



SINDHI COLLEGE

Sindhi College

(Sponsors : Sindhi Seva Samiti)

#33/2B, Hebbal, Kempapura, Bengaluru – 560024

Permanently affiliated to Bengaluru City University

Re-accredited by NAAC Recognised by UGC under 2(f) & 12(B)

An ISO 9001: 2015 Certified Institution

List of Non-core subjects offered to students as per CBCS pattern of the Affiliated University

Academic Year 2022-23

Sl. No.	Name of the Program	Semester	Subjects
1.	B.com & B.com LSCM	I	Digital Fluency
		I	Writing for Media
		I	Psychology of Health & Wellbeing
		II	Environmental Studies
		II	Youth Gender Identity
		II	Photo Journalism
		III	Constitution of India
		IV	Artificial Intelligence
		IV	Psychology & work
		IV	Feature writing & Freelancing
		IV	Quantitative Mathematics
		V	Culture, Diversity & Society
		VI	Creativity & Innovation
2.	BCA	I	Accounting for everyone
		I	Office Organization & Management
		I	Writing for Media
		II	Environmental Studies
		II	Investing in Stock Market
		II	People Management
		III	Social Medial Marketing
		III	Entrepreneurship Skills
		IV	Financial Education & Investment Awareness
		IV	Constitution of India
		V	Banking & Finance
		VI	Entrepreneurship & Innovation
3.	B.Sc	I	Office Organization & Management
		II	Environmental Studies
		II	People Management
		III	Social Medial Marketing
		IV	Financial Education & Investment Awareness
		IV	Constitution of India
		V	Banking & Finance



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		VI	Entrepreneurship & Innovation
4.	BA	I	Digital Fluency
		I	Critical thinking and Creative writing
		II	Environmental Studies
		II	Critical thinking and Creative writing
		III	Social Media Marketing
		III	Artificial Intelligence
		IV	Financial Education & Investment Awareness
		IV	Constitution of India
		V	Banking & Finance
		VI	Computer Application & Information Technology
5.	BBA & BBAM	I	Digital Fluency
		I	Psychology of Health & Wellbeing
		I	Critical thinking and Creative writing
		II	Youth Gender Identity
		II	Photo Journalism
		III	Constitution of India
		III	Financial Education & Investment Awareness
		IV	Psychology at work
		IV	Feature writing & Freelancing
		V	Culture, Diversity & Society
		VI	Creativity & Innovation


PRINCIPAL
SRMIST COLLEGE
 #33/2B Kempapura, Hebbal,
 Bengaluru - 560 024

Digital Fluency (Skill Enhancement Course)

Number of Credits: 2 (One hour of Theory, and Two hours of practicals)

Unit I: [5 Hours]

Operating Systems, types of operating systems, major functions of the operating systems, types of user interface, examples of operating systems: MS-DOS, Windows, Mac OS, Linux, Solaris, Android. Office automation tools : word processor, power point, and spread sheet.

Unit II: [5 Hours]

Introduction to Computer Networks, Evolution of Networking, types of networks, Network devices - Modem, ethernet card, RJ45, Repeater, Hub, Switch, Router, and Gateways, Identification of Nodes in a Networked Communication, Internet, Web and the Internet of Things, Domain Name Systems. Security Aspects - Threats and Prevention, Malware - virus, Worms, Ransomware, Trojan, spyware, adware, key loggers, Modes of Malware distribution, Antivirus, HTTP vs HTTPS, Firewall, Cookies, Hackers and Crackers,

Unit III: [5 Hours]

Database Management Systems, Relational Data Model. Introduction to e-learning platforms such as Swayam, and MOOC. Virtual Meet: Technical Requirements, Scheduling a meeting, joining virtual meet, recording the meeting, Online Forms: Creating questionnaire, Publishing Questionnaire, conducting online responses, Analysing the responses, copying graphics into powerpoint, Downloading the response to spreadsheet. Introduction to societal impacts, Digital Foot prints, Digital Society and Netizen, Data Protection, E-waste, Impact on Health.

Laboratory Activities: [30 Hours]

Identifying the configuration of a computer system, laptop, and a mobile phone, Identifying the version and the configuration of the operating system of a computer, laptop, and a mobile phone, Identifying the network components like patch cord, switch, RJ 45 Jack, Socket, and wireless router, creating a hotspot from a mobile phone, and allowing others to use the hotspot, creating a Google form, and send it to five users, scheduling a virtual meet and invite three people to join the Google meet, record the virtual Meet, Creating an account in the railway reservation website, IRCTC, and finding trains from Tumkur to Hubli, creating a one minute video of your choice in your native tongue, and upload the video to YouTube, composing word document, creating tables, creating charts, preparing power point slides, simple computation using spread sheet.

Web Resources:

Operating Systems - https://fms.edu.my/v2/wp-content/uploads/2019/02/csca0101_ch06.pdf

Database Concepts - <https://ncert.nic.in/textbook/pdf/keip107.pdf>

Computer Networks - <https://ncert.nic.in/textbook/pdf/lecs110.pdf>

Security Aspects - <https://ncert.nic.in/textbook/pdf/lecs112.pdf>

Societal Impact - <https://ncert.nic.in/textbook/pdf/leip106.pdf>

Google Meet Tutorial - <https://edvance.hawaii.hawaii.edu/wp-content/uploads/Google-Meet-Tutorial-Getting-Started-and-Recording-a-Lecture.pdf>

Google Forms - https://pdst.ic/sites/default/files/Google%20Drive_1.pdf

Teaching Modalities: Faculty of Computer Science shall teach this course

Evaluation Method

1. The evaluation method is based on descriptive question paper.
2. The question paper will have equal weightage for all three units.
3. There shall not be any explicit practical examination. However, while evaluating students for continuous assessment, the practical component shall be considered with 50% weightage
4. The pattern of question paper is as decided by the Bangalore City University for 2 credit courses.

