hour / week; 20 Marks)

1. The Skin Bag – Mallika Ghanti Tr. O.L. Nagabhushan swamy
2. Tonight I can write the Saddest Lines - Pablo Neruda
3. The Dream Seller - Kiran S. N.
4. The Will to Win – Berton Braley

Unit III Basics of Language: Word to Sentence (1hour/ week; 20 Marks)

1. Naming Words, Substantives, Noun Phrases, Describing Words Modifiers, Adjectival Phrases, • Action Words, Doing Words, Verb Phrases, • Modifying Words, Qualifiers, Adverbial Phrases
2. Usage of a, an, the and Relationships and Connections (expressed by prepositions) Function words indicating location, time, and direction
3. Enriching Word power: Synonyms, Antonyms and Affixes
<https://turpentinewith.wordpress.com/wp-content/uploads/2013/01/ogdens-basic-english.pdf>
4. Matching Verb with Subject

Unit IV Conversational Skills (1 hour / week; 20 Marks)

1. Introducing Yourself: Formal and Informal
2. Introducing Distinguished Guests: Chief Guest, Principal, President, Family Members, Relatives, Friends
3. Writing Dialogues: With Principal, Manager, Doctor, Teacher, Librarian, Shopkeeper, Bus Conductor, KSRTC Depot Manager
4. Describing and Narrating Events: Village Fair, Book Exhibition, Food Festival, Historical Site, Funeral, Birthday Celebration, Favorite Movie, Library, Computer Lab
5. Listen and Narrate Activity:
Role of Road Safety in character and Nation Building
<https://youtu.be/w3iEPPkT3ZE>

Structure of Assessment:

Internal Assessment (IA): 20 Marks

(2 Internal Tests: 5+5 marks, Assignment: 05 marks and Seminar/Group Discussion 5 marks)

Semester End Examination: 80 Marks

Total : 100 Marks

Question Paper Pattern

- | | | |
|------|--|----------|
| I. | 10 objective questions 5 from Prose and 5 from Poetry on Unit I & II | 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 II | 01x10=10 |
| IV. | 02 short notes out of 4: 1 from Prose and 1 from Poetry on Unit I & II | 02x05=10 |

V.	01-mark questions on each topic of Unit III	04x05=20
VI.	05 marks questions on each topic on Unit IV	04x05=20
Total		80

Topics for Group discussion

1. Challenges Faced by BBA Graduates in Securing Employment
2. Role of Ethics and Corporate Social Responsibility (CSR) in Business Management
3. Entrepreneurship vs. Employment
4. The Future of E-commerce and its Implications for BBA Professionals
5. Digital Transformation in Business and its Influence
6. The Role of Internships and Industry Exposure
7. Ethical Dilemmas in Business and Management
8. Start-ups in Rural India
9. SHGs contribution to economy
10. The Impact of Artificial Intelligence on Job Opportunities
11. Is Entrepreneurship the New Career Path for Young Graduates?
12. How Effective Are Corporate Social Responsibility (CSR) Initiatives?
13. The Role of Innovation in Business Growth
14. Challenges and Opportunities in E-commerce

References

- <https://www.poetryfoundation.org/>
- <https://www.theceo.in/startups/success-stories/vijay-shekhar-sharma-success-story>
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RANI CHANNAMMA UNIVERSITY

BELAGAVI

**REVISED CURRICULUM FRAMEWORK FOR
UNDER GRADUATE COURSE**

STRUCTURE & SYLLABUS OF BACHELOR DEGREE

Introduction to Constitutional Values

1ST & 2ND Semesters

w.e.f.

Academic Year 2024-25 and Onwards

Submitted by

Chairman,
Board of Studies (UG),
Bachelor of Arts,
Rani Channamma University, Belagavi.

Introduction to Constitutional Values

Constitutional Values (w.e.f.2024-25 and onwards)								
Sem.	Part	Paper	Title of Paper	Hours / Week	Marks			Subject Credits
					IA	Exam	Total	
I	Compulsory	Theory	Introduction to Constitutional Values - I	2	10	40	50	2
		Total : Hours / Credits		2			50	2
II	Compulsory	Theory	Introduction to Constitutional Values - II	2	10	40	50	2
		Total : Hours / Credits		2			50	2

Introduction to Constitutional Values

Paper –I : I Semester

50 Marks

02 hours per week

Course Rationale

This course explores the foundational values enshrined in the Indian Constitution. It covers the philosophical underpinnings, key principles, and their application in contemporary India. The course is designed for students to understand and appreciate the values that guide the Indian democratic and legal framework.

