

ಸ್ಥಳ ಪೆಸರು : Chaitra H.N.

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೇ ಪದವಿ ಕಾಲೇಜು
 ಬನಕೂರು 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ಕಾರ್ಡ್ : Lectures in Eng

ದಿನಾಂಕ : 22/10/21

ಕೆಲಸ : BNUDC

ವಿಭಾಗ : English

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ಸಮಯ	ಪಾಠ	ಭೋದನೆಯ ವಿವರ ಮತ್ತು ಕಾರ್ಯಕ್ರಮದ ವಿವರ	ಆಧ್ಯಾಪಕರ ಹೆಸರು	ಹಾಜರಿ
22/10/21 Friday	9:30-10:30	III Sem	Corporate Skills: Cover letter - Steps to follow while writing cover letter		
	11:30-12:30	I Sem.	Grammar - Articles - Practising all the three articles with example sentences		
ಆಧ್ಯಾಪಕರು					

ಆಧ್ಯಾಪಕರ ಹೆಸರು

ದೃಢೀಕರಣ ಪತ್ರ ಅಥವಾ ಪಾಠದ ಅನುಮೋದನೆ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು

- ದೃಢೀಕರಣವಾಗಿದೆ:-
- 1) ನಾನು ಆಯ್ಕೆ ಮಾಡಿದ ವಿಷಯವನ್ನು ಅನುಮೋದಿಸುತ್ತೇನೆ.
 - 2) ಪಠ್ಯಕ್ರಮದಲ್ಲಿ ನಿರ್ದಿಷ್ಟಪಡಿಸಿದ ಅಥವಾ ಅನುಮೋದಿಸಿದ ಪಠ್ಯಕ್ರಮವನ್ನು ನಾನು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತೇನೆ.
 - 3) ಭೋದನಾ ಪಾಠಗಳನ್ನು ಅನುಮೋದಿಸುತ್ತೇನೆ, ಕಾರ್ಯಕ್ರಮದ ವಿವರಗಳನ್ನು ಅನುಮೋದಿಸುತ್ತೇನೆ.

ಆಧ್ಯಾಪಕರ ಹೆಸರು

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು

ಪ್ರಿನ್ಸಿಪಾಲ್
Principal Grade-1

B.N.M. Degree College,
Banashankari 2nd Stage
Bangalore-560 076

ಪೂರ್ವ ಪಾಠ : Chaitra H.N.

ವಿಷಯ : Lecturer in Eng

ಕಾಲ : B.N.M.D.C.

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನವಿ ಪದವಿ ಕಾಲೇಜು

ಬಸರಹಳ್ಳಿ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನಾಂಕ : 11/11/22

ವಿಭಾಗ : English

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ಪರಗತಿ	ಭೋದನೆಯ ವಿಷಯ	ಅಧ್ಯಾಪಕರ ಸಹಿ: ಸಹಿ	ವರದಿ
11/11/22 Tuesday	9:30-10:30	I Sem B.G.A	English - Academic Reading - Meaning - SQ3R Strategy, Question, Read Recall, Review - Explained in detail	<i>[Signature]</i>	
	10:30-11:30	III Sem B.G.A	Corporate Skills - Tips for developing intercultural communication skills.	<i>[Signature]</i>	

ಅಧ್ಯಾಪಕರ ಸಹಿ

ವ್ಯವಸ್ಥಾಪಕರ ಸಹಿ

[Signature]

- 1) ಸಾಧು ಅಧ್ಯಕ್ಷರ ವೇಳಾವಧಿಯಲ್ಲಿ ಅನುಚಾರ ಪರಿಗಣಿಸಿ, ತಿಳಿಸಿಕೊಡುವುದು.
- 2) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ನಿರೀಕ್ಷಿಸಿದಂತೆ ಈ ತರಗತಿ ಭಾಗವಹಿಸುವುದು ಮತ್ತು ಭಾಗವಹಿಸುವುದು.
- 3) ಭೋದನಾ ಪರಿಗಣಿಸಿ ಅಭ್ಯಾಸಿಸಿ, ಪ್ರಗತಿಯನ್ನು ವರದಿ ಮಾಡುವುದು, ಇದರ ತರಗತಿಗಳನ್ನು ವಿವರಿಸಿ ತಿಳಿಸಿಕೊಡುವುದು.

ವ್ಯವಸ್ಥಾಪಕರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ಪ್ರಿನ್ಸಿಪಾಲ್‌ನ ಸಹಿ

Principal Grade 1

B. N. M. Degree College
Banashankari 2nd Stage
Bangalore-560 070

ಆಧ್ಯಾಪಕರ ಪದವಿ : ಡಿ.ಪಿ.ಎಸ್.ಎಸ್.

ಪದನಾಮ : _____

ಕಾರ್ಯ : _____

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು

ಬಸರಕೆರೆ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ದಿನಾಂಕ : 2021-2022

ವಿಭಾಗ : ಶಿಕ್ಷಣ

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ತರಗತಿ	ಭೋದನೆಯ ವಿಷಯ ಮತ್ತು ಪೂರೈಸಬೇಕಾದ ಕಾರ್ಯ ವಿವರ	ಆಧ್ಯಾಪಕರ ಹೆಸರು	ಸಹಿ
11/10/2021	11.30	1A	ಪೂರೈಸಬೇಕಾದ ಕಾರ್ಯ ವಿವರ	_____	_____
12/10/2021	11.30	1B	ಪೂರೈಸಬೇಕಾದ ಕಾರ್ಯ ವಿವರ	_____	_____
13/10/2021	11.30	1C	ಪೂರೈಸಬೇಕಾದ ಕಾರ್ಯ ವಿವರ	_____	_____
13/10/2021	1-2	1D	ಪೂರೈಸಬೇಕಾದ ಕಾರ್ಯ ವಿವರ	_____	_____

ಆಧ್ಯಾಪಕರ ಸಹಿ

ದೃಢೀಕರಣ ಪತ್ರ ಆಯಾ ತರಗತಿಗಳಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು.

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

- ದೃಢೀಕರಿಸಲಾಗಿದೆ:-
- 1) ನಾನು ಅಧಿಕೃತ ವೇಳಾವಿಧಿಯ ಅನುಷ್ಠಾನ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.
 - 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತರಗತಿ ಪೂರೈಸಬೇಕೆಂದು ಪಠ್ಯ ಭಾಗವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
 - 3) ಭೋದನಾ ತರಗತಿಗಳು ಅನುಷ್ಠಾನವಾಗಿ, ಪೂರೈಸಲಾಗುವ ಪಠ್ಯ ಭಾಗವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತರಗತಿಯ ವಿವೇಚನೆ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

ಆಧ್ಯಾಪಕರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ಶಿಕ್ಷಣಾಧಿಕಾರಿರ ಸಹಿ

ಭಾಗೀರತ್ರಿ ಜಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು

ಬನಶಂಕರ 2ನೇ ಪಂತ, ಬೆಂಗಳೂರು - 70

ದಿನಾಂಕ : _____

ಅಧ್ಯಾಪಕರ ಹೆಸರು : _____

ವಿದ್ಯಾರ್ಥಿ : _____

ಪದವಿ : _____

ಭೋಜನಾ ಕಾರ್ಯದ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ಕಾಲ	ಪ್ರಕಾರ	ಭೋಜನೆಯ ವಿವರ	ಅಧ್ಯಾಪಕರ ಹೆಸರು	ಹಣ
11/11/2022	11.30-12.30	ಪ್ರಾಣಾಹಾರ	ಭೋಜನೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿ ಮತ್ತು ಶುಭಾಶೀರ್ವಚನಗಳನ್ನು ಕೇಳಿ ಭಾಗವಹಿಸಿದಾಗ	90	
12/11/2022	1-2	ಪ್ರಾಣಾಹಾರ	ಪ್ರಾಣಾಹಾರ	90	
13/11/2022	11.30-12.30	ಪ್ರಾಣಾಹಾರ	ಪ್ರಾಣಾಹಾರ	90	
13/11/2022	1-2	ಪ್ರಾಣಾಹಾರ	ಪ್ರಾಣಾಹಾರ	90	
13/11/2022	1-2	ಪ್ರಾಣಾಹಾರ	ಪ್ರಾಣಾಹಾರ	90	

ಬ್ಯಾಚುಲೇಷನ್

ಅಧ್ಯಾಪಕರು

ಭೋಜನಾ ಶಿಕ್ಷಕರಾದಾಗಿನಿಂದ ಅಧ್ಯಾಪಕರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವುದನ್ನು ದೃಢೀಕರಿಸಿ

ಅಧ್ಯಾಪಕರ ಹೆಸರು

1) ಈ ಕೆಳಗೆ ವಿವರಿಸಿದಂತೆ ವಿವರಿಸಿದ ವಿಷಯಗಳನ್ನು ತಿಳಿಸಿಕೊಡುವುದು.




ಅಧ್ಯಾಪಕರ ಪേರು : Amrmani M.C. ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು
 ಬನಕೂರು 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ದಿನಾಂಕ : 11.10.2021

ವಿಭಾಗ : English

ವಹಿವಾತ : Dept of English
 ಕಾಲೇಜು : B.N.M. Degree College

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ಪರಗತಿ	ಭೋದಿಸಲ್ಪಟ್ಟ ಭಾಗ ಮತ್ತು ಪೂರೈಸಲ್ಪಟ್ಟ ಪಠ್ಯ ಭಾಗ ಹಾಗೂ ವಿಷಯ	ಅಧ್ಯಾಪಕರ ಹೆಸರು ಸಹಿ	ವರಾ
11.10.2021 Monday	11:30-12:30 1-2	III sem B.Com I sem B.Com	Introduction to the syllabus. Introduction to the syllabus.		
12.10.2021 Tuesday	9.30-10.30	I sem B.Com	Introduction to the short story - the last leaf.		
18.10.2021 Monday	11.30-12.30	I sem B.Com	Theme of love, sacrifice - explanation		
18.10.2021 Monday	—	—	—	—	

ಅಧ್ಯಾಪಕರ ಸಹಿ

ದೃಢೀಕರಣ ಪತ್ರ ಅಥವಾ ತಿಂಗಳಿನ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು.

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

- ದೃಢೀಕರಿಸಲಾಗಿದೆ:-
- 1) ನಾನು ಅಧಿಕೃತ ವೇಲಾಪಟ್ಟಿಯ ಅನುಬಾರ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.
 - 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತಿಂಗಳು ಪೂರೈಸಬೇಕೆದ್ದ ಪಠ್ಯ ಭಾಗವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
 - 3) ಭೋದನಾ ತರಗತಿಗಳು ಅಲಭ್ಯವಾಗಿ, ಪೂರೈಸಲಾಗದ ಪಠ್ಯ ಭಾಗವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತಿಂಗಳಿನಲ್ಲಿಯೇ ವಿಶೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

ಅಧ್ಯಾಪಕರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ


 ಪ್ರಿನ್ಸಿಪಾಲರ ಮೇಲ್ಪದ ಸಹಿ

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು

ಬನಕಂಠ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ಅಧ್ಯಾಪಕರ ಹೆಸರು: Unnayani. N.C
 ಪದವಿ: Dept of English
 ಕಾಲೇಜು: B.V.N Degree College

ಭೋದನಾ ಕಾರ್ಯ ದಿನಕರ

ದಿವಾಸ : _____
 ವಿಭಾಗ : English

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ತರಗತಿ	ಭೋದಿಸಲ್ಪಟ್ಟ ಉಗ್ರ ಮತ್ತು ಪೂರೈಸಲ್ಪಟ್ಟ ಪಠ್ಯ ಉಗ್ರ ಹಾಗೂ ವಿಷಯ	ಅಧ್ಯಾಪಕರ ಹೆಸರು	ಪರಿಶೀಲನೆ
1. 2. 2022 Monday	10:30 - 11:30 11:30 - 12:30	III sem B Com I sem B Com	Professional guides - in progress Exercises - exercises Professional guides - conclusion.		
8. 2. 2022 Tuesday	10:30 - 11:30 11:30 - 12:30	III sem B Com I sem B Com	Complaint letters - replies - Speech writing - Welcome speech.		
9. 2. 2022. Wednesday	10:45 - 11:30	III sem B Com (Online)	discussed poem 'The Crooked Revision.'		
ಅಧ್ಯಾಪಕರು	—	—	—	—	—

ಅಧ್ಯಾಪಕರ ಹೆಸರು: _____
 ದೃಢೀಕರಣ ಪತ್ರ ಅಯಾ ತಿಂಗಳ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು
 ನಿರೀಕ್ಷಿಸಿದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು: _____

- ದೃಢೀಕರಿಸಬೇಕಾದುದು:-
- 1) ನಾನು ಅಧಿಕೃತ ದೇಶಾಪಟ್ಟಿಯ ಅನುಷ್ಠಾನ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.
 - 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ 64 ತಿಂಗಳು ಪೂರೈಸಬೇಕೆಂದು ಪಠ್ಯ ಉಗ್ರವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
 - 3) ಭೋದನಾ ತರಗತಿಗಳು ಅನುಷ್ಠಾನಗೊಂಡು, ಪೂರೈಸಲಾಗುವ ಪಠ್ಯ ಉಗ್ರವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತಿಂಗಳಲ್ಲಿಯೇ ವಿಶೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

ಅಧ್ಯಾಪಕರ ಹೆಸರು _____
 ನಿರೀಕ್ಷಿಸಿದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು _____
 ಪ್ರಿನ್ಸಿಪಾಲರ ಹೆಸರು _____



BHAGEERATHI BAI NARAYANA RAO MAANAY COLLEGE

ಭಾಗೀರಥಿ ಬಾಯಿ ನಾರಾಯಣ ರಾವ್ ಮಾನೇ ಕಾಲೇಜು

ಅಧ್ಯಾಪಕರ ಕಾರ್ಯ ದಿನಚರಿ - Work Diary of Teachers

From 20²¹..... to 20.....

