

**RANI CHANNAMMA UNIVERSITY  
BELAGAVI**



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

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Post Graduate Department of Business Administration  
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# **ORDINANCE GOVERNING THE BBA COURSE**

## **1. Objectives**

- 1.1 BBA is a 3 year. Full time professional degree course spread over 6 semesters.
- 1.2 It is designed to make it employment oriented terminal course.
- 1.3 To encourage entrepreneurship and self-employment
- 1.4 To make BBA graduates eligible for MBA, Chartered Accountant, Cost & Works Accountants of India , Company Secretaries courses and the other competitive examinations like IAS. IPS, KAS, and others.

## **2. Eligibility for Admission**

- 2.1 Any student who has passed 2-year PUC course of Government of Karnataka or equivalent course like Government recognized 2-year job-oriented diploma course, or Polytechnic Diploma of 3 years duration.
- 2.2 The permitted intake for BBA course is as prescribed by the University.

## **3. Course and Evaluation**

- 3.1 BBA is a 3-year full time professional degree course spread over 6 semesters.
- 3.2 Each semester is of 16 weeks duration.
- 3.3 Each semester consists of 6 or 7 subjects carrying 50 or 100 marks requiring at least 2 or 4 contact hours per week. Subjects which have practical component carry a total of 150 marks (100 for theory and 50 for practical.) The 4 credit subjects have 4 contact hours per week and carry 100 marks. The 2 credit subjects shall have 2 contact hours per week and shall be evaluated for 50 marks.
- 3.4 There would be two compulsory project works, one with 15 Days (Study of the Organization for 15 days after III Semester) & second with 30 days duration to be carried out after V semester-end of University Examinations and shall be evaluated for VI semester.
- 3.5 The student should have a minimum of 75% attendance to appear for semester-end University examination.

## **Internal assessment**

- 3.6 The student will be examined for a total of 100 marks in each of the subjects carrying 4 credits and 50 marks for subjects carrying 2 credits, prescribed for the respective semesters. The total marks consists of 20 marks for internal assessment and 80 marks for assessment of semester-end University examination. The internal assessment marks are awarded by the concerned teacher and the semester-end University examination assessment is based on common examination to be conducted by the University. Subjects having practical components (20 marks for internal assessment and 80 marks for semester-end university examination assessment) and 50 marks for practical component. The subjects which carry 2 credits shall have 10 marks for internal assessment / journals and 40 marks for semester-end University Examination/ Practical Examination.

3.7 The distribution of internal Assessment Marks for theory is as follows:

Attendance	05 Marks
1st Test	04 Marks
Prelims	08 Marks
Assignment	03 Marks
Total	20 marks

The internal marks for Practical component will be awarded by the concerned teacher on the basis of journal of the student over the entire semester.

Each class teacher should maintain respective records for internal assessment which may be examined by Registrar (Evaluation) or his nominee any time.

3.8 There is no minimum for internal assessment marks.

3.9 The minimum for semester-end University examination is 32 out of 80 marks and 16 out of 40 for theory paper and 16 out of 40 marks for practical examination.

3.10 To pass, a student must secure at Least 40% in each subject (both theory and practical) (including internal and semester-end University examination marks) and 40% in Project Work evaluation and viva voce.

### **Eligibility for admission to next class**

3.11 There is a carry-over system and a student has to complete the course within 6 years from the date of admission to the course.

### **Project Work**

3.12 Every student shall compulsorily undergo 2 project work, First for 15 Days (Study of any medium or large scale enterprises for 15 days after III Semester) & the Second project shall be carried out for 30 days duration after V semester, the evaluation of the same shall be done at the end of VI semester.

3.13. The student is required to submit the project report to the University before the commencement of the VI Semester combined with III semester project.

3.14 There will be evaluation of the project report. The report will be evaluated out of 50 marks and the viva voce will be for 50 marks. The report evaluation will be split into 2 components 20 marks shall be allocated by the internal guide and the remaining 30 will be allocated by the external examiner.