Course Objectives:

- To understand the core values embedded in the Indian Constitution.
- To analyse the significance of these values in the governance and legal system of India.
- To evaluate the application and challenges of constitutional values in contemporary India.
- To foster critical thinking and discussions around the relevance of constitutional values in modern society.

Course Structure:

The course is divided into five units, each focusing on different aspects of constitutional values. Each unit includes lectures, readings, discussions, and assessments.

1.1. Definition and Importance of Constitutional Values

Preamble of the Indian Constitution:

Sovereign, Socialist, Secular, Democratic Republic

2.1. Justice, Liberty, and Equality

Concept of Justice: Social, Economic, and Political

Right to Liberty: Individual Freedoms and State Control

Equality: Legal Equality, Social Equality, and Affirmative Action

3.1 Secularism and Socialism

Understanding Secularism: Indian Perspective vs. Western Perspective

Secularism in Practice: Challenges and Successes

Socialism in the Indian Context: Economic Policies and Social Justice

Role of the State in Ensuring Socialism and Secularism

4.1 Democracy and Republic

Democratic Principles: Representation and Participation

Electoral Processes and Reforms

Role of the Republic: Head of State and Federal Structure

Citizen Participation and Civic Responsibility

5.1 Fraternity and National Integration

Concept of Fraternity: Promoting Unity and Integrity

Challenges to National Integration: Regionalism, Communalism, and Casteism

Measures to Promote Fraternity: Education, Legal Reforms, and Policies

Role of Civil Society and Media in Promoting Fraternity

Recommended Books

1. Granville Austin, "The Indian Constitution: Cornerstone of a Nation"
2. Upendra Baxi, "The Indian Supreme Court and Politics"
3. Rajeev Bhargava, "Secularism and Its Critics"
4. D.D. Basu, "Introduction to the Constitution of India"
5. Ramachandra Guha, "India After Gandhi"
6. Rajni Kothari, "Politics in India"
7. B.R. Ambedkar's speeches in the Constituent Assembly

Introduction to Constitutional Values

Paper –II : II Semester

50 Marks 02 hours' per week

Course Rationale

This course explores the foundational values enshrined in the Indian Constitution. It covers the philosophical underpinnings, key principles, and their application in contemporary India. The course is designed for students to understand and appreciate the values that guide the Indian democratic and legal framework.

Course Objectives:

- To understand the core values embedded in the Indian Constitution.
- To analyse the significance of these values in the governance and legal system of India.
- To evaluate the application and challenges of constitutional values in contemporary India.
- To foster critical thinking and discussions around the relevance of constitutional values in modern society.

Course Structure:

The course is divided into four take units each focusing on different aspects of constitutional values. Each unit includes lectures, readings, discussions and assessments

Chapter-1 Indian Constitution in the making

- a) Meaning, scope and significance of the Indian Constitution
- b) Constituent Assembly
- c) Pre-eminent features of the Indian Constitution

Chapter-II Fundamental Rights and Directive Principles

- a) Meaning, Nature and Scope of Fundamental Rights
- b) Directive Principles of state policy
- c) Fundamental Duties

Chapter-III Organs of the union Government

- a) Powers and Functions of the Legislative
- b) Powers and Functions of the Executive
- c) Powers and Functions of the Judiciary
- d) Judicial Review and Judicial Activism

Chapter IV Structure of a) Significance of the Legislative

- a) Significance of the Legislative.
- b) Significance of the Executive
- c) Significance of the Judiciary
- d) Role of opposition parties

Recommended Books

1. Granville Austin, "The Indian Constitution: Cornerstone of a Nation"
2. Upendra Baxi, "The Indian Supreme Court and Politics"
3. Rajeev Bhargava, "Secularism and Its Critics"
4. D.D. Basu, "Introduction to the Constitution of India"
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