ಅಧ್ಯಾಪಕರ ಹೆಸರು

Name of Teacher

TEJASWINI . B.C

ವಿಭಾಗ ಮತ್ತು ಹುದ್ದೆ

Department & Designation

MCOM
Assistant Professor

ಉದ್ಯೋಗ ಸಂದ ದಿನಾಂಕ

Date of appointment

29-3-2021

ಹುಟ್ಟಿದ ದಿನಾಂಕ (ಸೇವಾ ನಾಂದಿಯಲ್ಲಿರುವಂತೆ)

Date of Birth (as per entry in the Service Register)

20-09-1995

ವಿದ್ಯಾರ್ಹತೆ

Qualification

M.COM

ವಸತಿ ವಿಳಾಸ

Address

#24, 13th Main 9th Cross Shakambhari Nagar J. P Nagar 1st Phase
Bangalore - 560078

ಪ್ರಾಧಿಕಾರವಾಹಿನಿ ಸಹಿ

Principal's Signature

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು

ಬಸವಕೆರೆ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ಅಧ್ಯಾಪಕ ಹೆಸರು : Tejashwini B.c

ದಿನಾಂಕ : 3-1-2022

ಪದವಿ : Asst Professor

ವಿಭಾಗ : M.Com

ಕಾಲೇಜು : _____

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ತರಗತಿ	ಭೋದನಾ ಕಾರ್ಯ ಮತ್ತು ಪೂರೈಸಲ್ಪಟ್ಟ ಪಠ್ಯ ಭಾಗ ಹಾಗೂ ವಿಷಯ	ಅಧ್ಯಾಪಕರು ಸಹಿ	ಸಹಿ
9.00 - 10.00 Monday	3-1-22	M.Com	IPR :- Seminar by students on IPR in abroad	<i>[Signature]</i>	
11.00 - 12.00	3-1-22	M.Com	FMS :- SEBI protection functions for Investors	<i>[Signature]</i>	
09.01.22 Tuesday	10.00	M.Com	EP :- Employee Provident fund :- Features eligibility & Tax benefit	<i>[Signature]</i>	
ಖುಡಾಯಾರ್	12:00 - 1:00	M.Com	IPR :- Beare contribution, Pensions contribution of IPR	<i>[Signature]</i>	

Tejashwini B.c
ಅಧ್ಯಾಪಕರು ಸಹಿ

ದೃಢೀಕರಣ ಪತ್ರ ಆಯಾ ತಿಂಗಳ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು.

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ದೃಢೀಕರಣದಾರ:- 1) ನಾನು ಅಧ್ಯತ ಮೇಲಾಪ್ತಿಯ ಅನುಷ್ಠಾನ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

- 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತಿಂಗಳು ಪೂರೈಸಬೇಕಿದ್ದ ಪಠ್ಯ ಭಾಗವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
- 3) ಭೋದನಾ ತರಗತಿಗಳು ಅಲ್ಪವಾಗಿ, ಪೂರೈಸಲಾಗದ ಪಠ್ಯ ಭಾಗವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತಿಂಗಳಲ್ಲಿಯೇ ವಿಶೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

Tejashwini B.c
ಅಧ್ಯಾಪಕರು ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ದೃಢೀಕರಣ ಮೇಲೆ ಸಹಿ



BHAGEERATHI BAI NARAYANA RAO MAANAY COLLEGE

ಭಾಗೀರಥಿ ಬಾಯಿ ನಾರಾಯಣ ರಾವ್ ಮಾನೇ ಕಾಲೇಜು

ಅಧ್ಯಾಪಕರ ಕಾರ್ಯ ದಿನಚರಿ - Work Diary of Teachers

From 20.21..... to 20.....

ಅಧ್ಯಾಪಕರ ಹೆಸರು
Name of Teacher

GAYATHRI.K

ವಿಭಾಗ ಮತ್ತು ಹುದ್ದೆ
Department & Designation

M.Com Assistant Professor

ಉದ್ಯೋಗ ಸೀರಿಸ್ ದಿನಾಂಕ
Date of appointment

01-12-2021

ಹುದ್ದೆ ದಿನಾಂಕ (ಸೇವಾ ಪೂರೈಕೆಯ ದಿನಾಂಕ)
Date of Birth (as per entry in the Service Register)

16-04-1993

ವಿದ್ಯಾರ್ಹತೆ
Qualification

M.Sc Computer Science

ಮನೆತನ ವಿಳಾಸ
Address

ಪ್ರಾಂಶುಪಾಲರ ಸಹಿ
Principal's Signature

ಅಧ್ಯಾಪಕರ ಹೆಸರು : Braughthui.K

ಪದನಾಮ : Assistant Professor

ಕಾಲೇಜು : _____

ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನಿ ಪದವಿ ಕಾಲೇಜು

ಬಸರಂಕೆರೆ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನಾಂಕ : _____

ವಿಭಾಗ : M.Com & BBA

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ತರಗತಿ	ಭೋದಿಸಲ್ಪಟ್ಟ ಭಾಗ ಮತ್ತು ಪೂರೈಸಲ್ಪಟ್ಟ ಪಠ್ಯ ಭಾಗ ಹಾಗೂ ವಿಷಯ	ಅಧ್ಯಾಪಕರ ಹೆಸರು	ಪದವಿ
3-1-2022 Monday	9-10	M.Com	LSM: Fourth Party (4Ps)	Braughthui.K	
3-1-2022 Monday	10:30-11:30	BBA	CAB: Working Model & Brief Explanation of GDSs	Braughthui.K	
3-1-2022 Monday	1-2	BBA	SDC 3rd Year: Introduction about Strength & Unity of India	Braughthui.K	
3-1-2022 Monday	2-3	BBA	SDC 2nd Year: Explanation about Law & Phetories Applications.	Braughthui.K	

Braughthui.K
ಅಧ್ಯಾಪಕ ಸಹಿ

ದೃಢೀಕರಣ ಪತ್ರ ಆಯಾ ತಿಂಗಳ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು.

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ದೃಢೀಕರಣಗಾಗಿ:- 1) ನಾನು ಅಧಿಕೃತ ವೇಲಾಪಟ್ಟಿಯ ಅನುಸಾರ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತಿಂಗಳು ಪೂರೈಸಬೇಕಿದ್ದ ಪಠ್ಯ ಭಾಗವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.

3) ಭೋದನಾ ತರಗತಿಗಳು ಅಲ್ಪವಾಗಿ, ಪೂರೈಸಲಾಗದ ಪಠ್ಯ ಭಾಗವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತಿಂಗಳನ್ನೆಲ್ಲಾ ವಿಶೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

Braughthui.K
ಅಧ್ಯಾಪಕರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ಪ್ರಿನ್ಸಿಪಾಲರ ಹೆಸರು ಸಹಿ

ಅಧ್ಯಾಪಕರ ಹೆಸರು : Ashwini M. Nayak

ಬನಕಂಠಿ 2ನೇ ಮಂ, ಬೆಂಗಳೂರು - 70



ದಿನಾಂಕ : 1/11/2021

ಹುದ್ದೆ : Assistant Professor

ವಿಭಾಗ : M.Sem

ಠಳ : BNM Degree College

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ಸೇಳೆ	ತರಗತಿ	ಭೋದಿಸಲ್ಪಟ್ಟ ಘನ ಮತ್ತು ಸ್ಥೂಲವಸ್ತು ಪಠ್ಯ ಘನ ಖಾಸು ವಿಷಯ	ಅಧ್ಯಾಪಕರ ಹೆಸರು	ಹಲಾ
Friday	8.30 to 9.30	III Sem	SA - Measurement of risk and return. Calculation of risk and return of different securities		
11/11/2021	9.30 to 11.30	III SEM	SCM 1 - Importance of analyzing cost elements, cost control, cost reduction measuring, process, methods		
ಖ್ಯಾತಿಯಿಲ್ಲ					

ಅಧ್ಯಾಪಕರ ಹೆಸರು

ದೃಢೀಕರಣ ಪತ್ರ ಅಯಾ ತರಗತಿ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು

ದೃಢೀಕರಿಸಲಾಗಿದೆ:-

- 1) ನಾನು ಅಧಿಕೃತ ವೇಲಾಪಟ್ಟಿಯ ಅನುಸಾರ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.
- 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತರಗತಿ ಪೂರೈಸಬೇಕೆಂದು ಪಠ್ಯ ಘನವನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
- 3) ಭೋದನಾ ತರಗತಿಗಳು ಅಲಭ್ಯವಾಗಿ, ಪೂರೈಸಲಾಗದ ಪಠ್ಯ ಘನವನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಅದೇ ತರಗತಿಗಳಲ್ಲಿಯೇ ವಿಚೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

ಅಧ್ಯಾಪಕರ ಹೆಸರು

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಹೆಸರು

ಪ್ರಿನ್ಸಿಪಾಲರ ಹೆಸರು

ಆಧ್ಯಾಪಕರ ಹೆಸರು : Aswadiini. M. Sauri ಭಾಗೀರತಿ ಬಾಯಿ ನಾರಾಯಣ್ ರಾವ್ ಮಾನೆ ಪದವಿ ಕಾಲೇಜು
 ಬನಶಂಕರಿ 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು - 70

ದಿನಾಂಕ : 3.01.2022

ಪದವಿನಾಮ : Asst Prof.
 ಕಾಲೇಜು : BNM Degree College.

ಭೋದನಾ ಕಾರ್ಯ ದಿನಚರಿ

ವಿಭಾಗ : M. Com

ದಿನ ಮತ್ತು ದಿನಾಂಕ	ವೇಳೆ	ತರಗತಿ	ಭೋದಿಸಲ್ಪಟ್ಟ ಛಾನ್ ಮತ್ತು ಪೂರೈಸಲ್ಪಟ್ಟ ಪಠ್ಯ ಛಾನ್ ಹಾಗೂ ವಿಷಯ	ಆಧ್ಯಾಪಕರ ಕಿರು ಸಹಿ	ಪದಾ
Mondary 3. 01. 2022	10.00 to 11.00	III Sem	BTM-1:- Practise Test on Module 1:- Costing Problems.		
	11.00 to 12.00	III Sem	BT:- Practise Test on Module 1:		
ಟ್ಯೂಷಿಯಲ್					

ಆಧ್ಯಾಪಕರ ಸಹಿ

ದೃಢೀಕರಣ ಪತ್ರ ಅಯಾ ತಿಂಗಳಿನ ಅಂತ್ಯದಲ್ಲಿ ದೃಢೀಕರಿಸತಕ್ಕದ್ದು.

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

- ದೃಢೀಕರಿಸಲಾಗಿದೆ:-
- 1) ನಾನು ಅಧಿಕೃತ ವೇಲಾಪಟ್ಟಿಯ ಅನುಸಾರ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.
 - 2) ಪಠ್ಯ ಕ್ರಮದಲ್ಲಿ ನಿಗದಿಯಾದಂತೆ ಈ ತಿಂಗಳು ಪೂರೈಸಬೇಕೆಂದ ಪಠ್ಯ ಛಾನ್‌ಗಳನ್ನು ನಾನು ಪೂರೈಸಿದ್ದೇನೆ.
 - 3) ಭೋದನಾ ತರಗತಿಗಳು ಅಲಭ್ಯವಾಗಿ, ಪೂರೈಸಲಾಗದ ಪಠ್ಯ ಛಾನ್‌ಗಳನ್ನು ಪೂರೈಸುವುದಕ್ಕಾಗಿ, ಇದೇ ತಿಂಗಳಿನಲ್ಲಿಯೇ ವಿಶೇಷ ತರಗತಿಗಳನ್ನು ತೆಗೆದುಕೊಂಡಿದ್ದೇನೆ.