3.15 The viva voce will be conducted by the panel of examiners suggested by the college and approved by the University, consisting of:

- a. One local industrialist/businessman/consultant/academician
- b. Head of the institution/Coordinator
- c. Internal Guide

The panel will submit a comprehensive viva voce and project report mark to the Registrar Evaluation of the university.

There shall be one panel of examiners for viva voce for a batch of 20 students each.

### **Degree and award of class and Rank**

3.16 To pass in each subject, a student should obtain minimum of 40%. To pass in project work, a student must obtain a minimum of 40% However, to be eligible for pass and award of the BBA degree, a student should obtain a minimum of 40% in aggregate of all the subjects and project.

3.17 All successful candidates will be awarded the degree of Bachelor of Business Administration (BBA) by Rani Channamma University.

3.18 A student has to clear all the subjects and one project work successfully within six years from the date of admission to the course to be eligible for the award of the degree of BBA.

3.19 The award of classes to the BBA degree will be based on the aggregate marks obtained in all the semester including project report and viva voce and languages.

3.20 The award of classes is as follows (based on aggregate marks)

40% to 49% : Pass Class

50% to 59% : Second Class

60% to 69% : First Class

70% and above : First Class with Distinction

3.21 First Three Ranks will be awarded by the University to successful candidates on the basis of aggregate marks of all semester's marks including languages and project work.

### **4. Course Flexibility**

The Board of studies may make minor modifications in the syllabus to reflect the latest trends in the subject, subject to the approval of the University.

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

## COURSE STRUCTURE

### BBA: I SEMESTER

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

\*\*Indian Constitution carries no credit

### BBA: II SEMESTER

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

# **Modern Indian Languages**

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

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

**Semester – I**  
**MIL: Additional English**

**Subject Code: 101.1**  
**Contact Hours: 50 Hours**  
**Semester-end Examination Marks-80**

**Work Load: 5 hours/week**  
**Credit Point: 04**  
**Internal Marks-20**

**I. Text: Silence! The Court is in Session:** Play by Vijay Tendulkar  
(Oxford University Press)

## **II. Grammar and Composition**

Modals (Making Sentences using Modals)  
Sentence Linkers (Making Sentences using Linkers)

Use of words, phrases and idioms  
Expansion of outlines into a story

## **Pattern of Question Paper**

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

- |   |          |
|---|----------|
| 1) Objective type questions on the play                 | 10X1= 10 |
| 2) Reference to Context (two out of four)               | 2X05=10  |
| 3) Essay type question (one out of two)                 | 1X10 =10 |
| 4) Essay type question (one out of two)                 | 1X10=10  |
| 5) Short Notes (two out of four)                        | 2X05=10  |
| 6) A) Modals (Making Sentences using Modals 5 out of 7) | 1X05= 05 |
| B) Sentence Linkers                                     |          |

(Making Sentences using Linkers 5 out of 7)	1X05= 05
7) A) Use of words, phrases and idioms (3 Marks for Use of Words, 3 Marks for Phrases and 4 marks for Idioms and Phrases)	10X1=10
B) Expansion of outlines into a story (about 200 words)	1X10=10
	<b>80</b>

## Modern Indian Languages: Hindi

**Subject Code: 101.2**

**Work Load: 5 hours/week**

**Contact Hours: 50 Hours**

**Credit Point: 04**

**Semester-end Examination Marks-80**

**Internal Marks-20**

### Syllabus of B.Com/BBA

#### I - Semester

#### Hindi Basic 2016-17 onwards

#### Text Books:

1. गद्यज्योति- सं. डॉ. रामकिशोर वर्मा, ज्योति प्रकाशन, इलाहाबाद-१
2. पत्र लेखन (वाणिज्य पत्र)
3. अनुवाद

#### Distribution of Marks

गद्यज्योति - 50 अंक

पत्र लेखन - 20 अंक

अनुवाद - 10 अंक

A	Objective Type Questions (10 out of 14)	10 Marks
B	Annotations from Text Book (2out of 4)	10 Marks
C	Essay Type of Questions from Text Book (2 out of 4)	20 Marks
D	Short Notes from Text Book (2out of 4)	10 Marks
E	Letter (वाणिज्य पत्र 2out of 4)	20 Marks
F	Translation One passage (Kannada/English in to Hindi)	10 Marks
	Theory total	80 Marks
	Internal Assessment	20 Marks
	Total	100 Marks