**Open Elective
SEMESTER I
WRITING FOR MEDIA
BA/B.Com/BBA/BCA**

Total Hours: 45
Max Marks: 100 (T 70+ IA 30)

Hours/Week: 3
Credits: 3

Course Objectives.

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources.
- Equip the students with new trends in media writing.

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I:

Print Media: Introduction to writing for print media. Media Literacy, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting

Practical Exercises:

- Letters to editor -02
- Writing headlines -05
- Picture captions writing -05

Unit-II:

Radio: Introduction to writing for radio; Principles and elements of scripting: Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

Practical Exercises:

- Preparing script for a Radio Talk of 05 minutes -02.
- Ready script for radio jingle of 02 minutes-02
- Podcast -02

Unit-III:

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

Practical Exercises:

- Entertainment programme script-02 Minutes

Unit-IV:

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Assignments

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
- Create a Facebook page.
- Blog/Vlog
- Multimedia Content

OPEN ELECTIVE COURSE (OEC)

Credits 3

Teaching hours: 45 hours

ESE: 60 marks

CIA: 40 marks

Psychology of Health and Wellbeing

Learning Outcomes

1. Understanding the spectrum of health and illness for better health management
2. Identifying stresses in one's life and how to manage them
3. Understanding a variety of health announcing health protective and health compromising behaviours and to be able to know their application in illness management

Course Content

Unit 1: Illness, Health and Wellbeing; Health continuum; models of health and illness: Medical, Bio psychosocial; Holistic Health; Health and Wellbeing. 10 hours

Unit 2: Stress and Coping: Nature and Sources of Stress; Personal and Social Mediators of Stress; Effects of Stress on Physical and Mental Health; Coping and Stress management 10 hours.

Unit 3: Health Management: Health enhancing behavior's : Exercise, Nutrition, Meditation, Yoga; Health compromising behaviors (alcoholism, smoking, internet addiction); Health Protective behaviors, Illness Management. 12 hours

Unit 4: Promoting Human Strengths and Life Enhancement: Strength: Meaning; Realizing strength; Maximizing Unrealized Strength. Weakness – Meaning, Identifying & Overcoming Weakness. Strategies to develop hope and optimism. 13 hours

References:

Carr. A. (2004) Positive Psychology: The science of happiness and human strengthUK: Routledge.

DiMatteo, M.R &. Martin, L.R.(2002). Health Psychology. New Delhi: Pearson.

Farshaw, M (2003) Advanced Psychology: Health Psychology. London: Hodder and Stoughton

Forshaw, M. (2003).Advanced Psychology: Health Psychology. London: Hodder and Stoughton.

Hick. J. W. (2005).Fifty signs of Mental Health. A Guide to understanding mental health. Yale University Press.

Snyder, C R., & Lopez. S.J.(2007) Positive Psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA Sage.

Taylor. S.E. 2006).Health Psychology.6th Edition.Flew Delhi: Tata M

AECC-ENVIRONMENTAL STUDIES SYLLABUS

Number of Theory Credits	Number of lecture hours	Number of field work hours
2(L T P 3-1-0)	45	5

	Content of AECC-Environmental Studies	45 hours
Unit 1	Introduction to Environmental Studies	2
	Multidisciplinary nature of environmental studies Scope and importance; Concept of sustainability and sustainable development.	
Unit 2	Ecosystems	6
	<p>What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:</p> <ul style="list-style-type: none"> a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem, <p>Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries)</p>	
Unit 3	Natural Resources: Renewable and Non-Renewable Resources	8
	Land resources and land-use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and groundwater, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	

Unit 4	Biodiversity and Conservation	8
	<p>Levels of biological diversity: Genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.</p>	
Unit 5	Environmental Pollution	8
	<p>Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks Solid waste management, Control measures of urban and industrial waste Pollution case studies.</p>	
Unit 6	Environmental Policies & Practices	7
	<p>Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air(Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity(CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context</p>	

Unit 4	Biodiversity and Conservation	8
	Levels of biological diversity: Genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	
Unit 5	Environmental Pollution	8
	Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks Solid waste management, Control measures of urban and industrial waste Pollution case studies.	
Unit 6	Environmental Policies & Practices	7
	Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air(Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity(CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context	

GEC2: Youth, Gender and Identity

Credits 3

Teaching hours: 45 hours

ESE: 60 marks

CIA: 40 marks

Unit 1: Introduction 10 hours

- a. Concepts of Youth: Transition to Adulthood, Extended Youth in the Indian context
- b. Concepts of Gender: Sex, Gender Identity, Sexual Orientation, Gender Roles, Gender Role Attitudes, Gender Stereotypes
- c. Concepts of Identity: Multiple identities

Unit 2: Youth and Identity 10 hours

- a. Family: Parent-youth conflict, sibling relationships, intergenerational gap
- b. Peer group identity: Friendships and Romantic relationships
- c. Workplace identity and relationships
- d. Youth culture: Influence of globalization on Youth identity and Identity crisis

Unit 3: Gender and Identity 10 hours

- a. Issues of Sexuality in Youth
- b. Gender discrimination
- c. Culture and Gender: Influence of globalization on Gender identity

Unit 4: Issues related to Youth, Gender and Identity 8 hours

- a. Youth, Gender and violence
- b. Enhancing work-life balance
- c. Changing roles and women empowerment
- d. Encouraging non-gender stereotyped attitudes in youth

Unit 5: Law and Youth 7 hours

- a. Juvenile Justice act
- b. LGBT rights in India
- c. UNICEF programs for youth

References

Berk, L. E. (2010). Child Development (9th Ed.). New Delhi: Prentice Hall.