ಆಧ್ಯಾಪಕರ ಸಹಿ

ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರ ಸಹಿ

ಪ್ರಿನ್ಸಿಪಾಲರ ಮೇಲಣ ಸಹಿ

BNM DEGREE COLLEGE

Dt: 09.10.2021

I, III & V SEMESTER B.B.A TIME TABLE FOR THE ACADEMIC YEAR 2021-22

DAY	SEM	09.30 - 10.30		10.30 - 11.30		11.30 - 12.30		12.30 to 1.00		1.00 - 2.00		2.00 - 3.00		3.00 - 4.00	
		Subj	Instr	Subj	Instr	Subj	Instr	Subj	Instr	Subj	Instr	Subj	Instr	Subj	Instr
MON	I SEM	FA	Mrt.Mgt	DF											
	III SEM	CA	FIRB	BF											
	V SEM	MA	CAB	AFM (G)											
	I SEM	ENG	FA	DF											
	III SEM	BF	CS	K / H / S											
TUE	V SEM	(G)AFM / CB	EM(M)	FMS / AMM											
	I SEM	FA	ENG	K / H / S											
	III SEM	CS	MM(M)	BF											
	V SEM	IM	FMS/CB	EM											
	I SEM	MI	K / H	DF											
THU	III SEM	CS	BF	K / H											
	V SEM	IM	CAB	MA											
	I SEM	ENG	MI	Mkt.Mgt											
	III SEM	MM(M)	FIRB	CS											
	V SEM	FMS / CB	IM	MA(G)											
FRI		09.30 - 10.20		10.20 - 11.10		11.10 - 11.30		11.30 - 12.20		12.20 - 1.10					
	I SEM	Mrt.Mgt	MI												
	III SEM	MM	Kan												
	V SEM	FMS / AMM	AFM / CB	Break											
SAT	I SEM														
	III SEM														
	V SEM														

PRINCIPAL

B.N.M. Degree College
Banashankari 2nd Stage
Bangalore - 560 077

BNM DEGREE COLLEGE

II, IV & VI SEMESTER B.B.A TIME TABLE FOR THE ACADEMIC YEAR 2021-22

Dt: 16.05.2022

		09.30 - 10.30	10.30-11.30	11.30-12.30	12.30 to 1.00	1.00- 2.00	2.00-3.00	3.00-4.00
MON	II SEM	FARS	HRM	BE	Break	K/H/S	-	-
	IV SEM	-	CA	BRM		BS	K / H / S	-
	VI SEM	E-Busi	IB	SCM		-	-	-
TUE	II SEM	-	ENG	EVS	Break	K/H/S	-	-
	IV SEM	-	ACA	CA		BOI	K / H / S	-
	VI SEM	RM / SCM	E-Busi	BM		-	-	-
WED	II SEM	-	Eng	BE	Break	K/H/S	-	-
	IV SEM	-	BR	BS		ACA	K / H / S	-
	VI SEM	IB	IT	BM		-	-	-
THU	II SEM	FARS	ENG	HRM	Break	-	-	-
	IV SEM	ACA	BRM	BS		-	-	-
	VI SEM	E-Busi	IB	SCM		IT	-	-
FRI	II SEM	-	E-Busi	FARS	Break	ENG	-	-
	IV SEM	ACA	BOI	CA		-	-	-
	VI SEM	E-Busi	IT	RM		-	-	-
SAT	II SEM	E-Busi	HRM	Break	BE	-	-	-
	IV SEM	ACA	BOI		BS	-	-	-
	VI SEM	IT	RM	BM	-	-	-	
		09.30 - 10.20	10.20-11.10	11.10-11.30	11.30 - 12.20	12.20 - 1.10	-	-

Principal

Principal

Principal & Head of Institution
B.N.M. Degree College,
Banashankari 2nd Stage,
Bangalore-560 070

BNM DEGREE COLLEGE

Dt: 11.10.2021

I, III & V SEMESTER B.COM TIME TABLE FOR THE ACADEMIC YEAR 2021-22

DAY	SEM	09.30 - 10.30		10.30 - 11.30		11.30 - 12.30		12.30 to 1.00		1.00 - 2.00		2.00 - 3.00		3.00 - 4.00				
		Course	Room	Course	Room	Course	Room	Course	Room	Course	Room	Course	Room	Course	Room			
MON	I SEM	BMS		ENG		FA		Break		DF / BD	YOGA							
	III SEM	IFS		CA		ENG				EC	ENG							
	V SEM	IT		CM		GST				IFRS	AA				CDS			
TUE	I SEM	BMS		ENG		FA		Break		OEC	DF / BD	YOGA						
	III SEM	ENG		IFS		FM				EC	S & S							
	V SEM	IT		CM		GST				ED	AA							
WED	I SEM	FA		PM		ENG		Break		ENG	DF / BD	H & W						
	III SEM	CA		ENG		FM				EC	-							
	V SEM	IT		GST		ED				AA	IFM							
THU	I SEM	KAN / HIN		PM		K/H/S		Break		DF / BD	FA	H & W						
	III SEM	IFS		CA		EC				K / H / S	S & S							
	V SEM	IT		IFRS		ED				AA	IFM							
FRI	I SEM	PM		BMS		K/H/S		Break		OEC	-							
	III SEM	KAN / HIN		FM		CA				K / H / S	-							
	V SEM	GST		IFRS		CM				CDS	IFM							
SAT	I SEM	BMS		PM		Break		OEC		K/S	-							
	III SEM	FM		IFS						K/S	-							
	V SEM	IFRS		ED						CM		IFM	-					
	09.30 - 10.20		10.20 - 11.10		11.10 - 11.30		11.30 - 12.20		12.20 - 1.10									


PRINCIPAL - I
 B.N.M. Degree College,
 Ganashankari 2nd Stage,
 Bangalore - 560 070

BNM DEGREE COLLEGE

II, IV & VI SEMESTER B.B.A TIME TABLE FOR THE ACADEMIC YEAR 2021-22

Dt: 16.05.2022

		09.30 - 10.30	10.30-11.30	11.30-12.30	12.30 to 1.00	1.00- 2.00	2.00-3.00	3.00-4.00
MON	II SEM	FARS	HRM	BE	Break	K/H/S	-	-
	IV SEM	-	CA	BRM		BS	K / H / S	-
	VI SEM	E-Busi	IB	SCM		-	-	-
TUE	II SEM	-	ENG	EVS	Break	K/H/S	-	-
	IV SEM	-	ACA	CA		BOI	K / H / S	-
	VI SEM	RM / SCM	E-Busi	BM		-	-	-
WED	II SEM	-	Eng	BE	Break	K/H/S	-	-
	IV SEM	-	BR	BS		ACA	K / H / S	-
	VI SEM	IB	IT	BM		-	-	-
THU	II SEM	FARS	ENG	HRM	Break	-	-	-
	IV SEM	ACA	BRM	BS		-	-	-
	VI SEM	E-Busi	IB	SCM		IT	-	-
FRI	II SEM	-	E-Busi	FARS	Break	ENG	-	-
	IV SEM	ACA	BOI	CA		-	-	-
	VI SEM	E-Busi	IT	RM		-	-	-
SAT	II SEM	E-Busi	HRM	Break	BE	-	-	-
	IV SEM	ACA	BOI		BS	-	-	-
	VI SEM	IT	RM		BM	-	-	-
		09.30 - 10.20	10.20-11.10	11.10-11.30	11.30 - 12.20	12.20 - 1.10	-	-


Principal
 Principal & Staff
 B.N.M. Degree College
 Banashankari 2nd Stage,
 Bangalore-560 070

BNM Degree College M. Com Department

1st Semester Time Table Feb-2021-2023

Day/Time	9.00-10.00	10.00-11.00	11.00-12.00	12.00-1.00	1.00-2.00
Monday	GTM	PPBD	MS	IT	IBE
Tuesday	MF	MF	IT	CCS	MS
Wednesday	GTM	PPBD	IBE	CCS	MS
Thursday	CCS	IT	PPBD	MS	IBE
Friday	MF	MF	GTM	PPBD	CCS
Saturday	GTM	MS	IT	IBE	-

Subject Name	Faculty Name
1.1 Monetary System	Prof. Ashwini Sarvi
1.2 International Business Environment	Prof. Ashwini Sarvi
1.3 Principles and Practices of Business Decisions	Prof. Tejaswini
1.4 Information Technology for Business	Prof. Gayathri
1.5 Managerial Finance	Prof. Ventak Krishna Kottari
1.6 Global Talent Management	Prof. Gayathri
1.7 Soft Core Corporate Communication Skill	Prof. Chaithra

Tejaswini BC
Signature of the Coordinator

[Signature] 16/2/2022
Signature of the principal

BNM Degree College M. Com Department

3rd Semester Time Table Nov-2021-2022

Day/Time	9.00-10.00	10.00-11.00	11.00-12.00	12.00-1.00	1.00-2.00
Monday	CRP/FP	CTP/SCM	LSCM	IPR	OE
Tuesday	CRP/BT	CTP/FMS	OE	LSCM	SCM/FP
Wednesday	CRP/FMS	CTP/BT	IPR	SCM/FP	LSCM
Thursday	IPR	SCM/LIB	SCM/FMS	OE	LIB
Friday	CRP/BT	CTP/FP	LSCM	IPR	OE
Saturday	CRP/FMS	CTP/BT	-	-	-

Accounts and Taxation Specialization

SUBJECT CODE	FACULTY NAME	SUBJECT
3.5	Prof. Ventak KrishnaKottari	Corporate tax planning
3.3	Prof. Ventak KrishnaKottari	Corporate Reporting practices-I
3.4	Prof. Ashwini Sarvi	Strategic Cost Management

Finance and Banking Specialization

SUBJECT CODE	FACULTY NAME	SUBJECT
3.3	Prof. Tejaswini	Financial Market & Services
3.4	Prof. Tejaswini	Financial Planning
3.5	Prof. Ashwini Sarvi	Innovation in Banking & Technology

Common Subjects

Logistics and Supply Chain Management- Prof. Gayathri

Open Elective - Prof. Gayathri

Intellectual Property Rights - Prof. Tejaswini

Tejaswini
Signature of the Coordinator

[Signature]
Signature of the Principal
13/11/2021

BNM Degree College
M. Com Department
2nd Semester Timetable - June 2021 to Sep 2021

DAY/TIME	8.00 to 9.00	9.00 to 10.00	10.00 to 11.00	11. 00 to 12.00	12.00 to 1.00
Mon	ABI	DM	MIB	ETE	ARM
Tue	MIB	IEL	ARM	DM	RMD
Wed	ABI	MIB	ARM	ETE	RMD
Thu	MIB	DM	ABI	IEL	ETE
Fri	ABI	ARM	RMD	ETE	IEL
Sat	*****	DM	RMD	IEL	*****

PAPER CODE	SUBJECT NAME	FACULTY NAME
2.1	Modern Indian Banking	Prof. Ashwini Sarvi
2.2	Risk Management & Derivatives	Prof. Tejaswini
2.3	Advance Research Methodology	Prof. Chandrakala
2.4	Digital Marketing	Prof. Tejaswini
2.5	Emerging Trends in Entrepreneurship	Prof. Tejaswini
2.6	Indian Ethos and Leadership	Prof. Tejaswini
2.7	SOFT CORE: Artificial and Business Intelligence	Prof. Gayathri

Tejaswini B.C
 Signature of the coordinator


 Signature of the Principal

BNM Degree College M.Com Department

4th Semester Time Table

DAY/TIME	8.00 to 9.00	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00	12.00 to 1.00
MON	GST/BOM	GST/FM	CM	IFIM	PROJECT
TUE	CRP/IFIM	GST/BOM	SELF STUDY/BOM	CM	PROJECT
WED	GST/FM	CRP/IFIM	CM	SCM-II	PROJECT
THU	CRP/IFIM	SELF STUDY	FM	SCM-II	PROJECT
FRI	CRP/FM	CRP/BOM	CM	SELF STUDY	PROJECT
SAT	GST	SCM-II	SCM-II	-	-

ACCOUNTING AND TAXATION SPECILIZATION

PAPER CODE	SUBJECTS	FACULTY NAME
4.1	Commodity Market	Prof. Tejaswini B.C
4.2	Corporate reporting practices and IND AS	Prof. Venkat Kottari
4.3	Strategic cost Management-II	Prof. Ashwini Sarvi
4.4	Goods and Service Tax	Prof. Venkat Kottari
4.5	Dissertation	

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.3

Name of the Course: Marketing Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

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

- Understand the Concepts and Functions of Marketing.
- Analyse Marketing Environment its Impact on the Business.
- Understand the Consumer Behaviour
- Describe Marketing Mix and also strategize Marketing Mix
- Describe Service Marketing Mix.
- Use the Technology in Market Survey and Collection of Data.
- Understand the Various Acts Related to Marketing.