## Reference Books:

१. प्रशासनिक हिंदी- रामप्रकाश, दिनेश गुप्त
२. प्रशासनिक पत्राचार- केंद्रिय हिंदी संस्थान, आगरा
३. वाणिज्य हिंदी - ए. वी. नर्ती
४. अनुवाद विज्ञान- भोलानाथ तिवारी
५. अनुवाद कला - विश्वनाथ अय्यर
६. हिंदी गद्य: विन्यास और विकास - डॉ. रामस्वरूप चतुर्वेदी
७. साहित्यिक निबंध- डॉ. गणपतिचंद्र गुप्त
८. प्रामाणिक आलेखन और टिप्पण - प्रो. विराज

## Modern Indian Languages: Kannada

**Subject Code: 101.3**

**hours/week**

**Contact Hours: 50 Hours**

**Semester-end Examination Marks-80**

**Work Load: 5**

**Credit Point: 04**

**Internal Marks-20**

### ಸಾಹಿತ್ಯ ಸಿಂಚನ

ಬಿ.ಸಿ.ಎ., ಬಿ.ಬಿ.ಎ., ಬಿ.ಎಸ್ಸಿ. (ಕಂಪ್ಯೂಟರ್ ಸೈನ್ಸ್) ಸಿ.ಸಿ.ಜೆ (ಬಿ.ಎಸ್ಸಿ) ತರಗತಿಗಳಿಗೆ

ಮೊದಲ ಸೆಮಿಸ್ಟರ್

ಕನ್ನಡ ಆವಶ್ಯಕ ಪತ್ರಿಕೆ

೨೦೧೬-೧೭ ರಿಂದ

(ಒಟ್ಟು ಪಾಠದ ಅವಧಿ ೮೦ ಗಂಟೆಗಳು. ವಾರಕ್ಕೆ ೦೫ ಗಂಟೆಗಳ ಪಾಠ, ಒಟ್ಟು ಅಂಕಗಳು ೧೦೦. ಆಂತರಿಕ ಗುಣಾಂಕಕ್ಕೆ ೨೦ ಅಂಕಗಳು (ಹಾಜರಾತಿಗೆ ೦೪, ಮೊದಲ ಕಿರು ಪರೀಕ್ಷೆಗೆ ೦೪, ಎರಡನೆಯ ಕಿರು ಪರೀಕ್ಷೆಗೆ ೧೦, ನಿಯೋಜಿತ ಕಾರ್ಯಕ್ಕೆ ೦೨ ಅಂಕಗಳು) ಹಾಗೂ ಥಿಯರಿ ಪರೀಕ್ಷೆಗೆ ೮೦ ಅಂಕಗಳು.)

ಪರಿವಿಡಿ

- |                     |                 |
|---------------------|-----------------|
| ೧. ವಚನಗಳು           | - ಶರಣರು         |
| ೨. ಕೀರ್ತನೆಗಳು       | - ದಾಸರು         |
| ೩. ಗುರುವಿನ ಮಹತ್ವ    | - ಸರ್ವಜ್ಞ       |
| ೪. ತತ್ವಪದಗಳು        | - ಶಿಶುನಾಳ ಶರೀಫ  |
| ೫. ಮಹಾಮಾರ್ಗದ ಪಥಿಕ   | - ಚೆನ್ನವೀರ ಕಣವಿ |
| ೬. ಮಲಗಿಸೆನ್ನನು ತಾಯೆ | - ಈಶ್ವರ ಸಣಕಲ್ಲ  |