Baron, R.A., Byrne, D. & Bhardwaj, G (2010). Social Psychology (12th Ed). New Delhi: Pearson.

Elizabeth Herlock (2015) Developmental Psychology, McGraw-Hill

Nayana Joshi (2019) : Handbook of Juvenile Justice , Lawmanns Publication

**Open Elective
SEMESTER II**

PHOTO JOURNALISM

BA/B.Com/BBA/BCA

Total Hours: 45

Max Marks: 100 (T 70+ IA 30)

Hours/Week: 3

Credits: 3

Course Objectives.

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Pedagogy

- Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I

Concept of Photography- Evolution of Photography; Different types of cameras--Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography

Unit-II

Concept of Photo Journalism—Nature and Scope of Photojournalism; Qualifications, role and responsibilities of Photojournalists; Sources of news for Photojournalists.

Unit-III

Techniques of photo editing--Caption writing; Photo editing software; Leading press Photographers and Photojournalists in India.

Unit-IV

Mobile Journalism: Using smart phones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms

Assignments

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Caption Writing- practical (10 captions)

Books for reference:

- Ang, T. (2013). Digital Photography Masterclass. Dorling Kindersley Ltd.
- Feinberg, M. (1970). Techniques of Photojournalism: Available Light and the 35mm Camera (Vol. 15). Wiley.
- Talking through Pictures A Beginner's Guide to Photojournalism Jürg Wittwer, Jessica Holom
- Digital Photojournalism 1st Edition by Susan Zavoina (Author), John Davidson (Author)
- Associated Press Guide to Photojournalism McGraw-Hill Education – Europe
- Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age By Daniel Reimold Routledge
- Understanding Photojournalism by Jennifer Good Paul Lowe

CONSTITUTION OF INDIA

Ability Enhancement Compulsory Courses(AECC) III Sem B.Com/BBA and IV Sem BA/B.SC/BCA/BHM/BSW and other Courses	
Course Title: CONSTITUTION OF INDIA	
Total Contact Hours:24	Course Credits:2
No. of Teaching Hours/Week:2	Duration of ESA/Exam:1Hours
Formative Assessment Marks:20	Summative Assessment Marks:30+20=50

Course Objective:

The purpose of the course is to familiarize the students with the key elements of Indian constitution. The course has been designed to cover the journey of the India from its emergence as a Republic. This will enable the students to understand various political Institutions that are operationalised under the Indian Constitution.

Learning Outcomes:

After completing this course students will be able to-

- Understand the philosophy of the Constitution and its structure.
- Measure the powers and functions of various offices under the Constitution.
- Appreciate the role of Constitution in a Democracy

Unit	Contents of Course:	24Hours
Unit-I	<p>Chapter- 1 Making of Indian Constitution : Constituent Assembly-Composition, Objectives, Preamble and Salient features of the Indian Constitution.</p> <p>Chapter-2 Fundamental Rights, Fundamental Duties, Directive Principles.</p>	8Hours
Unit-II	<p>Chapter-3 Union Government-President, Prime Minister and Council of Ministers</p> <p>Chapter-4 State Government-Governor, Chief Minister and Council of Ministers</p>	8Hours

Unit- III	Chapter- 5 Judiciary-Supreme Court and High Court: Composition, Powers and Functions and Judicial Review.	8Hours
	Chapter-6 Electoral Process: Election Commission- Composition, Powers and Functions, Electoral Reforms.	

Exercise:

- Department can debate on the role of Constitution in the country's development.
- Students can empirically evidence the effectiveness of concepts like-Freedom, Equality, Justice, Rights and Duties by conducting surveys.
- Can hold special lectures on various provisions of Constitution like working of Election Commission, Art 246, 356etc.

Kindly Note:

- The Ability enhancement compulsory courses (AECC) paper – “Constitution of India” (a) should be taught only by the Political Science/Law teachers. (b) This paper should be offered in IIIrd semester for B.Com/BBA courses. In the IVth Semester, this paper should be offered to BA/BSc/BFA/BCA/BHM/BSW and other all UG courses.

Suggested Readings:

1. DurgaDasBasu, Introduction to the Constitution of India, Gurgaon; LexisNexis, (23rd edn.) 2018.
2. M.V.Pylee, India's Constitution, New Delhi; S.Chand Pub., (16th edn.) 2017.
3. J.N.Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, (55th edn.) 2018.
4. Constitution of India (Full Text), India.gov.in., National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf
5. KB Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015.
6. ಪ್ರೊ.ಎಚ್.ಎಂ.ರಾಜಶೇಖರಭಾರತಸರ್ಕಾರಮತ್ತುರಾಜಕೀಯ, ಕಿರಣಪ್ರಕಾಶನ, ಮೈಸೂರು 2020.
7. K. Sharma, Introduction to the Constitution of India, Prentice Hall of India, New Delhi, 2002.
8. P.MBakshi, Constitution of India, Universal Law Publishing House, New Delhi, 1999.
9. D.C.Gupta, Indian Government and Politics, Vikas publishing House, New Delhi, 1975.
10. S.N.Jha, Indian Political System, : Historical Developments, Ganga Kaveri Publishing House, Varanasi, 2005.
11. Arora & Mukherji, Federalism in India, Origin and Developments, Vikas Publishing House, New Delhi, 1992.

