

**RANI CHANNAMMA UNIVERSITY
BELAGAVI**



REGULATIONS, COURSE STRUCTURE AND SYLLABUS

FOR

BACHULOR OF BUSINESS ADMINISTRATION

(BBA)

IV SEMESTERS

FROM

2016 - 17 ONWARDS

Post Graduate Department of Business Administration
Rani Channamma University, Belagavi-591156
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BBA: III SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total Marks	Teaching Hours/Week	Credits
1	Personality Development & Life Skills	301	20	80	100	4	4
2	Corporate Accounting- I	302	20	80	100	4	4
3	Entrepreneurship Development	303	20	80	100	4	4
4	Quantitative Techniques	304	20	80	100	4	4
5	Computer Application	305	20	80	100	4	4
6	Fundamentals of Cost Accounting	306	20	80	100	4	4
7	Computer Application Practical	307	20	80	100	2	2
8	Project Work - Organization Study (2 Weeks)	308				**	
	Total				700	26	26

** To be Binded along with Final Year project

BBA: IV SEMESTER

Sl. No.	Name of Subject	Sub Code	Internal Marks	Sem End Marks	Total marks	Teaching Hours/Week	Credits
1	Corporate Accounting - II	401	20	80	100	4	4
2	Organization Behaviour	402	20	80	100	4	4
3	Operation Research	403	20	80	100	4	4
4	Computer Applications in Business	404	20	80	100	4	4
5	Marketing Management	405	20	80	100	4	4
6	Financial Management	406	20	80	100	4	4
7	Computer Application in Business Practical	407	20	80	100	2	2
	Total				700	26	26

1. English

**Detailed Syllabus for B. Com. / B.B.A.
(With effect from 2017-18 onwards)**

**Semester IV: Additional English
Teaching Hours: 5 per Week**

Text Book: *Invisible Man* by H.G. Wells (Roopa Publications, New Delhi)

Grammar and Composition

- 1) Misspell words (Pair of words)
- 2) Organizing a written composition
- 3) Expansion of outlines into a story
- 4) A) Letters to News paper editors
B) Letters of complaint to the concerned authorities

Pattern of Question Paper

(80 Marks per paper of three hours and 20 Marks for I.A)

- | | |
|--|----------|
| 1) Objective type questions on the novel | 10X1= 10 |
| 2) Comprehension Questions on the novel
(Answer in a sentence or Two) | 5X2=10 |
| 3) Essay type question on the novel (one out of two) | 1X10 =10 |
| 4) Essay type question on the novel (one out of two) | 1X10=10 |
| 5) Short Notes on the novel (two out of four) | 2X5=10 |
| 6) A) Misspell words (Choosing a Correct Spelt word) | 5X1= 05 |
| B) Orgnising a written composition | 5X1= 05 |
| 7) Expansion of outlines into a story | 10 |
| 8) A) Letters to News paper editors | 1X5= 05 |
| B) Letters of complaint to the concerned authorities | 1X5=05 |

80

2. HINDI

Syllabus for B.com./B.B.A IV Semester from the academic year 2017-18 onwards

1) Examination : a) One Paper carrying 80 Marks and 3 hours of Duration.

b) Internal Assessment Marks 20

2) Teaching : 5 hours per week

3) Course : 1) Collection of Short Stories

2) General Essays.

4) Distribution of Marks

I	Objective type Questions 10/14	10 Marks
II	Annotations from Collection of Short Stories 2/4	10 Marks
III	General questions based on Collection of Short Stories 2/4	30 Marks
IV	Short Notes on Collection of Short Stories 3/5	15 Marks
V	General Essay with Options 1/3	15 Marks
	Total	80 Marks
	Internal Assessment	20 Marks
	Total	100 Marks

Text Books-

1) Collection of Collection of Short Stories

Marks : 65

कथा मंजर प न के लए (मचंद से मह प संह तक)

संपादक : मह कुल ठ

राजपाल ए ड स ज

१५९०, मदरसा रोड, क मीर गेट

नई द ल - ११०००६

2) General Essays (नबंध रचना)

Marks : 15

Reference Books

1. साठे तर ह द कहानी म पा और चर च ण : राम साद
2. ह द कह नय म दं द: सुमन महरो ा
3. आज क कहानी : वजय मोहन संह
4. ह द कहानी का वकास : देवेश ठाकूर
5. नई कहानी म आधु नकता का बोध : साधना शाह
6. ह द कहानी का श प - वधान : राधेशाम गु त
7. ठ ल लत नबंध : कृ ण बहार म
8. आकलन और समी ा : संसार चंद
9. नार : अ भ य त और ववेक : पु पावती खेतान

3.KANNADA

Kannada IV Semester ನಂತರ ಐಡಲಾಗುವುದು

4. MARATHI

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

B.Com/BBA

Semester IV

Basic Marathi

Course: Literary form: Autobiography

Text: Aai samjun Gethana : Uttam Kamble

Lokwangamaya gruh, Mumbai.