೭. ಜಾಜಿಮಲ್ಲಿಗೆ	- ಸತ್ಯಾನಂದ ಪಾತ್ರೋಟ
೮. ಅಗ್ನಿಭೂತಿ-ವಾಯುಭೂತಿಯ ಕಥೆ	- ಶಿವಕೋಟಾಚಾರ್ಯ
೯. ವಿಚಾರ ಕ್ರಾಂತಿಗೆ ಆಹ್ವಾನ	- ಕುವೆಂಪು
೧೦. ಅವಾಂತರದ ಸೀನಪ್ಪ	- ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ
೧೧. ವಾಟರ್ ಮ್ಯಾಸ್ಟರ್ ವಾಟರ್	- ಬಸವರಾಜ ಡೋಣೂರ
೧೨. ಕೃತಕ ಜೀವಿಗಳ ಆಗಮನ	- ನಾಗೇಶ ಹೆಗಡೆ
೧೩. ನಗು	- ಎಚ್ಚೆಸ್ಕೆ
೧೪. ತಾಜಮಹಲ್	- ಪ್ರಹ್ಲಾದ ಅಗಸನಕಟ್ಟೆ



## Modern Indian Languages: Marathi

**Subject Code: 101.4**

**Contact Hours: 50 Hours**

**Semester-end Examination Marks-80**

**Work Load: 5 hours/week**

**Credit Point: 04**

**Internal Marks-20**

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

### Semester I

### Basic Marathi 2016-17 onwards

**Course:** Literary form: Short Story

**Text:** Dhind: Shankar Patil

# Modern Indian Languages: Sanskrit

Subject Code: 101.5

Contact Hours: 50 Hours

Semester-end Examination Marks-80

Work Load: 5 hours/week

Credit Point: 04

Internal Marks-20

## B. Com / BBA / BCA : First Semester

### Basic Samskrit 2016-17 onwards

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

#### **Text :**

Sanskrit Vangmaya Manjusha

Bharat Book Depot & Prakashan, Shankar Plaza, P.

B. Road, Dharwad.

a. Sanskrit Vangmaya Manjusha	70 Marks
b. Grammar (use of cases) (Neuter Gender only)	10 Marks
a) Internal Assessment	20 Marks
i. Internal Test – 14	
ii. Assignment, Class record, Skill development – 06	
<b>Total</b>	<b>100 Marks</b>

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#### **DIVISION OF MARKS FOR THE BASIC PAPER:**

#### **B. COM / BBA / BCA I SEMESTER**

#### **(Pattern of the Question Paper)**

I Passage for Translation and Explanation from the Text (with internal choice)	10 Marks
II Objective type questions in Sanskrit with three option in bracket Below each question ( 10 out of 12)	10 Marks

III	Sentences for annotation from the text (any 4 out of 7)	20Marks
IV	Short notes from th text (any 2 out of 4)	10 Marks
V	Essay type questions from the Vanijya Ithihas in Samskrit Literature (Any 2 out of 4)	20 Marks
VI	Grammar : Neuter Gender noun Pronoun case forms	10 Marks
	<b>Total</b>	<b>80 Marks</b>

# Basics of Accountancy

**Subject code: 102**

**Credits: 4**

**Contact Hours: 60**

**Weekly Hours: 4**

**External Marks: 80**

**Internal Marks: 20**

## Objectives

1. To provide basic knowledge of accounting
2. To make the students to understand the accounting procedure for business

<b>MODULE 1:</b>	
<b>INTRODUCTION &amp; JOURNAL</b>	<b>12 hrs.</b>
Introduction & definition of accounting & related terms. Accounting concepts & conventions. Rules of Accounting, meaning of Journals and Problems.	
<b>MODULE 2:</b>	
<b>LEDGER</b>	<b>12 hrs.</b>
Meaning of ledger and problems. Personal ledger and preparation of subsidiary books. Meaning of Trial balance and preparation of trial balance.	
<b>MODULE 3:</b>	
<b>CASH BOOK</b>	<b>12 hrs.</b>
Cash book meaning and definition. Types of cash books, single column cash book, double column cash book and three columnar cash book. Petty cash book.	
<b>MODULE 4:</b>	
<b>BANK RECONCILIATION STATEMENT</b>	<b>10 hrs.</b>
Meaning objectives, who prepares, when it is prepared. Causes and responsible for differences between cash book balance and pass book balance. Preparation of reconciliation statement.	
<b>MODULE 5:</b>	
<b>FINAL ACCOUNTS AND SOLE TRADING CONCERN</b>	<b>14 hrs.</b>
Final accounts – Preparation of Trading account, P& L Account and Balance Sheet. Adjustments – closing stock, outstanding expenses and income, prepaid expenses, reserves for doubtful debts and depreciation of assets. Depreciation meaning and causes. Problems on Straight line and Reducing Balance Method only.	