Skill Enhancement Course: SEC for B.Sc. & other Subject Students

Semester: III/IV

Course Title: Artificial Intelligence	Course Credits: 2
Total Contact Hours: 13 hours of theory and 26 hours of practical	Duration of ESA: 01 Hour
Formative Assessment Marks: 20 marks	Summative Assessment Marks: 30 marks

Course Outcomes (COs):

At the end of the course, students will be able to:

- Appraise the theory of Artificial intelligence and list the significance of AI.
- Discuss the various components that are involved in solving an AI problem.
- Illustrate the working of AI Algorithms in the given contrast.
- Analyze the various knowledge representation schemes, Reasoning and Learning techniques of AI.
- Apply the AI concepts to build an expert system to solve the real-world problems.

Course Content (Artificial Intelligence)

	Details of topic	Duration
Course – 1 - Azure AI Fundamentals (AI-900)	AI-900 pathway consists of 5 courses and 2 reading material: <ol style="list-style-type: none"> i. Introduction to AI on Azure ii. Use visual tools to create machine learning models with Azure Machine Learning iii. Explore computer vision in Microsoft Azure iv. Explore natural language processing v. Explore conversational AI vi. Tune Model Hyperparameters - Azure Machine Learning (Reading) vii. Neural Network Regression: Module Reference - Azure Machine Learning (Reading) 	05 hours
Practical	<ol style="list-style-type: none"> 1. Prepare the data 2. Model the data 3. Visualize the data 4. Analyse the data 5. Deploy and maintain deliverables 	13 hours

Course – 2 - Data Analyst Associate (DA-100)	DA-100 pathway consists of 5 courses and 2 reading material: <ol style="list-style-type: none"> 1. Get started with Microsoft data analytics 2. Prepare data for analysis 3. Model data in Power BI 4. Visualize data in Power BI 5. Data analysis in Power BI 6. Manage workspaces and datasets in Power BI 7. Key Influencers Visualizations Tutorial - Power BI 8. Smart Narratives Tutorial - Power BI Microsoft Docs 	08 hours
Practical	<ol style="list-style-type: none"> 1. Describe Artificial Intelligence workloads and considerations 2. Describe fundamental principles of machine learning on Azure 3. Describe features of computer vision workloads on Azure 4. Describe features of Natural Language Processing (NLP) workloads on Azure 	13 hours

References to learning resources:

1. The learning resources made available for the course titled “Azure AI Fundamentals (AI-900) and Data Analyst Associate (DA-100).” on Future Skills Prime Platform of NASSCOM.

Pedagogy

Flipped classroom pedagogy is recommended for the delivery of this course.

For every class:

1. All the faculty who takes this class should go for a Faculty Development Program on these before starting the session.
2. Faculty needs to introduce this course to the students then students need to start learning from Future Skills PRIME platform.
3. Faculty also needs to explain the course outcomes and needs of the course and why it is needed for the students.
4. Then students need to start learning online after registering on the platform.
5. Classroom activities are designed around the topic of the session towards developing better understanding, clearing doubts and discussions of high order thinking skills like application, analysis, evaluation, and design.
6. Every theory class ends with announcement of exercise for practical activity of the week.

Exercises:

Practical Exercises	Weightage in marks
After each chapter students’ needs to complete exercises based on the learning in Azure environment.	No Weightage (But students need to complete it to move to next chapter) .

NEP Syllabi of Psychology subject for BA/B.Sc IV Semester
With effect from Academic year 2022-23 and onwards

Open Elective

Teaching Hours : 3 hours per week
for Exam : 60

(Total 30 hours)

Marks

IA Marks : 40

Psychology at Work

Learning Outcomes:

1. Understanding the nature of an organization and psychological concepts applied in the work place.
2. Identifying the need for appraisal and the role of motivation.
3. Know about nature and role of leadership, essentials of leadership.

Unit

1:Industrial - Organizational Psychology

(06 hrs)

- a) Nature and Meaning. Goals, Forces. Role of a psychologist in Industries and Organization.
- b) Challenges at workplace: Stress, Burnout, Absenteeism, Work environment, Alcoholism, Substance abuse, Conflicts.

Unit 2: Performance Appraisal (09 hrs)

Definitions and Need for Performance Appraisal.

Methods: a) Objective Performance Appraisal - Output measures, Computerized performance monitoring, Job related personal data, Essay methods, Critical incident method and Checklist method.

b) Judgmental Performance Appraisal - Merit rating techniques, Behaviour Anchored Rating Scale and Behaviour Observation Scale.

c) Management by objectives (MBO) and 360* Feedback.

Bias in Performance Appraisal and Methods to Improve Performance Appraisal.

Unit 3:Leadership (08 hrs)

a) Definition and Nature of leadership. Traits and skills of effective leader. Styles of Leadership - Authoritarian, Democratic, Transactional and Transformational leaders.

b) Communication: Meaning and Importance. Communication Styles. Verbal and Non verbal communications. Flow of communication. Barriers of communication. Strategies of effective communication.