Bsc Part -II Basic - Samskrit Fourth Semester		
Teaching Hours	:	5 Hours per week
Exam Marks	:	80+20=100 of 3 hours Duration
Text : स्वप्नवासवदत्तम् K. U. Dharwad Publication Pavate Nagar Dharwad - 3		
1.	स्वप्नवासवदत्तम्	: 70 Marks
2.	व्याकरणम् (सर्वनामशब्दाः)	: 10 Marks
3.	Internal Assessment	: 20 Marks
	1. Internal Test - 14 2. Assignment, Class Records Skill - Development - 06	
	Total	100 Marks

Bsc Part -II

Basic - Samskrit

Question Paper Pattern

Fourth Semester

1.	New type questions / select the correct answer (any ten out of twelve)	10 Marks
2.	Translate & explain (any three out of five)	18 Marks
3.	Explain with reference to context (any four out of six)	16 Marks
4.	Critical notes (any two out of four)	14 Marks
5.	Answer the following questions (with internal choice)	12 Marks
6.	Grammar (Recognize the pronouns forms)	10 Marks
	Total	80 Marks

Corporate Accounting – II

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80**Module-I: Amalgamation of Companies (Merger) (12 hours)**

Meaning- Conditions of Merger-(As-14) pooling of interests Method- Closing books of Transferor companies and New Balance Sheet of transferee Company. (Vertical format)

Module - II: Amalgamation of Companies Purchase or absorption) (12 hours)

Meaning, Condition of Purchase (AS-14)- Purchase Method, Computation of Purchase Consideration, Net Payment Method, Net Assets Method, Lump sum Method (Slump Sale Method) Closing the books of Transferor Companies and incorporation entries in the books of transferee company (Purchase Method) and New Balance Sheet in the Books of Transferee Company. (Vertical format)

Module-III: Accounts of Holding Companies (AS-21) (12 hours)

Meaning, Need & Relevance of Group Accounts - Calculation of Minority Interest, Preparation of Consolidated Financial statement (CFS) in books of holding Company with inter Company Adjustments (Vertical Format).

Module - IV: Liquidation of Company (12 hours)

Meaning of Liquidation, Modes of winding up – Contributory, Order of Payment , Preferential Creditors, Preparation of Liquidator's Final Statement of Account.

Module – V: Final Accounts of Banking Companies (12 hours)

Meaning, Bank, Regulations applicable as per Companies Act and Banks Companies Regulation Act, Slip Accounting Method, Rebate on bills discounted, Non performing Asset , Schedules of Advances, Preparation of Profit & Loss account & Balance Sheet in Vertical Format.

Books For Reference

1. Advanced Accounting Volume I and II by S. N. Maheshwari – Vikas Publications
2. Indian Companies Act 2013 published by GOI
3. Corporate Accounting by M. B. Kadkol – Renuka Publication

Organizational Behavior

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80

Objectives:

1. To acquaint students with basics of human behaviour.
2. To understand impact of human behaviour on organizational effectiveness.

MODULE 1: INTRODUCTION

(12hrs)

OB- Meaning, elements, nature, need & importance, Limitations, Contributing disciplines to OB, Different models of OB and its importance to managers. Emerging Challenges of OB.

Module 2: INDIVIDUAL BEHAVIOUR

(12hrs)

Individual Behaviour – Factors influencing individual behaviour, the nature of individual differences (internal & external), self-concept, personality dimensions, abilities & personal values. Personality-meaning and determinants, theories of personality (Psychoanalytical Theory, Ericksons, Big 5 Model, Trait & Type A – Type B),.

Module 3: ATTITUDE & PERCEPTION

(12hrs)

Attitude-meaning, characteristic, components (Tri-component model), formation & its importance. Perception – Meaning, factors influencing perception, perceptual process, importance of perception in OB.
Stress - Meaning, sources and methods of managing stress

Module 4: GROUP DYNAMICS

(12hrs)

Group- Meaning, types, Stages of group formation, reasons of joining groups. Group norms, group cohesiveness – Meaning, group v/s team. Group decision making techniques.