**Outcomes:**

Students will be well versed with accounting.

**Activities**

1. How to open SB A/c. And Current Account
2. How to fill in DD and MT Slips
3. Filling of pay-in-slip and withdrawal
4. Passbook
5. RTGS, NEFT.

**Books for reference:**

1. Financial Accounting –by M B Kadakol
2. Financial Accounting –by B S Raman
3. Financial Accounting II –by B S Raman

# Managerial Economics

**Subject code: 103**  
**Contact Hours: 60**  
**External Marks: 80**

**Credits: 4**  
**Weekly Hours: 4**  
**Internal Marks: 20**

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## OBJECTIVES:

1. To make student aware of economic concepts.
2. Solve Business problems in a firm.

<b>MODULE 1:</b>	
<b>INTRODUCTION</b>	<b>10 hrs</b>
Meaning, Nature, Scope of Managerial Economics, Micro & Macro economics. Characteristics & significance of Managerial Economics. Managerial Economist – Role & Responsibility and functions. Relation of managerial economics with other related science.	
<b>MODULE 2:</b>	
<b>CONSUMPTION ANALYSIS</b>	<b>15 hrs</b>
Consumption – Meaning & types. Utility – Forms of utility, law of diminishing marginal utility & its importance. Demand- Meaning, determinants of demand, Types of demand, Law of demand & its importance. Elasticity of demand – Meaning, types, determinants, problems on elasticity of demand. Supply - Meaning, determinants of supply, Law of supply.	
<b>MODULE 3:</b>	
<b>PRODUCTION &amp; COST ANALYSIS.</b>	<b>15 hrs</b>
Production – Meaning, factors of production, characteristics. Production Function – Meaning. Economies & Diseconomies of scale – Internal & External, law of variable proportions, law of diminishing returns. (Brief) Cost – Meaning, cost concept (Fixed cost, variable cost, Marginal cost, Average cost & Total cost). Relationship between costs – Average & Marginal cost (Problems), cost & output relationship, Break Even Point (Meaning & problems).	
<b>MODULE 4:</b>	
<b>MARKETS</b>	<b>10 hrs</b>
Equilibrium of the Firm TR & TC Analysis and MR and MC analysis. Markets – Meaning, Classification of Markets, Perfect competition, Monopoly, Monopolistic competition, Meaning and features with examples. Oligopoly & Duopoly.	
<b>MODULE 5:</b>	
<b>BUSINESS CYCLE &amp; THEORY OF PROFITS</b>	<b>10 hrs</b>
Meaning & definition of business cycle, stages of business cycle, features & types of business cycle, Causes & Control measures. Theory of Profits (Risk & Innovation Theory).	

## Books for reference:

1. Economic Environment of Business - S.K.Misra & V.K. Puri
2. Managerial Economics – A.B.N.Kulkarni & Dr. A. B. Kalkundrikar

## Management Concepts

**Subject code: 104**

**Credits: 4**

**Contact Hours: 60**

**Weekly Hours: 4**

**External Marks: 80**

**Internal Marks: 20**

### **Objectives :**

- 1) To acquaint students with basic concepts of business management.
- 2) To inject the managerial skills among the students.