Unit 4: Stress and Work Motivation

(07 hrs)

a) Stress: Meaning, definition and types of stress. Stress Management Techniques: Physical Activity, Sport and Exercise, Yoga, Meditation, Relaxation Techniques, Wellness Programmes.

b) Meaning of work motivation. Types-Financial and Non-Financial motives. Goal setting. Theories of Motivation -Maslow's theory, Herzberg's theory and Alderfer's E-R-G model

Reference:

1. Girishbala Mohanty (2001) - Industrial Psychology and Organizational Behavior, Kalyani Publishers, Ludhiana.
2. John W. Newstrom (2007) - Organizational Behaviour- Human Behaviour at work- 12th Edi. Tata McGraw-Hill Publishing Co. Ltd. ND
3. Schultz D.P & Schultz E.S. (2006) - Psychology and Work Today. An Introduction to Industrial and Organizational Psychology. 8th Edi. Pearson Education, Inc and Dorling Kinderssley Publishing Inc.

Psychology at Work

Learning Outcomes:

1. Understanding the nature of an organization and psychological concepts applied in the work place.
2. Identifying the need for appraisal and the role of motivation.
3. Know about nature and role of leadership, essentials of leadership.

Unit

(06 hrs)

Industrial - Organizational Psychology

- a) Nature and Meaning, Goals, Forces, Role of a psychologist in Industries and Organization.
- b) Challenges at work place: Stress, Burnout, Absenteeism, Work environment, Alcoholism, Substance abuse, Conflicts.

Unit 2: Performance Appraisal (09 hrs)

- a) Definitions and Need for Performance Appraisal.
- b) Methods: (i) Objective Performance Appraisal - Output measures, Computerized performance monitoring, Job related personal data. Essay methods, Critical incident method and Checklist method.
- c) Subjective Performance Appraisal - Merit rating techniques, Behavior Anchored Rating Scales and Jobcrafting Goal Setting.
- d) Advantages of objectives (MBO) and 360° Feedback.
- e) Drawbacks of Performance Appraisal and Methods to Improve Performance Appraisal.

Unit 3: Leadership (08 hrs)

- a) Definition and Nature of leadership. Traits and skills of effective leader. Styles of Leadership - Autocratic, Democratic, Transactional and Transformational leader.
- b) Flow of communication. Barriers of communication. Strategies of effective communication. Meaning and importance. Communication styles. Verbal and Non verbal communication.

(07 hrs)

Unit 4: Stress and Work Motivation

- a) Stress: Meaning, definition and types of stress. Stress Management Techniques: Physical Activity, Sport and Exercise, Yoga, Meditation, Relaxation Techniques, Wellness Programmes.
- b) Meaning of work motivation. Types: Financial and Non-Financial motives. Goal setting. Theories of Motivation - Maslow's theory, Herzberg's theory and Alderfer's E-R-G model.

Program Title	BA Journalism & Mass Communication	Semester	Third Semester
Course Code	OE 3	Type of course	Core Elective
Course Name	OE-3: Feature Writing and Freelancing	Contact hours	Theory: 2 hours per week
			Practical: 2 hours per week
Course credits	3 Credits	Academic Year	2021-22 Batch

Course Outcomes: On completion of the course, the student will be ready to:

- Organize and articulate feature stories understanding the concepts, structure, and types of features.
- Write different types of feature stories and get them published.
- The students should try their hand in freelance writing learning the ups and downs of freelancing.

Course Content

Unit-I

Feature: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, difference between news and features, finding feature stories, research in writing feature stories and writing personal columns, feature headlines, sources of feature, feature syndicates (examples).

Unit-II

Types of features: news features, profiles, human interest, science, cultural, environmental, lifestyle, travel sketches and fashion. Modern trends in feature writing, commissioning features, reviews and types of reviews – film, theatre, auto, gadget, book (a real exercise is a must).

Unit-III

Freelancing – Meaning, definition and scope of freelancing, qualities of a freelancer, trends in freelancing The art of travel writing, historical subjects, personal narratives, food, fashion, and health. Legal and ethical aspects of freelancing.

Unit-IV

Scope for freelancing in print and electronic media, freelancing for social media, tools and resources for freelance writers, freelancing as a profession in India and elsewhere. Career in feature writing.

Practical

OE- 3 - Feature Writing and Freelancing (2 hrs/ week)

1. Write two types of features.
2. Write five different headlines for a feature story.
3. Publish at least two features in any newspaper/magazine/website.
4. Rewrite any 2 published features. Give reasons how and why it was modified.
5. One travel feature from one's own experience. Encourage students to undertake a trip and explore options.

Reference books:

1. **Alexander, L.** (1982) *Beyond the Facts: A Guide to the Art of Feature Writing* (2nd ed.). Houston, Texas: Gulf Publishing Company.
2. **Boynton, R.S.** (2005) *The New New Journalism: Conversations on Craft With America's Best Nonfiction Writers*. New York: Vintage Books.
3. **Blundell, W.E.** (1988) *The Art and Craft of Feature Writing*. New York: Plume.
4. **Garrison, B.** (2004) *Professional Feature Writing* (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
5. **Harrington, H.F.** (1912) *Essentials in Journalism. A Manual in Newspaper Making for College Classes*. Boston: Ginn and Company. Retrieved from <http://openlibrary.org/details/essentialsinjour00harrich>
6. **Harrington, H.F.** (1925) *Chats on Feature Writing*. New York and London: Harper & Brothers.
7. **Harrington, W.** (1997) *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. Thousand Oaks: Sage.
8. **Pape, S., & Featherstone, S.** (2006) *Feature Writing a Practical Introduction*. London: Sage Publications.
9. **Stephen John Tanner, Molly Kasinger, Nick Richardson** (2009) *Feature Writing: Telling the Story*. Oxford University Press
10. **Williamson, D.R.** (1977) *Feature Writing for Newspapers* (2nd ed.). New York: Hastings House

OPEN ELECTIVE COURSE
(For students of other than Science stream)

MATOET 3.1(B): Quantitative Mathematics	
Teaching Hours : 3 Hours/Week	Credits: 3
Total Teaching Hours: 42 Hours	Max. Marks: 100 (SEE - 60 + IA - 40)

Course Outcomes: This course will enable the students to:

- Understand number system and fundamental operations
- Understand the concept of linear, quadratic and simultaneous equations & their applications in real life problems
- Understand and solve the problems based on age.
- Solve speed and distance related problems.