Syllabus

Module No. 1: FUNDAMENTALS OF MARKETING (14 Hrs)

Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing. Marketing of Services - Meaning, Definition, Features. Marketing Environment - Meaning, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.

Module No. 2: MARKETING MIX & LEGAL ASPECTS OF MARKETING (14 Hrs)

Marketing Mix - Introduction, Elements of Marketing Mix, Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons For Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing - Objectives, Factors Influencing Pricing Policy, Methods of Pricing; Physical Distribution-Meaning, Factors Affecting Channel Selection, Types of Marketing Channels. Promotion - Meaning and Significance of Promotion, Personal Selling and Advertising, Services Marketing Mix.

Legal Aspects of Marketing- Consumer Protection Act 1986, Environment Protection Act 1955, The Prevention of Food Adulteration Act 1951, The Competition Act 2002, The Packaging Rules 1977, FSSAI.

Module No. 3: CONSUMER BEHAVIOUR (08 Hrs)


Meaning, Definition: Consumer, Consumer Behaviour, Factors Influencing Consumer Behaviour, Consumer Decision Process, Types of Buying Motives, Theories of Consumer Buying Behaviour, Consumer Socialization, Factors Influencing Consumer Socialization

Module No. 4: MARKETING STRATEGIES (08 Hrs)

Market Segmentation- Meaning, Definition, Significance of Market Segmentation, Basis for Segmentation of Consumer Market and Business Segmentation.

Target Marketing: Steps in Target Marketing, Market Targeting Strategies.

Market Positioning: Importance of Marketing Positioning, Basis for Developing Positioning Strategy


Principal
B.N.M. Degree College
Banashankari
Bangalore

Module No. 5: MARKET RESEARCH and INNOVATIONS (12 Hrs)

Market Research- Meaning Definition, Objectives, Characteristics. Types of Marketing Research, Methods in Market Research, Marketing Research Tools and Techniques – Consumer Engagement Softwares' & online data collection forms: (Quest Back, Key Survey, Klout, Kred, Survey Monkey, Sparrow Survey, Typo Form Etc.)

Innovations In Marketing: Meaning, Definition, Characteristics and Challenges- Green Marketing, Online Marketing, Digital Marketing, Content Marketing, Social Media Marketing, Disruptive Marketing.

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed and recorded in the skill development book.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution networks for different products.
- Prepare a Survey Report on Consumer Behaviour

Any other activities, which are relevant to the course.

Reference Books:

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- P N Reddy and Appanniah, Marketing Management
- E - Commerce, P T Joseph, 4th Edition, 2013, PHI learning Pvt.Ltd.

Note: Latest edition of textbooks and reference Books may be used

Name of the Programme: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 1.5 Open Elective Course (OEC)

Name of the Course: Financial Literacy

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

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

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

- Describe the importance of financial literacy and list out the institutions providing financial services;
- Prepare financial plan and budget and manage personal finances;
- Open, avail, and manage/operate services offered by banks;
- Open, avail, and manage/operate services offered by post offices;
- Plan for life insurance and property insurance & select instrument for investment in shares

Syllabus

Module No. 1: Introduction to Financial Literacy (07 Hrs)

Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – Banks, Insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services.

Module No. 2: Financial Planning and Budgeting (07 Hrs)

Meaning, importance and need for financial planning; Personal Budget, Family Budget, Business Budget; Procedure for financial planning and preparing budget; avenues for savings from surplus.

Module No. 3: Banking Services (10 Hrs)

Types of banks; Banking products and services –Types of bank deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc.; Formalities to open various types of bank accounts, PAN Card, Address proof, KYC norm; Various types of loans – short term, medium term, long term, micro finance, and related interest rates offered by various nationalized banks and post office; Cashless banking, e-banking, Check Counterfeit Currency; CIBIL, ATM, Debit and Credit Card, and APP based Payment system; Banking complaints and Ombudsman. Unified Payment Interface (UPI).

Module No. 4: Post Office Financial Services (08 Hrs)

Post office Savings Schemes: Savings Bank, Recurring Deposit, Term Deposit, Monthly Income Scheme, Kishan Vikas Patra, Senior Citizen Savings Scheme (SCSS), Sukanya Samridhi Yojana/ Account (SSY/SSA); India Post Payments Bank (IPPB). Money Transfer: Money Order, E-Money order. Instant Money Order, collaboration with the Western Union Financial Services; MO Videsh, International Money Transfer Service, Electronic Clearance Services (ECS), Money gram International Money Transfer, Indian Postal Order (IPO).

Module No. 5: Protection and Investment Related Financial Services (10 Hrs)

Insurance Services: Life Insurance Policies: Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Property Insurance: Policies offered by various general insurance companies. Post office life Insurance Schemes: Postal Life Insurance and Rural Postal Life Insurance (PLI/RPLI). Housing Loans: Institutions providing housing loans, Loans under Pradhan Mantri Awas Yojana – Rural and Urban.

12

Principal Grade-1
B.N.M. Degree College
Banashankari 2nd Stage,
Bangalore-55

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.4 (OEC)

Name of the Course: Retail Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the Retail Business• Understand the business operations in Retailing• Have an overview of structure and formulate the retail strategies of Retail Business• Apply the Retailing principles and Theories• Explore the career opportunities in the Retail sector .		
Syllabus		
Module No. 1: Overview of Retail Business (10 Hours) Retail Business: Introduction, Meaning, Definition, Evolution ,Scope, Retailer: Meaning Characteristics and Functions, Forms of Retail Business Ownership, Influencing factors of Retail Business in India, Principles of Retailing, Retail Theories, Ethical issues in Retailing , Retail Scenario in India , FDI in Indian organized retail Sector.		
Module No. 2: Retail Organization and Functional Management (10 Hours) 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 No. 3: Retail Marketing Mix and Strategies (12 Hrs) Retail Product ,Product Assortment and Display, New Product Launch, Product Life cycle in Retailing, Retail Pricing strategies , Retail Distribution -In store and online store , Factors influencing Location of stores, Retail Promotion Programme , Promotional Budget, Understanding Customer, Consumer shopping Behaviour, Customer Service and satisfaction, Customer Relationship Management.		
Module No. 4: Recent Trends and career opportunities (10 Hrs) E-Tailing, Critical Analysis of E-tailing Strategies, Omni Channel Marketing ,Shopping Campaigns, Social Media Promotions, Email Campaign ,Guerrilla Marketing, Retail Information system, Database Management, Career opportunities and Top Recruiters		
Skill Developments Activities: <ul style="list-style-type: none">• Analyze and Report Case Studies of any 2 E-Tailing Enterprises• Identify the Products and Service Retailing in the Present Scenario• Conduct a Survey on Buying Behaviour of Retail Products• Observe and Report the strategies of different types of Retail shops• Presentation on 10 Indian Retail Companies and their Operations• Any other activities, which are relevant to the course.		

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.2 DSC

Name of the Course: Human Resource Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Describe the role and responsibility of Human resources manager.
- Describe HRP, Recruitment, Selection and retention process.
- Describe induction, training, and compensation aspects.
- Explain performance appraisal and its process.
- Demonstrate Employee Engagement.

Syllabus

Module No. 1: Introduction to Human Resource Management (10 Hrs)

Meaning and Definition of HRM – Features, Objectives, Importance, Functions and Challenges of HRM. Role and Responsibilities of HR Manager. Recent trends in HR. Meaning and Role of HR Analytics.

Module No. 2: Manpower Planning (14 Hrs)

Meaning and Importance of Manpower Planning. Meaning and need of Succession planning. Meaning, need and features of Job analysis, Job description, Job specification, Job enlargement, Job rotation and Job enrichment. Meaning, importance and sources of Recruitment. Meaning and benefits of E-recruitment. Meaning of recruitment matrix. Meaning and Definitions of Selection and Selection Process. Steps of Selection Process. Essentials of Effective Selection. Hurdles to Effective Selection. Meaning and Features of Placement and Gamification.

Module No. 3: Induction, Training and Compensation (12 Hrs)

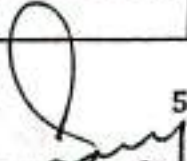
Meaning, Need, Features and Process of Induction. Problems faced during induction. Essentials of successful induction. Meaning of induction manual and checklist. Meaning, need, features, objectives and significance of training. Differences between training and induction. Steps in training. Methods of Training. A brief discussion of Kirkpatrick Model. Meaning and significance of Career Development. Meaning, need and types of Compensation. Differences between compensation and remuneration. Meaning and components of CTC. Motivation - Meaning, Importance, Theories of Motivation.

Module No. 4: Performance Appraisal (12 Hrs)

Meaning, Definitions, Objectives and Methods of Performance Appraisal. Benefits and Limitations of Performance Appraisal. Meaning, Definitions, Purposes and Basis of Promotion. Meaning of Open Promotion, Closed Promotion and Dry Promotion Systems. Meaning and need for Transfer. Differences between Promotion and Transfer. Reasons for transfer. Types of transfer. Meaning and need of rightsizing and downsizing of the workforce. Meaning and Definitions of Attrition. Reasons for attrition. Types of attrition. Measures to overcome high rate of attrition.

Module No. 5: Employee Engagement (08 Hrs)

Meaning and Types of Employee Engagement. Drivers of Employee Engagement. Benefits and Challenges of Employee Engagement. Models of Employee Engagement – A brief discussion of Deloitte Model and Zinger Model.

5

Principal Grade-1
B.N.M. Degree College
Banashankari 2nd Stage,
Bangalore-560 070

3.2 CORPORATE SKILLS

OBJECTIVE:

The objective of this course is to develop both Oral and written communication skill concerning organizational and busies issues.

Unit 1: ELEMENTS OF COMMUNICATION

16 Hrs

Meaning, Importance, objectives & Principles of Communication, Process, impediments of effective communication, strategies for effective communication. types –verbal and Non verbal communication -Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of Eliciting Response, Probing Questions, Observation, Business and social etiquettes.

Unit 2: PUBLIC SPEAKING AND SPEECH COMPOSITION

10 Hrs

Principles of Effective Speech & Presentations. Technical speeches & Non-technical presentations. Speech of introduction of a speaker - speech of vote of thanks -occasional speech - theme speech. Moderating programs Use of Technology

Unit 3: MEETINGS

08Hrs

Importance, Meetings opening and closing Meetings Participating and Conducting Groupdiscussions. Brain Storming, E- Meetings, Memos, minutes, Circulars & notices.

Unit 4: CORPORATE COMMUNICATION

14 Hrs

Email- meaning, importance, objectives. Messages- meaning, importance, objectives, Video conferencing- importance, advantages and disadvantages. Virtual communication- meaning, advantages, importance & using different online applications for corporate communication. Teleconference,

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference and other letters

Unit 5: CARRIER PLANNING

08 Hrs

Awareness of different carries sources of information, choosing a carrier, carrier counseling, and Resume preparation preparing for group discussion

BUSINESS LAB ACTIVITIES :

1. Conduct a group teleconference and submit minutes report
2. Conduct a mock meeting and draft minutes of the meeting.
3. Draft a letter of enquiry to purchase a laptop.
4. Draft your bio-data.
5. Prepare your Career Plan.

BOOKS FOR REFERENCE:

1. Rai & Rai- Corporate skill for business
2. Santosh Kumar- Soft skill for business, Himalaya Publications
3. C.G.G Krishnamacharyulu & Lalitha- Soft skill for Personality development
4. Sharma S.P. and others- Business communication
5. Dr. Md. Farooq Pasha and N.K. Ganesh- Corporate Skills, Kalyani Publication


Principal
B.N.M. Degree College
Banashankari 2nd Stage,
Bangalore-560 070

4.3 BANKING OPERATIONS AND INNOVATIONS

OBJECTIVE

The objective is to familiarize the students with the law, operations and innovations of Banking.

UNIT 1: BANKER AND CUSTOMER RELATIONSHIP

08Hrs

Introduction – Meaning of Bank – Banker - Meaning of Customer - general & Special Relationships.

UNIT 2: BANKING OPERATIONS.

12 Hrs

Collecting Banker and Paying Banker- Meaning – Holder for Value –Holder in Due Course Cheques- collection and payment procedure,- cheques truncation system (CTS0 paper to follow (PTF) Crossing of Cheques, Dishonor of Cheques, Grounds of Dishonor ,Consequences of wrongful dishonor of Cheques.

UNIT 3: CUSTOMERS AND ACCOUNT HOLDERS.

14 Hrs

Procedure and Practice in opening and operating accounts of different customers including Minors - Meaning & Operations of Joint Account Holders, Partnership Firms, Joint Stock companies, Executors and Trustees, Clubs and Associations and Joint Hindu Undivided Family.- E- accounting opening procedure , KYC documents .