<b>MODULE 1:</b>	
<b>INTRODUCTION:</b>	<b>12 Hrs</b>
Management- Definition, Nature, Scope, Functions, and Significance. Management & Administration. The evolution of Management thoughts (F.W.Taylor, Henary Fayol, Elton Mayo). Introduction to Corporate Social Responsibility (CSR).	
<b>MODULE 2:</b>	
<b>PLANNING &amp; DECISION MAKING:</b>	<b>12 hrs</b>
Planning-Meaning, Nature, Objectives, Types & Planning Process, Significance & Limitations. MBO - Meaning, Process, Significance & Limitation of MBO. Decision making- Meaning, Types and Process.	
<b>MODULE 3:</b>	
<b>ORGANIZING</b>	<b>14 hrs</b>
Meaning, Nature, Purpose of organization, Principles and Functions, Types of organization- (Line, Staff, Line & Staff, Matrix and Network), significance, Formal and Informal organization, Departmentation- Meaning basis of departmentation (functional, product, process, customer), Authority and Responsibility, Span of control, Delegation of Authority, Centralization & Decentralization.	
<b>MODULE 4:</b>	
<b>STAFFING-DIRECTING AND MOTIVATION</b>	<b>12hrs</b>
Staffing-Meaning and Functions, Importance, Process of selection and Recruitment (in brief). Directing- Meaning, Nature, Importance, Principles of Direction Leadership- Types & Qualities, Styles, Managerial grid. Motivation- Meaning and Theories (Maslow's, Herzberg and McGregor)	

**MODULE 5:****CO-ORDINATION & CONTROL****10 hrs**

Co-ordination - Meaning, Needs, Importance, Principles & Techniques,  
Co-ordination v/s Co-operation.

Controlling- Definition, Process, Importance, Tools & Techniques, Essentials of Sound  
Controlling System

**Books for Reference:**

1. Principles & Practices of Management -L.M.Prasad
2. Essentials of Management: -Koontz, Weihrich
3. Principles of Management: - Shubhra Rahul



# Principles of Marketing

**Subject code: 105**

**Credits: 4**

**Contact Hours: 60**

**Weekly Hours: 4**

**External Marks: 80**

**Internal Marks: 20**

## Objectives:

1. To provide inputs on the major decisions that Marketing Managers and top Management face in their efforts to harmonize the objectives and resources of the organizations, with the needs and opportunities in the market place to understand the nature of marketing management.
2. To study the various theories, principles and functions of marketing.

## **Pedagogy:**

1. Develop a marketing plan for a industrial goods, consumer goods and services.
2. Study a product mix of any 5 companies nearby departmental store, supermarket of hypermarket.

<b>Module 1</b>	
<b>Introduction:</b>	<b>10Hrs</b>
Definition, Functions of marketing	
a. Needs, Wants, Desires, Benefits, Demand, Value, and Exchange and transaction	
b. Customer Satisfaction, Demands	
c. Approaches of Marketing: Product, production, sales, Marketing, Societal, Relational, Concepts of marketing , Selling Vs Marketing	
<b>Module 2</b>	
<b>Marketing Environment</b>	<b>15Hrs</b>
Analyzing needs and trends.	
Macro Environment – Political, Social, Cultural, Economic and technical environment.	
Micro Environment – Industry and Competition, Concept of market potential and Market share	
<b>Module 3</b>	
<b>Market Segmentation</b>	<b>15Hrs</b>
Definition, Need and Benefits, Basis of segmentation of consumer goods, industrial goods and services. Niche and local marketing, effective segmentation criterion, concept of target market, Positioning, Value preposition, USP.	

<b>Module 4</b>	
<b>Marketing Mix</b>	<b>10Hrs</b>
Product – Meaning, Types, PLC, Stages & Strategies of PLC & New Product Development Price - Meaning, Factors affecting pricing & Methods of Pricing Place - Meaning, Types & Locational Advantages. Promotion - Meaning, Promotion mix – consumer promotion and trade promotion Tools – Advertising, sales promotion, CRM, Personal Selling	
<b>Module 5</b>	
<b>Marketing Plan</b>	<b>10Hrs</b>
Contents of marketing plan, Development of marketing plan for variety of goods and services.	