Unit-I: Number System

Numbers, Operations on numbers, Tests on Divisibility, HCF and LCM of numbers. Decimals, Fractions, Simplification, Square roots and Cube roots - Problems thereon. Surds and Indices. Illustrations thereon. 14 Hours

Unit-II: Theory of equations

Linear equations, quadratic equations, simultaneous equations in two variables, simple application problems - Problems on ages, Problems on conditional age calculations, Present & Past age calculations. 14 Hours

Unit-III: Quantitative Aptitude

Percentage, Average, Average Speed-problems. Time and distance, problems based on trains, problems on-work and time, work and wages, clock and calendar. 14 Hours

Reference Books:

1. R.S. Aggarwal, Quantitative Aptitude, S. Chand and Company Limited, NewDelhi.
2. A. Guha, Quantitative Aptitude, 5th Edition, Mc.Grawhillpublications.2014.
3. R V Praveen, Quantitative Aptitude and Reasoning, PHI publishers.
4. R S Aggarwal, Objective Arithmetic, S. Chand & Company Ltd.
5. Q. Zameerddin, V. K. Khanna, S K Bhambri, Business Mathematics-II Edition.
6. S. K. Sharma and G. Kaur, Business Mathematics, Sultan Chand & Sons.
7. H. Padmalochan, A Text Book of Business mathematics for B.Com and BBA Course, Chand Publication.
8. J K Thukrol, Business Mathematics, abci book:2020 First Edition.
9. N. G. Das and J. K. Das, Business Mathematics and Statics, Mc Graw Hill Education, 2017.

BANGALORE UNIVERSITY

Soft Skills ('Mrudu Kousalya') Paper
3rd Semester, B.Sc/BCA from 2015-16

CULTURE, DIVERSITY AND SOCIETY

2 Credits

Max. Marks: 100
Hours of Teaching: 42

Objectives

- To help B.Sc. and B.C.A. students gain a better understanding and comprehension of Indian culture, diversity and society.
- To instil in the students a healthy respect for the rich diversity in Indian society and culture.
- To help them understand the problems of rural society.
- To develop in them the secular values of tolerance, communal amity and peaceful co-existence.
- To help them address the contemporary challenges before Indian society like communalism, ethnocentrism and gender discrimination.
- To remind the youth that they have a key role to play in the promotion of national integration, and in promoting the unity and integrity of the country.

Syllabus

Unit-1: Understanding the Diversity of Indian Society (12-14 Hours)

- | | |
|---------------------------|--------|
| • Geographical diversity. | 5 Hrs. |
| • Religious diversity. | 3 Hrs. |
| • Cultural diversity. | 2 Hrs. |
| • Unity in Diversity. | 2 Hrs. |

Unit-2: Family, Caste, Village and Women in India (12-14 Hours)

- | | |
|--|--------|
| • Family as a basic institution of Indian Society; Indian family in transition. | 3 Hrs. |
| • Social stratification and disparities; the Caste System and its evils; the predicament of the weaker sections: Scheduled Castes and Tribes; Backward Classes and Religious Minorities. | 4 Hrs. |
| • Rural society and its problems; Rural-Urban migration. | 3 Hrs. |
| • Gender Discrimination; Violence against women; Measures to improve the status of women. | 3 Hrs. |

Unit-3: Contemporary Challenges before Indian Society (12-14 Hours)

- Communalism and Religious Fundamentalism. 2 Hrs.
 - Regionalism and Ethnocentrism. 2 Hrs.
 - Globalization and mono-culturalism; *McDonaldization*. 2 Hrs.
 - Child labour; Migrant labour; Bonded labour; Contract labour. 4 Hrs.
 - Mass Media and its impact on society. 2 hrs.
-

Reference List

- Beteille, Andre, *Social Inequality*, New Delhi, OUP, 1974.
 - Bose, N.K., *Culture and Society in India*, Bombay, Asia Publishing House, 1967.
 - Deshpande, Satish, ed., *The Problem of Caste*, Orient Blackswan, 2014.
 - Dube, S.C., *Indian Village*, London, Routledge, 1955.
 - Dube, S.C., *Society in India*, New Delhi, National Book Trust, 1990.
 - Jodhka, Surinder, *Village Society*, Orient Blackswan, 2012.
 - Lannoy, Richard, *The Speaking Tree: A Study of Indian Society and Culture*, New Delhi, OUP, 1971.
 - Majumdar, D.N., *Races and Cultures of India*, Bombay, Asia Publishing House, 1958.
 - Mukherjee, D.P. *Diversities*, Delhi, People's Publishing House, 1958.
 - Satyamurty, T.V., *Region, Religion, Caste, Gender and Culture in Contemporary India*, New Delhi, OUP, 1996.
 - Srinivas, M.N., *India: Social Structure*, New Delhi, Hindustan Publishing Corporation, 1980.
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Scheme of Examination

End-Semester Examination:	70 marks
Internal Assessment:	30 marks (Test/s: 20 marks; Seminar: 5 marks; Project: 5 marks)
Total:	100 marks

Question Paper Pattern for End-Semester Examination

- a. 40 Multiple-Choice Questions x 1 mark = 40 marks
 - b. 15 Multiple-Choice Questions x 2 marks = 30 marks
- Total = 70 marks**
-

Eligibility for Teaching

The Paper shall be taught by a qualified Post-Graduate teacher from the Arts/Social Sciences/Humanities faculty, preferably from the Department of Sociology. If the Sociology teachers are available in the college, it shall be taught by them. If the Sociology teachers are not available, other faculty from the Arts/Social Sciences/Humanities can teach the paper.