UNIT 4: BANK SERVICES

12 Hrs

Principles of lending, Kinds of lending facilities such as Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit , criteria for lending loans –CBIL score importance and documents Fee based services-security features, documents , defaults - NPA –meaning types and recovery procedure , Demat

UNIT 5: BANKING INNOVATIONS.

10 Hrs

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

BUSINESS LAB ACTIVITIES:

- Collect and paste pay in slip for SB A/c and Current a/c.
- Draw a specimen of a crossed cheque.
- List out different types of customers and collect KYC documents required for loan
- List out various fee based services offered by a bank in your locality
- List out application based payment systems provided by a commercial bank

BOOKS FOR REFERENCE

1. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
2. Kothari N. M: Law and Practice of Banking.
3. Tannan M.L: Banking Law and Practice in India, Indian Law House
4. S. P Srivastava ; Banking Theory & Practice, Anmol Publications
5. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
6. Sheldon H.P: Practice and Law of Banking.
7. Neelam C Gulati: Principles of Banking Management.
8. M. Prakhas, Bhargabhi R: Banking law & Operation, Vision Book House


Principal
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 070

5.1 INCOME TAX-1

OBJECTIVE-The objective of this subject is to make the students to understand the computation of taxable income and tax liability.

UNIT-1: INTRODUCTION TO INCOME TAX.

12hrs

Brief history of Indian Income Tax, legal framework, types of taxes, cannons of taxation, definitions, assessment, assessment year, previous year including exception, assesses, person, income, casual income, gross total income, agricultural income, scheme of taxation, meaning and classification of capital and revenue.

UNIT-2: RESIDENTIAL STATUS

8 hrs

Residential status of an individual's, Determination of residential status, incidence of tax-problems.

UNIT-3: EXEMPTED INCOMES

04 hrs

Introduction, exempted incomes U/S 10. Only in the hands of individuals

UNIT-4: INCOME FROM SALARY

20 hrs

Meaning, definitions, basis of charge, advance salary, arrears of salary, allowances, perquisites, profits in lieu of salary, provident fund, gratuity, commutation of pension, encashment of earned leave, deductions from salary U/S 16, problems on computation of salary income.

UNIT-5: INCOME FROM HOUSE PROPERTY

12 hrs

Basis of charge, deemed owners, exempted income from house property, composite rent, Annual value, determination of Annual value, treatment of unrealized rent, loss due to vacancy, deductions from Annual value U/S 24, problems on computation of income from house property

BUSINESS LAB ACTIVITIES:

1. List out cannons of taxation in India and develop E content on scheme of taxation
2. Prepare a Slab rates chart for different individual assesses,
3. List out any ten exempted income from Tax in India
4. Prepare -E based Chart on perquisites
5. Fill Form No. 49A Online for obtaining PAN and submit the printout to the subject teacher
6. Identify and collect the List of prescribed enclosures pertaining to IT returns in respect of salary and house property incomes

BOOKS FOR REFERENCE LATEST VERSION

1. Dr. viond k. singhania-direct taxes-law and practices, taxmann publication.
2. B B Lal- direct taxes, konark publishers[p] ltd.
3. Dr.Mehrotra and Dr.Goyal- direct taxes-law and practices, sahitya bhavan publication.
4. Dinakar pagare-law and practice of income tax, sultan chand and sons.
5. Gaur and narang- income tax – kalyani publishers.
6. 7 lecturers- income tax-VBH
7. Dr.V Rajesh kumar and Dr. R K sreekantha- income tax 1, vittam publications.


Principal
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 070

6.2 AUDITING AND ATTESTATION

OBJECTIVE:

This course aims at imparting knowledge about the principles and methods of auditing and their applications

UNIT 1: INTRODUCTION TO AUDITING

12 Hrs

Introduction – Meaning - Definition – Objectives – Differences between Accountancy and Auditing – Types of Audit - Advantages of Auditing – Preparation before commencement of new Audit – Audit Notebook – Audit Working Papers – Audit Program, Recent Trends in Auditing: Nature & Significance of Tax Audit – Cost Audit - Management Audit. Forensic audit

Tally ERP 9 Auditors Edition: Introduction, features, characteristics – Tally.Net: features – requirements for remote connectivity – Access information via SMS, Safeguard Data – Automated Backup and Recovery. E-Auditing-meaning, uses and limitations, auditing the auditors

UNIT 2: INTERNAL CONTROL

10 Hrs

Internal Control: Meaning and objectives. Internal Check: Meaning, objectives and fundamental principles. Internal Check as regards: Wage Payments, Cash Sales, Cash Purchases. Internal Audit: Meaning - Advantages and Disadvantages of Internal Audit – Differences between Internal Check and Internal Audit.

UNIT 3: VOUCHING

12 Hrs

Meaning - Definition – Importance – Routine Checking and Vouching – Voucher -Types of Vouchers – Vouching of Receipts: Cash Sales, Receipts from debtors, Proceeds of the sale of Investments. Vouching of Payments: Cash Purchases, Payment to Creditors, Deferred Revenue Expenditure.

UNIT 4: VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES

12 Hrs

Meaning and Objectives of verification and valuation– Position of an Auditor as regards the Valuation of Assets – Verification and Valuation of different Items: Assets: Land & Building, Plant & Machinery, Goodwill – Investments - Stock in Trade. Liabilities: Bills Payable - Sundry Creditors – Contingent Liabilities.

UNIT 5: AUDIT OF LIMITED COMPANIES AND OTHERS

10 Hrs


Company Auditor – Appointment – Qualification - Powers - Duties and Liabilities Professional Ethics of an Auditor - Audit of Educational Institutions – Audit of Insurance Companies- Audit of Cooperative societies. Institutions for Auditing central Vigilance Commission (CVC) comptroller and Auditor General of India (CAG), State Accountant and Auditor General (SAG) –role and functions in Public Account Audits

BUSINESS LAB ACTIVITIES : :

1. Collect the information about types of audit conducted in any one Organization
2. Visit an audit firm write about the procedure followed by them in auditing the books of accounts of a firm.
3. Draft an investigation report on behalf of a Public Limited Company
4. Record the verification procedure with respect to any one fixed asset.
5. Develop E-content for qualified report and clean report of an MNC
6. List the renowned international audit firms

BOOKS FOR REFERENCE:

1. BN Tandon, Practical Auditing, Sultan Chand


Principal Grade-I
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore

Name of the Programme: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 1.1 (DSC)

Name of the Course: Financial Accountancy

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

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

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

- Understand the Basic Concepts of Accountancy
- Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee.
- Demonstrate various accounting treatments for dependent branches
- Learn various methods of accounting for hire purchase transactions.
- Outline the emerging trends in the field of accounting
- Demonstrate e-Treatment of Accountancy

Syllabus

Module No. 1: Introduction to Accountancy (10 Hrs.)

Introduction – Meaning, Definition of Accounting – Uses & Users of Accounting – Accounting Principles - Accounting process – Types of Reconciliation (Concepts) – Recognition of Capital & Revenue and Problems on Accounting Equation (Operating in Spreadsheet).

Module No. 2: Consignment Accounts (12 Hrs.)

Introduction-Meaning of Consignment - Consignment Vs Sales -Proforma Invoice -Accounts Sales -Types Commission - Accounting for Consignment Transactions & Events in the books of Consignor only - Treatment of Normal & Abnormal Loss. - Valuation of Closing Stock-Goods sent at Cost Price and Invoice Price. (Operating in Spreadsheet)

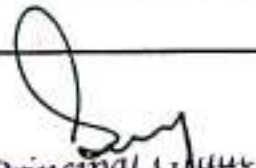
Module No. 3: Accounting for Branches (12 Hrs.)

Introduction – Meaning – Objectives – Types of Branches –Meaning and features of Branches - Dependent Branches – Independent Branches – Foreign Branches – methods of Maintaining books of Accounts by Head office – Meaning & Feature of Debtor system, stock & Debtor system, wholesale branch system and Final Account system – Supply of Goods at Cost Price & Invoice Price - Problems on preparation of Dependent Branch A/c in the books of Head Office under Debtor system only. (Operating in Spreadsheet)

Module No. 4: Leasing & Hire Purchase (14 Hrs.)

Leasing – Elements of lease – Major Components of Lease Agreement – Types of Leasing – Leasing Financial institution in India. (Theory) - Hire Purchase - Meaning of Hire Purchase and Instalment Purchase System- difference between Hire Purchase and Instalment Purchase – Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser (Asset Accrual Method only). (Calculation of EMI in Spreadsheet)

Module No. 5: Emerging Trends in Accounting (08 Hrs.)


Principal
B.N.M. Degree College
Banashankari 2nd Stage,
Bangalore-560 070.

Name of the Programme: Bachelor of Commerce

Course Code: B.Com 1.4 (SEC – SB)

Name of the Course: Digital Fluency

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	3 Hrs	28 Hrs

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

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

- Understand the Fundamentals of computers.
- Work in Word Processor effectively.
- Discover the arena of the Internet and its possibilities.
- Effectively communicate through Email

Syllabus

Module No. 1: Fundamentals of Computer (04 Hrs)

Introduction – Objectives - Computer, Mobile/ Tablet and their application - Components of a Computer System - Central Processing Unit- Common Input & Output devices - USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU

Module No. 2: Word Processor (16 Hrs)

Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar - Creating a New Document - Opening and Closing Documents- Opening Documents - Save and Save As - Closing Document - Using The Help - Page Setup - Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file - Document manipulation & Formatting - Text Selection - Cut, Copy and Paste - Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar - Shortcut Keys

Module No. 3: Internet (04 Hrs)

Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP - Concept of Internet & WWW - Website Address and URL - Applications of Internet - Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox,) - Exploring the Internet - Surfing the web - Popular Search Engines - Searching on Internet

Module No. 4: E-mail (04 Hrs)

Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account - Mailbox: Inbox and Outbox - Creating and Sending a new E-mail - CC – BCC- Replying -Mail Merge- Forwarding - attachments – Scheduling – Password Protect – Delete.

Skill Developments Activities:

- Use word processor to prepare Resume
- Draft a covering letter using Word Processor
- Systematically draft different emails
- Prepare a Letter of Internship requisition and send email.
- Install and uninstall a Web Browser and Record the Steps

Any other activities, which are relevant to the course.

I Semester B.Com Tourism and Travel Management

1.5 TOURISM BUSINESS – I

Objectives :

- To introduce the concept of tourism and travel terminology
- To know various components of tourism and travel industry
- To study tourism as a service industry.

UNIT 1 – Definition, History of Travel, Nature, Importance and Scope of Tourism **08 Hours**

UNIT 2 – Transport – Road – Rail – Sea – Air - Civil Aviation – Traditional and Supplementary Accommodation **12 Hours**

UNIT 3 – Tourism Motivation, Planning and Tourism Administration and its role in India **08 Hours**

UNIT 4 – Social, Physical and Economic Impacts of Tourism – Tourism and Government Policies (both Central and State policy) **10 Hours**

UNIT 5 – Tourism as an Industry – Future of Tourism with special reference to India **10 Hours**

Books for Reference:


1. A.K. Bhatia – International Tourism, Sterling Publishers Pvt Ltd, New Delhi, 2003
2. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
3. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
4. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
5. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi, 1997
6. Kaul R.N – Dynamics of Tourism, Sterling Publishers Pvt Ltd, New Delhi, Volume 1,2 & 3, 1991
7. K.K Sharma – World Tourism Today, Sarup & Sons, New Delhi, 2004
8. P.C. Sinha, Tourism Planning, Anmol Publications Pvt Ltd, New Delhi, 2005
9. Praveen Sethi – Tourism for the Next Millennium, Rajat Publication, Delhi, 1999

Name of the Programme: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 2.2 (DSC)