**Books for Reference:**

1. Principles of Marketing - Kotler and Armstrong PHI 14<sup>th</sup> Edition.
2. Marketing Management - Kotler PHI 14<sup>th</sup> Edition.

## Accounting Lab

**Subject code: 106**

**Credits: 2**

**Contact Hours: 0**

**Weekly Hours: 2**

**External Marks: 40**

**Internal Marks: 10**

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- Introduction to Accounting Information System, Computerized Accounting Information System
- Difference between manual and computerized accounting information system
- Tally (Ver. 9.1), Configuration of Tally, Tally screen and menus
- Creation of Company, Group, Editing and Deleting Groups
- Creation, Editing, Deleting Ledgers (Creating Heads of Accounts).
- Introduction Voucher, Voucher entry, Types of Voucher
- Reports: Daybook balance sheet, Trial balance, Profit & Loss accounts.
- Bank reconciliation statement

# Indian Constitution

2017-18 Onwards

(Compulsory Paper) for all U.G. Courses (Total = 80 Marks)

**Subject code: 107**

**Credits: \*\***

**Contact Hours: 50**

**Weekly Hours: 4**

**External Marks: 80**

**Internal Marks: 20**

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- Chapter -I** Constitutional History, Preamble salient features, citizenship, Method of Amendment and Recent Amendments **08 Hours**
- Chapter -II** Fundamental Rights and Directive Principles of State Policy. Fundamental Duties. Difference between Fundamental Rights and Directive Principles of State Policy **10 Hours**
- Chapter -III Union Government** **10 Hours**  
a) President - powers and functions. Vice president powers and functions, Prime Minister and council of ministers  
b) Parliament- Lok sabha, Rajya sabha- composition powers and functions.  
c) Judiciary (Supreme Court) composition powers and functions Judicial Activism
- Chapter -IV State Government** **10 Hours**  
a) Governor: powers and functions  
b) Chief minister:  
c) State Legislative Assembly and Legislative Council- composition powers and functions.  
d) High Court : composition powers and functions
- Chapter -IV Recent Trends in Indian Constitution** **12 Hours**  
a) Basic structure of Indian Constitution.  
b) National Integration- and obstacles to National Integration  
c) Federalism, Centre State Relations  
d) Recent Electoral Reforms and Anti Defection Law  
e) Recommendations of National Commission to Review the working of Indian Constitution.

## Books of Reference :

1. M.V.Pylee, An Introduction to the Constitution of India, New Delhi, Vikas, 2005.
2. Subhash C. Kashyap, Our Constitution : An Introduction to India's Constitution and constitutional Law, New Delhi, National Book Trust, 2000.

3. Durga Das Basu, Introduction to the Constitution of India, New Delhi, Prentice Hall of India, 2001.
4. D.C.Gupta, Indian Government and Politics, VIII Edition, New Delhi, Vikas, 1994.
5. J.C.Johari, Indian Government and Politics, Delhi, Sterling Publishers, 2004.
6. V.D.Mahajan, Constitutional Development and National Movement in India, New Delhi, S. Chand and Co., latest edition.
7. Constituent Assembly Debates, New Delhi, Lok Sabha Secretariat, 1989.
8. Granville Austin, Working of a Democratic Constitution : The Indian Experience, New Delhi, Oxford University Press, 1999.
9. A.P.Avasthi, Indian Government and Politics, Agra, Naveen Agarwal, 2004
- 10.S.A.Palekar, Indian Constitution, New Delhi, Serials Publications, 2003.
- 11.Brij Kishore Sharma, Introduction to the Constitution of India (Second Edition), New Delhi, Prentice-Hall of India, 2004.
- 12.H.M.Rajashankar, Understanding the Indian Constitution, Mysore, Prabodha, 2005.
- 13.J.N.Pandey, Constitutional Law of India, Allahabad. Central Law Agency
13. Indian Policy- M Laxmikanth, McGRAW hill education WE Series 4<sup>th</sup> Edition

### **Model Question Paper**

1. There will be Eight questions
2. Student has to answer any Five questions
3. Each question carry 16 Marks