Module 5 – ORGANISATIONAL CULTURE & CHANGE

(12hrs)

organisational culture– meaning, Types, creation of culture, impact of culture on employee behaviour. Changing organisational culture.
Organisational change - meaning, factor affecting it, models & dynamics of planned change, resistance to change, reasons for the change & methods of overcoming resistance

Reference:

Organisational Behaviour: K. Aswathappa, Himalaya Publishing House
Organisational Behaviour: S. S. Khanka,
Organisational Behaviour: Stephen Robbins McGraw Hills

Operation Research

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80**OBJECTIVES:**

- 1) To train the students in the area of applying mathematical and statistical tools for business decisions.
- 2) To train the students in the area of operation research.

MODULE 1: Introduction to OR **10 hours.**
Meaning, Significance, Limitations of OR, Models of OR.

MODULE 2: Linear Programming. **15 hours.**
Linear programming problems- Introduction of L.P.P. formulation of L.P.P. solution of Linear Programming Problems by graphical method and simplex method only.

MODULE 3: Transportation. **15 hours.**
Transportation Problems – meaning, types and methods – North West Corner Rule, Matrix Minima Method and Vogel’s Approximation Method. algorithm of Matrix Minima Method and Vogel’s Approximation Method. Test for optimality by using MODI method.

MODULE 4: Assignment. **10 hours.**
Assignment problems – meaning and types of assignment problems. Algorithm of assignment problem. Solution of assignment problems.

MODULE 5: Game theory. **10 hours.**
Meaning of game theory, pure strategy, mixed strategy, saddle point, value of the game. Methods of game theory – Minimax method, Dominance Property Rule and Solution by graphical method.

Suggested books:

- 1) Operation Research by Kantiswaroop, P.K. Gupta and Manmohan. Sultan chand & sons.
- 2) Operation Research by Kumar Gupta. S. chand
- 3) Operation Research by Tulsian Pandey. Pearson publication.
- 4) Operation Research by TAHA. Pearson publication.

Computer Applications in business

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80**OBJECTIVES:**

1. Understanding the importance of database Management
2. To make student aware about Internet Technologies used in business.

Module I- Database Management System (12 hours)

- Concept of Database, Definition, Characteristics of DBMS, Advantages of DBMS
- Actors on the Scene(Database Administrators, Database Designers, End users)
- Working with Database, Tables, Records, Fields & Data models
- Database Languages (DDL,DML,DCL,TCL)
- Determining Relationship ,Primary key, Foreign key, ER-Diagrams
- Lab work: On Oracle 8i Express Edition or My SQL.

Module II- Computer Networks & Internet (12 hours)

- Definition Network, Types, Topologies, Transmission media(Wired & Wireless)
- Network Models(Peer to Peer And Client Server)
- Introduction to Internet, definition, concept.
- IP Address, Service provided by internet, Internet applications
- Web Page, HTML, Structure of HTML, Tags (Text formatting, Image, Hyperlink-(internal/external), Table, Form Tag)
- URL, Website, Web-Browsers, Search Engines
- Lab Work : Designing Web-page

Module III-Internet Banking and Internet Marketing (12 hours)

- Introduction to Internet Banking, Service provided by Internet Banking, Core Banking system
- Telephone banking, Mobile banking
- Applications of Electronic fund transfer, RTGS, NEFT.
- Introduction to Internet Marketing, Scope, Benefits of Internet Marketing
- Types of Internet Marketing(E-Mail, Social Media, Video, Article, Blog & Pay Per Click-meaning only)

Module IV- E-commerce & Electronic Data Interchange (EDI) (12 hours)

- Definition of E-Commerce & E-Business, Benefits of E-Commerce
- Types of E-Commerce(B2B,B2C & C2C)

- Pre-Requirement of E-Commerce, Advantages and Disadvantages of E-Commerce
- Define Shopping cart, buyer, Seller, placing order, shipping address, payment gateway, Tracking Order(meaning only)
- EDI meaning, Advantages and Disadvantages of EDI

Module V- Electronic Payment System and Security

(12 hours)

- Introduction to Electronic payment system, Advantages and Disadvantages
- Types of Electronic Payment System (Debit, Credit, Smart Cards, Internet Banking and E-Cash)
- Meaning of Security, Security issues in E-Commerce
- Security Tools (Firewalls & Antivirus)

Reference books:

- E-Commerce by CSV Murthy (Himalaya Publishing House)
- Computer Networks by Andrew S Tanenbaum, David J Wetherall (Pearson)
- Fundamentals of Database system by Ramez Elamasri, Shamkant B Navathe (Pearson)
- HTML : The Complete Reference by Thomas Powell (McGraw - Hill)

Marketing Management

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80

Objective: To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Module 1: Buying Behaviour: (14 Hrs)

Consumer Market – Factors Affecting Consumer Buying Behavior Model of Consumer Behavior, Buyer Decision Process, Buyer Adoption Process, Types of Buying Decision Behavior.