Name of the Course: Business Ethics

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
Course outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understanding the importance of ethical behavior in business and the community.• Provide skills for recognising and resolving ethical issues in business;• Critical self-examination of one's own values, as well as appreciation for the relevance of personal values in the business/workplace.• Encourage self-reflection on the ethical dimensions of your own decisions in the workplace.		
Syllabus		
Module No. 1: Nature and Essence of Business Ethics (08 Hrs) Meaning of Ethics, Scope & Importance of Ethics, Types of Ethics. Business Ethics: Introduction, Meaning, Characteristics, Importance, Factors Influencing Business Ethics, Principles & Scope of Business Ethics, Approaches to the study of Business Ethics, Arguments for and against Business Ethics.		
Module No. 2: Personal & Professional Ethics (12 hours) Personal Ethics - Meaning, Principles of Personal Ethics, Importance, Emotional Honesty, Virtue of Humility, Karma Yoga concept (Meaning & Principles). Professional Ethics - Concept & Emergence of Professional Ethics, Need for Professional Ethics, Ethical Dilemmas in Profession – Healthcare, Education, Corporate, Social work. Reasons for the crisis of Professional Ethics (Nepotism, favoritism etc.), Moral Entrepreneur (Meaning only).		
Module No. 3: Business Ethics in Marketing & Finance (12 hours) Meaning of Marketing, Need of Ethics in Marketing, Ethical dilemmas in Marketing, Unethical practices in Marketing, Ethical issues in Advertising, Promotions and Distribution, Common deceptive marketing practices, Role of Consumerism. Meaning of Finance, Ethics in Finance, Need of Ethics in Finance, Scope & Code of Ethics in Finance, Unethical practices in Finance. Creative Accounting – Definition, Importance and Methods; Earnings Management & Accounting Fraud; Hostile takeovers in India; Case study: Kingfisher Airlines Scam, Satyam Scam.		
Module No. 4: Business Ethics in HRM & IT (12 hours) HRM – Meaning, Definition, Need and Types. Areas of HRM ethics, Ethical issues in HR, Unethical practices of HRM, Meaning & Importance of Workplace Ethics, Role of Management in inculcating workplace ethics, Factors shaping ethical behavior at work, Importance of Employee Code of Conduct, Ethical Leadership (meaning). IT – Ethical issues relating to Computer Applications, Information Security, Security Policies & Procedures, Information Protection, Ethical codes in Information Technology, Reducing threat to Information Systems. Objectives and Features of Cyber Laws in India, Objectives and Features of The Information Technology Act 2000, Computer Crime & Computer Viruses – Meaning, Types & Prevention. Ecological Ethics: Environment Protection and pollution control by businesses.		
Module No. 5: Corporate Governance & Corporate Social Responsibility (12 hours)		

5

Principal Grade-1
B.N.M. Degree College
Banashankari 2nd Stn
Bangalore

Corporate Culture - Meaning, Characteristics, Importance, Positive and negative impact of corporate culture in business, Role of CEOs in shaping business culture.
Corporate Governance - Meaning, Scope, Characteristics, Principles, Benefits, Limitations, Corporate Governance Norms, Changes in Corporate Governance issues as per Companies Act 2013.
Various Committees on Corporate Governance – Board of Directors, Appointment & Duties; Cadbury Committee, Narasimhan Committee, Narayana Murthy Committee.
CSR: Concept, Scope, Types, CSR Principles & Strategies, Importance of CSR in contemporary society, Various models of CSR.


Skill Developments Activities:

- Prepare a chart showing types of values.
- Make a list of unethical aspects of finance in any organization.
- Make a list of ethical issues that functional managers face.
- Prepare a note on the CSR activities undertaken by any two Indian Corporate.
- Create a list of ethical issues involved in Corporate Governance.
- Prepare a list of unethical aspects of advertising.
- Any other activities, which are relevant to the course.

Reference Books:

- Murthy CSV: Business Ethics and Corporate Governance, HPH
- Bholanath Dutta, S.K. Podder – Corporation Governance
- H.R.Machiraju: Corporate Governance
- K. Venkataramana, Corporate Governance, SHBP.
- N.M.Khandelwal : Indian Ethos and Values for Managers
- S Prabhakaran; Business ethics and Corporate Governance
- C.V. Baxi: Corporate Governance
- R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
- B O B Tricker, Corporate Governance; Principles, Policies and Practices
- Michael, Blowfield; Corporate Responsibility

Note: Latest edition of textbooks and reference Books may be used


Principal
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 070.

Name of the Program: Bachelor of Commerce (B.Com.)

Course Code: B.Com.3.2.2

Name of the Course: Indian Financial Services

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs.	56 Hrs.

Pedagogy: Classroom lectures and Tutorials

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

- Understand the financial system, Institutions, financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets.

Syllabus

Module No. 1: OVERVIEW OF FINANCIAL SYSTEM (8 Hrs)

Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.

Module No.2: FINANCIAL INSTITUTIONS (16 Hrs)

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 Hrs)

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 Hrs)

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 Hrs)

Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.



Principal Grade-I
B.N.M. Degree College
Banashankari 2nd St.
Banashankari

SKILL DEVELOPMENT ACTIVITIES

- Visit any financial institution and prepare a report regarding its structure, functions and performance.
 - Prepare a chart on Financial Institutions in India
 - Analyze the ratings given by any credit rating agency, for at least 5 companies. •
- Collect information on NASDAQ, Nifty, Sensex and write brief report on the same.
- Identify a company of your choice and record its share prices for one month.

Reference Books

- L.M. Bhole, Financial Institutions & Markets, McGraw Hill
 - Khan, M.Y, Indian Financial System, McGraw Hill
 - Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
 - Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill
 - Guruswamy, S., Financial Services and System, McGraw Hill
 - Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill •Khan. M.Y, Indian Financial System, Vikas Pub. House
 - H.R Machiraju, Indian Financial System, Vikas Pub. House
 - E.Gorden& K. Nataraj, Financial Markets and Services, HPH
- Note: Latest edition of text books may be used.**


Principal Grade-I
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 077

4.4 COSTING METHODS

OBJECTIVE: To familiarize the students on the uses and applications of cost accounting methods in different businesses. Sectors

Unit 1: JOB AND BATCH COSTING

10 Hrs

Job costing: Meaning, prerequisites, job costing procedures, Features, objectives, applications, advantages and disadvantages of Job costing. **Batch costing:** Meaning, advantages, disadvantages, determination of economic batch quantity, Comparison between Job and Batch Costing – problems

Unit 2: PROCESS COSTING

14 Hrs

Introduction, meaning and definition, Features of Process Costing, applications, comparison between Job costing and Process Costing, advantages and disadvantages, treatment of normal loss, abnormal loss and abnormal gain, rejects and rectification - Joint and by-products costing – problems under reverse cost method.

Unit 3: CONTRACT COSTING

14 Hrs

Meaning, features of contract costing, Applications of contract costing, similarities and dissimilarities between job and contract costing, procedure of contract costing, profit on incomplete contracts, Problems.

Unit 4: OPERATING COSTING

12 Hrs

Introduction, Meaning and application of Operating Costing, - Power house costing or boiler house costing, canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing.

UNIT 5: OUTPUT COSTING

10 Hrs

One Operation (Unit or Output) Costing - Collection of Costs - Tenders or Quotations - Treatment of Scrap - Production Account - Difference between a Production Account and a Cost Sheet

BUSINESS LAB ACTIVITIES

1. Listing of industries located in your area and methods of costing adopted by them
2. List out materials used in any two organizations.
3. Develop E-content for operating costing of a renowned transport company
4. Develop E-content for the significance of contract costing applicable to leading builder and developers
5. Collect data for Job costing pertaining to printing press and repair shops

Name of the Program: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 4.1

Name of the Course: Advanced Corporate Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	3+0+2 Hrs	56 Hrs

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

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

- Know the procedure of redemption of preference shares.
- Comprehend the different methods of Mergers and Acquisition of Companies
- Understand the process of internal reconstruction.
- Prepare the liquidators final statement of accounts.
- Understand the recent developments in accounting and accounting standards.

Syllabus

Module No. 1: REDEMPTION OF PREFERENCE SHARES (10 Hrs)

Introduction, Meaning, legal provisions, treatment of premium on redemption – creation of Capital Redemption Reserve – Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for redemption. Issue of bonus shares – Problems on Journal Entries and preparation of Balance sheet after redemption. (in accordance with Schedule III to Companies Act 2013)

Module No. 2: MERGERS AND ACQUISITION OF COMPANIES (16 Hrs) Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase – Meaning and Methods of Purchase Consideration (Ind AS -103) - Net asset Method - Net Payment Method, Accounting for Amalgamation (Problems on pooling of interest method and purchase method) – Journal Entries and Ledger Accounts in the Books of Transferor Company. Journal Entries and Balance Sheet in the books of Transferee Company.

Module No. 3: INTERNAL RECONSTRUCTION OF COMPANIES (10 Hrs)

Introduction, Meaning and Need for Internal Reconstruction, Types and Objectives of Capital Reduction, Legal Provisions for Reduction of Share Capital under Companies Act, 2013. Accounting for Capital Reduction- Problems on Journal Entries, preparation of Capital Reduction Account and Reconstructed Balance sheet.


Principal

Module No. 4: LIQUIDATION OF COMPANIES (12 Hrs)

Meaning of Liquidation, Meaning and Functions of Liquidator, Modes of Winding up, Order of payments. Liquidator's remuneration. Problems on preparation of Liquidator's Final Statement of Account.

Module No. 5: EMERGING TRENDS IN ACCOUNTING (08 Hrs) 1.

Human Resource Accounting

2. Inflation Accounting

3. Investment Accounting

4. Automated accounting process

5. Cloud based accounting

6. Data analytics and forecasting tools

7. Rise of accounting software solutions

8. Blockchain

9. Forensic Accountancy

10. Advisory Services

11. Artificial Intelligence in Accounting

12. Big Data in Accounting

13. Remote Work Setting

14. Outsourcing of Accounting of Functions

15. Changing financial standards

16. Workplace wellness accounting, etc (concepts only)

Skill Development Activities:

- List out legal provisions in respect of Redemption of Preference shares.
- Calculation of Purchase consideration with imaginary figures.
- List any five cases of amalgamation in the nature of merger or acquisition of Joint Stock Companies.
- List out legal provisions in respect of internal reconstruction.
- Any other activities, which are relevant to the course.

Text Books:

- Arulanandam & Raman ; Corporate Accounting-II, HPH
- Anil Kumar.S Rajesh Kumar.V and Mariyappa .B Advanced Corporate Accounting, HPH
- Dr. Venkataraman. R – Advanced Corporate Accounting
- S.N. Maheswari , Financial Accounting, Vikas publishing


Principal
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 070.

5.3: INDIAN ACCOUNTING STANDARDS (Ind AS)

Objective: To enable the students to understand the basic concepts of Accounting Standards and to understand the principles of recognition, measurement, presentation and disclosure of Indian Accounting Standards by various organizations

Unit 1: Introduction to Indian Accounting Standards

8 hrs

Overview of Accounting Standards – Objectives of Accounting Standards – Benefits and Limitations of Accounting Standards – Process of Formulation of Accounting Standards in India – List of Indian Accounting Standards (Ind AS) – Need for Convergence Towards Global Standards– International Financial Reporting Standards as Global Standards – Benefits of Convergence with IFRS – Applicability of Ind AS in India.

Unit 2: Presentation of Financial Statements

10 hrs

Users of financial statements, objective of financial statements, Underlying assumptions, Qualitative characteristics of financial statements, The elements of financial statements, Recognition of the elements of financial statements, Measurement of the elements of financial statements, Concepts of capital and capital maintenance

Unit 3: Asset Based Indian Accounting Standards

16 hrs

Property, Plant and Equipment (Ind AS 16) - Intangible assets (Ind AS 38) - Impairment of assets (Ind AS 36) – Inventories (Ind AS 2) - Borrowing costs (Ind AS 23) – Investment Property (Ind AS – 40) – Scope, definitions, Recognition and Measurement of the above-mentioned Standards. (Simple Problems on Ind AS 16, 38, 36, 2, 23)

Unit 4: Liability Based Indian Accounting Standards


14 hrs

Provisions, contingent liabilities and contingent assets (Ind AS 37) – Scope, provision, liability, obligating event, legal obligation, constructive obligation, contingent liability, contingent asset, relationship between provisions and contingent liability, recognition of provisions, Contingent asset and contingent liability, Measurement and Disclosure of Information in the Financial Statements.

Unit 5: Revenue Based Indian Accounting Standards

8 hrs

Revenue from contract with customers (Ind AS 115) – Contract, Customer, Income, performance obligation, Revenue, transaction price, Applicability of Ind AS 115, Recognition and identifying performance obligation, determining the transaction price, disclosure requirements in Financial Statements (Simple Problems Only)

49

Principal Grade,
B.N.M. Degree College
Banashankari 2nd Stage
Bangalore-560 070.