BANGALORE UNIVERSITY

CREATIVITY AND INNOVATION

B.Com/BBA/BHM/5 years Integrated Course in Commerce for VI Semester under
Mrudukousalya.

Max Marks: 100

Max time: 42 hrs.

Objectives

1. To give an insight into creativity and innovation
2. To develop an appreciation for them among students, and
3. To enhance sensitivity to creativity and innovation

Module 1: Overview of Creativity

10 Hours

Meaning and concept of creativity - Creativity Process- Nature and characteristics of creativity – Factors affecting creativity – understanding creativity from studying the profiles of most creative personalities.

Module 2: innovation Management

20 Hours

Meaning and Importance – Difference with Creativity, Invention and Discovery – Process – Typology – Case Studies on Innovation business ideas like Red bus, Flip fart, Ola, Big Basket, methods and techniques – organizational Aspects – Economic Aspects like venture capital, angel investors – Evaluation of Effectiveness of Innovation – Legal Aspects like IPR, patent etc.

Pedagogy

The pedagogy needs to explore the following

- Videos on You tube
- Case studies
- Interaction with creative persons and Innovators
- Demonstration by students.

Module 3: Creativity and various Forms of Arts

12 Hours

Understanding the forms and characteristics of Various Painting Traditions (cave paintings, Ajanta murals, Indian miniatures, Traditional & Folk Arts), Sculpture (Indian sculpture & Temple architecture), contemporary Art forms – Art & Architecture (Photography, Films, Graphic Animation and Digital Art), Performing Arts (Music, Dance and Theatre), and Poetry & Literature with examples.

References Books

- Vinnie Jauhari & Sudhanshu Bhushan, "Innovation Management". Oxford University Press, 2014
- Sholmo Maital, DVR Seshadri, "Innovation Management", Response Books 2007
- Indian Art by Partha Mitter
- Art of India pre- history to present by Frederick M. Asher
- Contemporary Indian Art and other realities by Yashodara Dalmia

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- Performing Arts- Wikipedia
- Digital Art- Wikipedia
- Graphics and Animation - Wikipedia
- Browse Wikipedia as and when necessary



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Bangalore University
Jnana Bharathi Campus,
Bangalore - 560056.

Name of the Program: Bachelor of Commerce (B.Com.)
Course Code: B.Com. 1.5 a.(Open Elective Course)
NAME OF THE COURSE: ACCOUNTING FOR EVERYONE

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
<p>Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ol style="list-style-type: none"> a. Analyse various terms used in accounting. b. Understand the procedure for recording the transaction. c. Learn posting the journal entry to ledger d. Prepare ledger accounts and cash books. e. Demonstrate the ability to prepare final accounts 		
SYLLABUS:		HOURS
Module 1: Introduction to Accounting		08 Hours
<p>Accounting: Meaning, Importance and objectives of Accounting, Concepts and Convention of Accounting.</p> <p>Accounting Information: Meaning, Users, Sources of accounting information. Some Basic Terms –Transaction, Account, Asset, Liability, Capital, Expenditure, Income, Revenue, Profit, Loss, Concept of revenue and Capital; Debit, Credit, Accounting Year, Financial Year.</p> <p>Accounting Equations – Simple Problems on Accounting Equation.</p>		
Module 2: Recording of Transactions		12 Hours
<p>Features of recordable transactions and events, Recording of Transactions; Types of Accounts - Personal account, Real Account and Nominal Account ; Golden Rules of Accounting-Rules for Debit and Credit; Double Entry System, Journalizing transactions (Simple Problems on Journal Entries of Sole Proprietorship Concern)</p>		
Module 3: Preparation of Ledger Accounts and Cash Book		12 Hours
<p>Ledger – Meaning of Ledger, Format of Ledger Account, Preparation of Ledger Accounts (Simple Problems on Journalising the transactions and posting in Ledger Accounts),</p> <p>Cash Book-Meaning of Cash Book, Posting of transactions in cash book. (Simple Problems on Simple Cash Book)</p>		
Module 4: Preparation of Final Accounts		10 Hours
<p>Preparation of Trial Balance and Final Accounts. (Simple problems on Trial Balance, Trading, Profit and Loss Accounts and Balance Sheet with T-format).</p>		

Skill Development Activities:

1. Write an accounting equation using Imaginary figures.
2. Prepare final accounts collecting necessary data from small business firms.
3. Prepare a Trial Balance with Imaginary Figures.
4. Prepare a simple Cash Book with imaginary transactions.
5. Pass any five journal entries with imaginary transactions for Sole proprietary concern.