Industrial Market – Distinction From Consumer Market, Industrial Buying Process, Buying Situation, New Task, Modified Re-buy and Straight Re-buy, Buying Process, Industrial Buying Behavior, Institutional and Government Markets.

Module 2: Customer Relationship Management (12 Hrs)

Meaning, Types (Proactive, Operational, Collaborative & Analytical), Types of customers (Apostles, Terrorists/Defectors, Mercenaries, Hostages)

Customer contact center Technology – IVR, Speech Recognition, Computer telephony Integration, Customer Complaint Management, Front Desk Management (Electronic Queue Management, Payment Technology & Customer Self service Portals)

Difference between CRM and Relationship Marketing, Principles of managing Customer Relationships.

Module 3: Integrated Marketing Concepts: (15 Hrs)

Role of IMC in marketing process, IMC planning model, Marketing and promotion process. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix.

Module 4: Rural Marketing (12 Hrs)

Meaning, Marketing Environment (Demographic, Physical, Social & Cultural, Political, Economic and Economic Structure)

Challenges in Rural Marketing – Affordability, Availability, Awareness and Acceptability.

Rural Marketing Index (Thompson Rural Marketing Index), Government Initiatives in Rural Marketing.

Module 5: Global Marketing: (7 Hrs)

Meaning, Factors, market entry decisions, global marketing program, Grey Market-concept.

Reference Text

1. Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition, PHI
2. Marketing management – Indian context Dr.Rajan Saxena (Sultan Chand)
3. Marketing Management – Ramaswamy & Namkumari (Himalaya Publications)
4. R.L. Varshuey & S.L.Gupta: Marketing Management An Indian Perspective (Sultan Chand)
5. Marketing Management – Rajendra P Maheshwari & Lokesh Jindal – International Book House Ltd
6. CRM concepts and Application – Alok Kumar, Chabi Sinha & Rakesh Sharma – Biztantra Publications
7. Rural Marketing – Pradeep Kashyap and Pallavi Bahuguna – Pearsons Publication

Financial Management

Internal Marks: 20

Work load: 4 hrs per week
Semester end Exam marks: 80**Objectives:**

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

MODULE-I : INTRODUCTION**(10 hours)**

Financial management-meaning, nature, scope, and objectives. Profit Vs Wealth maximization. Finance decisions and their inter-relationship. Relationship with other functional areas of the business. Organization of finance function, role of finance manager, significance.

MODULE-II : FINANCIAL PLANNING & CAPITALIZATION**(10 hours)**

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)

MODULE-III : COST OF CAPITAL**(15 hours)**

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.

MODULE-IV : CAPITAL STRUCTURE & LEVERAGE**(13 hours)**

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.

MODULE -V : DIVIDEND DECISION**(12 hours)**

Meaning of dividend, legal procedure for dividend payment, factors influencing dividend policy, Dividend theories-Modigliani & Miller, Walter and Gordon (including problems).

BOOKS FOR REFERENCE

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

Computer Application in Business Practical

Internal Marks: 10

Work load: 2 hrs per week
Semester end Exam marks: 40

LAB Assignments

PART I (HTML)

Designing of web pages using HTML

- 1) HTML script to display message
- 2) Demonstration of Text Formatting Tags (Minimum 10)
- 3) Demonstration of Inserting images & Hyperlinks (Internal & External)
- 4) Demonstrate HTML List Tags
- 5) Design college Time Table using HTML Table
- 6) Design E-mail Registration Form using Form Tag

DBMS

PART II (Oracle 8i Express Edition or My SQL)

- 1) Demonstration of Data Definition Language (DDL) Commands
- 2) Demonstration of Data Manipulation Language (DML) Commands
- 3) Demonstration of Data Control Language (DCL) Commands
- 4) Demonstration of Transaction Control Language (TC)L Commands

NOTE –

1. The above mentioned programs should be taught & executed in the Lab and the same must be included in Lab Journal.

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