6.4 ENTREPRENEURSHIP AND ETHICS

Objectives: this course enables the learner to gain an insight in to starting of his or own enterprise and to enlighten them on ethical practices

Unit 1: ENTREPRENEURSHIP

12 Hrs

Meaning, Definition and characteristics of Entrepreneurship and Entrepreneur Functions of Entrepreneur, Factors influencing Entrepreneurship Advantages and disadvantages, Qualities of an Entrepreneur, Types of Entrepreneurs and brief history about successful entrepreneurs Role of artificial intelligence in developing Enterprises

Unit 2: MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)

10Hrs

Meaning, Definition, investment limit, Ownership Patterns of Micro, Small and Medium enterprise. Products and services of MSME, Role played by MSME in the development of Indian Economy, Problems faced by MSME and the steps taken to solve the problems, Stages in setting up of MSME

Unit 3: START-UPS

10 Hrs

Meaning, definition features types, benefit and limitation of startups. Players in the promotion of start ups, the role of incubation centers in grooming youngsters for startups preparation of business plan and feasibility reports – Financial, technical, marketing, product service, legal. Causes for success and failure of start-ups in India, Start-ups India scheme, features eligibility, loan facilities matching grant, minimizing section imbalance through the promotion of startups in urban and rural India, Women entrepreneurs in start-ups

Unit 4: THE ROLE OF BANKING AND FINANCIAL INSTITUTIONS IN THE PROMOTION OF ENTREPRENEURERS

12Hrs

Financial assistance by Commercial banks, co-operative banks, Government Assistance, through SFCs SIDBI, IFCI, Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for MSMEs and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

58

Principal Grade
B.N.M. Degree College,
Banashankari 2nd Stage
Bangalore-560 070

Unit 5: ETHICS IN BUSINESS

12 Hrs

Meaning - Scope - Types of Ethics - Characteristics - Factors influencing Business Ethics - Importance of Business Ethics - Ethics in Finance, production, marketing, HR, R&D and Information Technology and Professional ethics

BUSINESS LAB ACTIVITIES

1. Preparation of a Project report to start a Start-ups Unit.
2. Preparing a letter to the concerned authority-seeking license for the proposed MSME Unit
3. Visit a incubation centre and submit report on its activities
4. Chart showing financial assistance available to MSME along with rates of interest.
5. List out ethical problems faced by Entrepreneurs/Manager

BOOKS FOR REFERENCE

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development, HPH.
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship
5. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems, SIET, Hyderabad
6. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand.
9. N.V.R. Naidu : Management and Entrepreneurship, I.K. International
10. Murthy CSV: Business Ethics and Corporate Governance- HPH
11. Dr. K. Nirmala,-: Business Ethics and Corporate Governance-HPH
12. Usha Devi and Shruthi,- entrepreneurs Development -HPH
- 13 Reha and Vibha, -Entrepreneurs Development -VBH

Name of the Course: 1.1 MONETARY SYSTEM

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs
<p>Course Outcomes: On successful completion of the course, the Students will be able to understand the Principles & Systems of Note Issue present in India and other countries. The contents will expose students to the depth of the Domestic and International Monetary system and practices in general.</p>		
<p>Syllabus:</p>		
<p>Module 1: Money: Introduction & Invention of Money, Meaning, Definition, Evolution: Stages (Barter System to Bitcoin), Characteristics, Functions, Approaches, Types of Money, Role of Money, Importance of Money, Evils of Money, Money and Near Money, Time Value of Money, Circular Flow of Money - Sectors. Theories of Value of Money - Quantity Theory of Money: Fisher's Transaction Approach & Cambridge Cash Balance Theory, Income Theory of Money, Liquidity Theory of Money, Friedman's Restatement of the Quantity Theory of Money, Keynesian Theory of Money, Modern Monetary Theory.</p>		
<p>Module 2: Monetary Standards: Meaning & Definition, History, Gresham's Law, Types of Monetary Standards: Monometalism, Bimetallism, Paper Currency and Virtual Currency: Features, Types, Reforms, Pros & Cons. Gold Standard: Meaning, Types, Features, Functions, Pros & Cons, Domestic and International Gold Standards, Working of Gold Standard: Conditions, Qualities of Good Monetary System. Introduction to Paper Currency Standard: Meaning & Definition, Principles of Note Issue, Right of Note Issue, Method of Note Issue, Essentials of Sound Currency System. Introduction to SDR or Paper Gold: Meaning & Definition, Features, Role of SDR, Working of SDR, Basket of Currencies, IMF Quota - SDR, SDR allocations & Interest Rate.</p>		
<p>Module 3: International Monetary System: Meaning & Definition, History, Evolution - Bimetallism before 1875, Classical Gold Standard 1876 - 1913, Interwar Period 1914 - 1944, Bretton Woods System 1945 - 1973 (IMF & World Bank), Flexible Exchange Rate Regime (1972 to Present), Smithsonian Agreement, Triffin's Paradox, Nixon Shock; Characteristics & Importance. Introduction to Flexible Exchange Rate Regime: Meaning & Definition, Characteristics, Functions, Pros & Cons of Fixed & Flexible Exchange Rate Regime, Fixed v/s Flexible Exchange Rate Regime, Current Exchange Rate Regime and Exchange Rate Management in India.</p>		
<p>Module 4: International Financial System: Meaning & Definition, International Financial System v/s International Monetary System, Evolution, Components of International Financial System. Introduction to International Financial Markets: Meaning & Definition, Participants, Elements, Forex Market, Euro Currency Market, Euro Bond Market, Depository Receipts - ADRs, GDRs & IDRs; Bond Market - Masala Bonds, Green Masala Bonds, Samurai Bond, Yankee Bond, Panda Bonds and others.</p>		
<p>Module 5: Balance of Payment & Balance of Trade (BOP & BOT): Introduction to BOP & BOT: Meaning & Definition, Features, Components, Structure of BOP, BOP v/s BOT, Equilibrium & Disequilibrium in BOP, Types and Causes of Disequilibrium in BOP, Methods to Correct Disequilibrium in BOP, Devaluation and Depreciation of Currency - Recent Trends. Capital Account & Current Account: Meaning, Structure, Convertibility, Capital Account v/s Current Account.</p>		
<p>Suggested Books/Articles/Links for References:</p> <ol style="list-style-type: none"> 1. K. N. Verma, Monetary System, Vishal Publishing Company 2. P. Agarwal, International Financial Management, HPH 3. V.K. Bhatta, International Financial Management Anmol publication Pvt. Ltd. New Delhi. 4. K.K. Dewet, Modern Economic Theory, Shyam Lal chaintable Trust, Ramnagar, New Delhi. 5. Apte P.G: International Financial Management, TMH 		

Name of the Program: Master of Commerce

Name of the Course: 2.3 ADVANCED RESEARCH METHODOLOGY

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Course Outcomes: On successful completion of the course, the Students will be able to learn concepts, tools and techniques of the methodology of business research. It also gives an opportunity to do a research / consultancy project in future.

Syllabus:

Module 1: Introduction to Research: Introduction to Research: Meaning, Characteristics, Objectives, Motivation in Research, Types, Methods, Significance, Process, Approaches, Criteria of Good Research. Concept of Theory, Empiricism, Deductive and Inductive Theory. Introduction to Ethics in Research, Plagiarism, Limitations and Ethical Issues in Research, Software for Detection of Plagiarism, Plagiarism level in National and International Publications, Problems encountered by researchers in India.

Module 2: Research Topic & Research Design: Selecting a Topic for Research, Types of Research Problems in Social Science, Components & Sources of Research Problem, Techniques involved in Defining Problem, Definition of Problem and Evaluating Problem, Review of Literature: Need, Purpose & Note Taking, Research Gap Identification. Introduction to Research Design: Meaning, Need & Importance, Types & Uses of Research Design, Features of Good Research Design, Types of Research Design – Concept, Pros & Cons. Qualitative, Quantitative and Mixed Research Designs, Steps in Sample Design, Complex Random Sample Designs, Variables in Research: Introduction, Meaning, Types.

Module 3: Scales of Measurement & Data Processing: Scales of Measurement: Types of Data Measurement Scale, Techniques of Data Scaling, Goodness of Measurement Scales, Deciding the Scale, Validating the Scale. Data Processing: Processing and Distribution - Field Work Validation - Tabulation - Editing - Coding - Classification and Tabulation of Data - Presentation - Graphical Representation. Reliability and Validity: Meaning, Types and Need. Sources of Data: Primary and Secondary Sources – Qualitative and Quantitative Methods of Data Collection, Constructing Questionnaire, Standardized Questionnaire, Questionnaire v/s Schedules.

Module 4: Sampling & Hypothesis: Introduction to Sampling: Concepts of Population, Sample, Sampling Frame, Sampling Error, Sample Size, Characteristics of a good sample, Types of Sampling - Probability and Non-Probability, Determining Size of the Sample, Sample v/s Census, Introduction to Hypothesis: Meaning, Concepts & Types. Type I and Type II Errors, Level of Significance, Testing of Hypotheses: Concepts, Steps in Testing of Hypothesis, P - Value Approach.

Module 5: Statistical Tests & Software's: Univariate and Multivariate Data Analysis, Descriptive vs Inferential Analysis - Descriptive Analysis of Univariate Data and Bivariate Data, Parametric and Non-Parametric Tests, Correlation Analysis, Multiple regression analysis, t-Test, Z-Test, F-Test, Chi-Square, ANOVA and Econometrics Model – Concept & Problems. Importance of Report Writing - Types of Reports, Footnotes and Bibliography, Reference Management Software like Zotero/Mendeley, Research Software like SPSS, AMOS, GRATEL, R TOOLS., PYTHON, etc.

- In the place of Internal Assessment, Practical Tests shall be conducted through Statistical software packages (SPSS, AMOS) for Research.
- Practical Examination will be conducted by the BOE.

conscious about ethical values in real life and in business.

2. TO MAKE STUDENTS INTERNALIZE ethical values and practices.

Module – 1:

Ethics in Business: Definition of business ethics – A model of ethics; ethical performance in business; managerial values and attitudes; ethical congruence; managerial philosophy; types of ethics; code of ethics; importance of ethics in business.

Module – 2

Ethical Theories and Corporate social responsibility: Cognitivism and non-cognitivism; consequentialism versus non-consequentialism- Utilitarianism; Religion and ethics; Kantianism versus Utilitarianism; Business and Religion; Ethics and Social responsibility: Corporate social responsibility; changing expectations; diagnostics model of social responsiveness; four faces of social responsibility- ethical climate in companies.

Module – 3

Ethics in Marketing: Ethical dilemmas in marketing- unethical marketing practices- ethical and social issues in advertising- common deceptive marketing practices-role of consumerism.

Ethics in Finance: Unethical financial practices – creative accounting- hostile takeovers- tax evasion- corporate crimes.

Module – 4

Ethics in Human Resources Management: Human resource system- psychological expectancy model- Human resource management practices and ethical implications- Individualism versus collectivism in human resource management practices

Ethics and Information Technology: Ethical issues relating to computer applications; security threats – computer crime- computer viruses- software piracy- hacking – computer crime prevention – ethical dilemmas and considerations.

Module – 5

Concept of corporate governance – importance - Corporate governance and agency theory. Benefits of good corporate governance - present scenario in India.

Reforming Board of Directors, Birla committee, Naresh Chandra Committee, Narayana Murthy committee, Corporate Governance code future scenario. Changes in corporate governance issues as per new Companies Act 2013

Books for Reference:

1. S.K. Chakraborty: *Foundations of Managerial Work Contributions from Indian Thought*, Himalaya Publishing House, Bombay.
2. V.S. Mahesh: *Thresholds of Motivation*, Tata McGraw Hill.
3. Pradip N. Khandwalla: *Organisational Designs for Excellence*, Tata McGraw Hill.
4. Theophane A. Mathias: *Corporate Ethics*, (Ed) Allied. Publishers.
5. Beauchamp Tom L: *Ethical Theory and Business*, Prentice Hall.
6. Behram Kack N: *Essays on Ethics in Business and the Professions*, Prentice Hall.
7. Blanchard, Kenneth : *The Power of Ethical Management*, EM of Co.
8. Borchert, Donald M: *Exploring Ethics*, Macmillan Pub. Co.
9. Bowie, Norman E: *Business Ethics*, Prentice Hall.
10. Brady, F. Neil : *Ethical Managing*, Macmillan Pub. Co.

Page 17 of 43

Principal Grade-1
B.N.M. Degree College
Banashankari 2nd Stage,
Bangalore-560 070.

Module – I Commodity Markets and Exchanges:

Growth of Global and Domestic Commodities Derivatives Markets, Agricultural Commodities Market and Non-Agricultural Commodities Markets
Commodity Exchanges: Exchanges around the World and its Importance, Commodity Exchanges in India. National Exchanges and Regional Exchanges, platform – Structure, Exchange membership, Capital requirements, commodities traded on National exchanges, instruments available for trading and Electronic Spot Exchanges.

Module – II Quality Assurance

Quality Assurance, Concepts of Quality in Commodities, Methods of Quality Assurance
Grading and Standardization: Meaning of grading and Standardization, purpose of grading, advantages of grading, inspection and quality control, Indian standards.

Module – III Commodity Derivatives:

Commodity Derivatives: Evolution of Commodity, Derivatives, Evolution of Commodity, Derivatives in India, Types of Derivatives, Other Classifications of Derivatives, Pricing Derivatives, Derivative Markets and Participants, Economic Importance of Commodity Derivatives Markets.

Module – IV Warehousing Trading and Settlement:

Warehousing and Warehouse Receipts, Storage, practice s in India, Risks in Storage, Structures, Essentials of storage structures, cost of storage/carry, returns of storage cost, warehousing, types of warehouses, Central warehousing corporation(CWC) FCI, functioning, growth, capacity and utilization.

Trading on 'Commodity Exchanges: the Exchange platform, Exchange Membership, Commodity Brokerage, trading systems, participants in Commodity Markets, Role of speculators, Trading mechanism – Margin Trading, Mark to Market, Conflict Management; Arbitration and International Legal provisions, Market Positions, Order Types, Access to Commodity Exchanges, Volume and Open Interest.

Clearing and Settlement on Commodity Exchanges, Clearing House Operations and Risk Management, procedures, Delivery related issues like delivery centers, Deliverable varieties, Issues related to monitoring and surveillance by exchanges and regulator, Margining Method and the settlement process.

Module – V Regulatory Framework:

FCR Act 1952, FMC and Regulatory structure of commodities Derivatives markets in India (Objective, Functions, Power and responsibilities, Scope of Regulation), Essential Commodities Act and role of central and state Governments, Intermediaries, Investor Grievances and arbitration, Commodities Board in India – Coffee Board of India, Tea Board of India, Spice Board of India, Rubber Board of India, Tobacco Board of India.

Books for Reference:

1. Location in Space: A Theoretical Approach to Economic Geography, Lloyd and peter.
2. Land, Work and Resource: An Introduction to Economic Geography, Patterson J.H.
3. Annals of an Abiding Liberal, Galbraith.
4. Economic Geography, Truman A. Harshron and John W. Alexander.
5. World Resources and Trade, Khanna and Gupta.
6. World Resources, Zimmerman.
7. Economic Geography – A Resources Approach – Gun and Chatterji.
8. CD of IIPM Commodity Futures National Seminars.
9. Economic Geography – Prentice Hall of India.
10. Economic Times & Business Line (Daily)
11. Business India (Magazine).

Web sites of Commodity exchanges like CBOT, KBOT, LIFFE, SIMEX, TOCOM, NCDEX, MCX NMCE, NBOT.

its to the external environment of business and to enable
pricing to cost and pricing.

In Decision Making

pricing strategies: pricing policy, process, Role and methods: cost plus pricing, Marginal cost pricing, pricing for target rate of return, added value method of pricing, differential cost pricing going rate pricing, opportunity cost pricing, standard cost pricing, customary pricing, pricing strategy for Export oriented products, methods of export pricing, pricing strategies for new products, management accountant role in product pricing.

Module –2: Transfer Pricing

Transfer Pricing – meaning, necessity, Objectives, applications, Methods (Cost Based, Market Price Based and Negotiated Pricing), Advantages and Disadvantages, Criteria for setting Transfer Prices, Guiding Principles in the fixation of transfer prices, Transfer Price in different situations. International transfer pricing: meaning, factors affecting international transfer pricing.

Module 3: Learning Curve Theory:

Introduction, meaning and definition of learning curve, phases in learning curve, applications of learning curve, factors affecting learning curve, comparison between learning curve and experience curve.

Module – 4: Cost of Quality and TQM

Definition, classification of quality costs, cost of Conformance, Prevention costs, appraisal costs, cost of Non-conformance, optimization of quality cost, TQM Core concepts of TQM, Benefits of TQM. TQM –basics, stages, principles, control, corrective actions, PRAISE- steps, problems, implementation Cost of quality report Continuous process improvement.

Module – 5: Balanced Scorecard and Benchmarking

BSC: Introduction, drawback of traditional financial measures, attributes to good performance measurement system, concept of balanced score card, perspectives of B.SC and implementation of Balanced score Card, case studies on BSC.

Benchmarking – Concepts, Benchmarking process, Impact on Indian Industry, Types of Benchmarking

Books for Reference:

1. Ravi. M. Kishore, Cost Management, Taxman, Allied Services (p) Ltd.,
2. S.K.R. Paul, *Management Accounting*, New Central Book Agency Private Ltd., Calcutta.
3. Charles T. Horngren, George Foster, Srikant M. Data, *Cost Accounting: A Managerial Emphasis*, Prentice Hall of India, New Delhi.
4. Roger Cowe, *Hand Book of Management Accounting*, A Grower Handbook.
5. S. Mukherjee & A.P. Roychowdhury, *Advanced Cost and Management Accountancy*, New Central Book Agency, Calcutta.
6. Anthony R.N, *Management Accounting Principles*, Grawin Publishing.
7. Batty J, Mc Donald & Evans, *Management Accountancy*, London.
8. Bierman H & Drabin A.R, *An Introduction Managerial Accounting*, McMillan Company, New York.
9. Broad H.W & Carmichael K.S, *A Guide to Management Accounting*, HFL (Pub) Ltd., London.
10. Brown & Howard, Mac Donald, Evans, *Principles of Management Accountancy*, London.
11. De Pauls, *Management Accounting in Practice*, F.C. Europe Pub. Ltd., London.
12. Keith Ward, *Strategic Management Accounting*, Butterworth Heirmann Pub.
13. John K. Shank, *Cases in Cost Management: A Strategic Emphasis*, South-Western Publishing, Thomson Learning.

Module – I Commodity Markets and Exchanges:

Growth of Global and Domestic Commodities Derivatives Markets, Agricultural Commodities Market and Non-Agricultural Commodities Markets

Commodity Exchanges: Exchanges around the World and its Importance, Commodity Exchanges in India. National Exchanges and Regional Exchanges, platform – Structure, Exchange membership, Capital requirements, commodities traded on National exchanges, instruments available for trading and Electronic Spot Exchanges.

Module – II Quality Assurance

Quality Assurance, Concepts of Quality in Commodities, Methods of Quality Assurance GRading and Standardization: Meaning of grading and Standardization, purpose of grading, advantages of grading, inspection and quality control, Indian standards.

Module – III Commodity Derivatives:

Commodity Derivatives: Evolution of Commodity, Derivatives, Evolution of Commodity, Derivatives in India, Types of Derivatives, Other Classifications of Derivatives, Pricing Derivatives, Derivative Markets and Participants, Economic Importance of Commodity Derivatives Markets.

Module – IV Warehousing Trading and Settlement:

Warehousing and Warehouse Receipts, Storage, practice s in India, Risks in Storage, Structures, Essentials of storage structures, cost of storage/carry, returns of storage cost, warehousing, types of warehouses, Central warehousing corporation(CWC) FCI, functioning, growth, capacity and utilization.

Trading on 'Commodity Exchanges: the Exchange platform, Exchange Membership, Commodity Brokerage, trading systems, participants in Commodity Markets, Role of speculators, Trading mechanism – Margin Trading, Mark to Market, Conflict Management; Arbitration and International Legal provisions, Market Positions, Order Types, Access to Commodity Exchanges, Volume and Open Interest.

Clearing and Settlement on Commodity Exchanges, Clearing House Operations and Risk Management, procedures, Delivery related issues like delivery centers, Deliverable varieties, Issues related to monitoring and surveillance by exchanges and regulator, Margining Method and the settlement process.

Module – V Regulatory Framework:

FCR Act 1952, FMC and Regulatory structure of commodities Derivatives markets in India (Objective, Functions, Power and responsibilities, Scope of Regulation), Essential Commodities Act and role of central and state Governments, Intermediaries, Investor Grievances and arbitration, Commodities Board in India – Coffee Board of India, Tea Board of India, Spice Board of India, Rubber Board of India, Tobacco Board of India.

Books for Reference:

12. Location in Space: A Theoretical Approach to Economic Geography, Lloyd and peter.
13. Land, Work and Resource: An Introduction to Economic Geography, Patterson J.H.
14. Annals of an Abiding Liberal, Galbraith.
15. Economic Geography, Truman A. Hershron and John W. Alexander.
16. World Resources and Trade, Khanna and Gupta.
17. World Resources, Zimmerman.
18. Economic Geography – A Resources Approach – Gun and Chatlerji.
19. CD of IIPM Commodity Futures National Seminars.
20. Economic Geography – Prentice Hall of India.
21. Economic Times & Business Line (Daily)
22. Business India (Magazine).

Web sites of Commodity exchanges like CBOT, KBOT, LIFFE, SIMEX, TOCOM, NCDEX, MCXM NMCE, NBOT.

Page 34 of 40

Principal Grade-I
 B.N.M. Degree College
 Banashankari 2nd Stage,
 Bangalore-560 070

BNMI DEGREE COLLEGE



Programme of work for the I Semester

Academic Year: 2021-22

Class & Subject: B.Com., Principles of Mktg.

Name of the Faculty: R. Gayathri Bai

Date	Time	Lesson / Topic to be taught	Remarks
11.10.21	1	Module No.1: Introduction to Mktg.	
	to	Fundamentals of Mktg.: Importance	
16.10.21	2	Scope of Mktg, core marketing concepts	
	3	Approaches of Mktg.	
	4	Analysing the Mktg. Environment	
18.10.21	1	Components of Environment - Micro & Macro	
	to	Environment specific to the firm	
23.10.21	2	Global Environment	
	3	Consumer Environment	
	4	Consumer Environment	

Principal Grade A

Date	Time	Lesson/ Topic to be taught	Remarks
25.10.21	1	Technology Environment	
5	2	Competition Environment	
20.10.21	3	Value Philosophy in Mktg. : Measuring of Value	
	4	Value Creation & Delivery	
2.11.21	1	Value delivery process.	
5	2	Delivery & Upstream Mktg.	
6.11.21	3	Value Innovation	
	4	Value Innovation	
8.11.21	1	Co-Creation of Value	
5	2	Co-Creation of Value	
13.11.21	3	Module No. 2 : Consumer behaviour & Market-Segmentation : Introduction	
	4	Factors influencing Consumer Behaviour	

Principal Grade-1

B. N. M. Degree College

Banashankari 2nd Stage

D. Bangalore-560 07

Date	Time	Lesson/ Topic to be taught	Remarks
15.11.21	1	Bringing decision process	
20.11.21	2	Theories of Consumer decision Making	
	3	Mktg. Research - Key Terms & Process	
	4	Role of Mkt. Research in the decision making	
23.11.21	1	Mkt. Segmt., Targeting, Differentiation & Positioning	
27.11.21	2	Levels of Segmentation	
	3	Basis for Segmenting Consumers & Business mkt.	
	4	Market-targeting, Developing	
29.11.21	1	Communicating & Positioning Strategy	
4.12.21	2	Elements of Mktg. Mix	
	3	Module No. 3: Products & Pricing Strategy	
		Product Levels, Classifying Products	
	4	Product-Range, Line, Mix	

Principal Grade-1

B.N.M Degree College

Bijmshankari 2nd Stage

Bangalore - 560 076

Date	Time	Lesson/ Topic to be taught	Remarks
6.12.21	1	Product-life cycles	
6	2	New product development	
11.12.21	3	New Service Development	
	4	Stages of Product Development, Adoption Process	
13.12.21	1	Pricing to capture value: Pricing Environment	
6	2	Consumer Psychology	
18.12.21	3	Pricing - Pricing Philosophy	
	4	Setting price	
20.12.21	1	Price Adaptation, Initiating Price Changes	
6	2	Responding to Competitor's Price Changes	
25.12.21	3	Module No. 4: Mktg. Channels & Promotion - Fundamentals	
	4	Mktg. Channels - Functions	
27.12.21	1	Physical distn. & Value Networks	
6	2	The role of Mktg. Channels	

Principal Grade-I
 B.N.M. Degree College
 Banashankari 2nd Stage

Date	Time	Lesson/ Topic to be taught	Remarks
1.1.22	3	Channel design Decisions	
	4	Channel mgt. Decisions, Channel intgr. & Sys.	
3.1.22	1	E-Commerce, E-Retailing	
6	2	Promotion value; mktg. Communications	
8-1.22	3	Personal influencers	
	4	Mktg. Communications	
10.1.22	1	Mix Advertising, Sales Promotion	
6	2	Personal Selling, Direct mktg, Public Relations	
15.1.22	3	Multiple No.S; Advancements in Mktg.; Trade	
	4	Social mktg, online mktg.	
16.1.22	1	Search Engine optimization (SEO)	
6	2	Green mktg, Rural mktg.	
15.1.22	3	Mobile mktg, mktg. Analytics	
	4	Social media mktg, Email mktg.	

Principal Grade-I
 B.A.M. Degree College
 Banashankari 2nd Stage,
 Bangalore-560 070.

Date	Time	Lesson/ Topic to be taught	Remarks
17.1.22	1	Live Video Streaming Mtg, Network Mtg	
18	2	Charity, Influencer Mtg, Global Mtg	
22.1.22	3	Relationship Building & Customer Resolution	
	4	Strategic Alliances & Networks	

Principal Grade-1
 B.N.M. Degree College
 Banashankari 2nd Stage
 Bangalore-560 070