Books for Reference:

1. Hatfield, L. (2019). Accounting Basics. Amazon Digital Services LLC.
2. Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. (2013). Introduction to Financial Accounting. London: Pearson Education.
3. Siddiqui, S. A. (2008). Bookkeeping & Accountancy. New Delhi: Laxmi Publications Pvt. Ltd.
4. Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
5. Tulsian, P. C. (2007). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
6. Mukharji, A., & Hanif, M. (2015). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
7. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
8. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education.
9. Arora, M.N. Management Accounting, Vikas Publishing House, New Delhi.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 1.5 b		
Name of the Course: Office Organization and Management (OEC)		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ol style="list-style-type: none"> An understanding of basic knowledge of office organisation and management Demonstrate skills in effective office organisation Ability to maintain office records Ability to maintain digital record. Understanding of different types of organisation structures and responsibilities as future office managers. 		
SYLLABUS:		HOURS
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT		08
<p>Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.</p>		
Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		07
<p>Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.</p>		
Module No. 3: OFFICE ENVIRONMENT:		10
<p>Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security</p>		

Module No. 4: RECORDS MANAGEMENT	08
<p>Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management</p> <p>Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.</p> <p>Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, advantage and disadvantages.</p> <p>Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing</p> <p>Office manual: contents, Importance, types of office manuals.</p> <p>Indexing: Meaning, importance, advantages and essentials of good indexing, type of index</p> <p>Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.</p>	
Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING	08
<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation</p> <p>Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines</p> <p>Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods</p> <p>Data presentation Methods of Presentation of Data</p> <p>Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation</p> <p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Visit an office and enlist the different types of machines used in the office 2. Identify the different types of stationery used in offices today 3. Draw a data life cycle chart 4. Draw charts indicating different types of office layouts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa and Raghunath Reddy (2021), Office Organisation and Management, Jayvee International Publication, Bangalore. 2. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt 3. M.E Thakuram Rao, Office organisation and Management, Atlantic 4. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 2.5 a (Open Elective Course) Name of the Course: INVESTING IN STOCK MARKETS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> Explain the basics of investing in the stock market. Differentiate between Primary and Secondary Market. Understand different methods of issue of shares. Understand the different methods of pricing the issue of shares. Understand Demat A/c and Depository Participants managing Demat A/c. 		
SYLLABUS:		HOURS
Module 1: Indian Stock Market		08 Hours
Introduction to Indian Stock Markets, History, Organization, Governing body, Functions of stock Exchange, Players in Stock Market, SEBI – Objectives, Role and Powers.		
Module 2: Investing in Primary and Secondary Markets		12 Hours
Meaning, Objectives, Scope, and Functions of Primary and Secondary Markets- Difference between Primary and Secondary Market, Methods of issue of shares in primary market, methods of pricing the issue of shares in primary market, Listing of shares.		
Module 3: Trading in Stock Market		14 Hours
Broker-Meaning, Role and Responsibilities, Brokerage charges. Trading & Settlement- Procedure for Trading – Buying Order, Sell Order, Long and Short Positions, Bid and Ask Price, Volume, Stop Loss; Types of Trading – Online Trading and Offline Trading.		
Module 4: Depository participants in India		08 Hours
Demat Account- Meaning and Need for Demat Account, Steps in Opening Demat Account and related documentations. Depositories in India: National Securities Depository Ltd. (NSDL)- Features and Functions, Central Depository Services Ltd. (CDSL)- Features and Functions.		

Skill Development Activities:

1. List out the recent IPO in Indian Primary Market.
2. List out the leading share brokers in India.
3. Procedure for Opening the Demat A/c.
4. List out the functions of CDSL and NSDL.

Books for Reference:

1. Chandra, P. (2017). Investment Analysis and Portfolio Management. New Delhi: Tata McGraw Hill Education.
2. Kevin, S. (2015). Security Analysis and Portfolio Management. Delhi: PHI Learning. Ranganathan.
3. M., & Madhumathi, R. (2012). Security Analysis and Portfolio Management. Uttar Pradesh: Pearson (India) Education.
4. Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 a(Open Elective Course) NAME OF THE COURSE: : PEOPLE MANAGEMENT</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
<p>Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.</p>		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 3. Ability to explain role of manager in different stages of performance management process 4. Ability to list modern methods of performance and task assessment. 5. Ability to analyse the factors influencing the work life balance of an working individual. 		
SYLLABUS:		HOURS
Module 1: Introduction to People Management		07 Hours
<p>Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.</p>		
Module 2: Getting Work Done and Assessment and Evaluation		10 Hours
<p>Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.</p> <p>Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.</p>		
Module 3: Building Peer Networks and Essentials of Communication		10 Hours
<p>Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.</p> <p>Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.</p>		

Module 4: Motivation	08Hours
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	
Module 5: Managing Self	07Hours
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.	
<p>Skill Development Activities:</p> <p>The learners are required to:</p> <ol style="list-style-type: none"> 1. Analyse two cases on any of the above content indicated above. 2. List out the modern tools to performance assessment and evaluation. 3. Conduct a survey of work life balance of working individuals 4. Draft a Career development of working individual in the middle level management. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Nirmala. M and Nitu Sharma (2021); People Management, Jayvee International Publication, Bangalore 2. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3. 3. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163 4. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn. 5. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. 6. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172. 7. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill. 8. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books, <p>Note: Latest edition of text books may be used.</p>	

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

Course Code: BBA 3.5 a

Name of the Course: SOCIAL MEDIA MARKETING (OEC)

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

Pedagogy: Classroom lectures, Tutorials, and Case study method.

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

- Understand social media marketing goals for successful online campaigns.
- Analyze the effective social media marketing strategies for various types of industries and businesses.
- Design social media content and create strategies to optimize the content's reach to the target audience.
- Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- Design a suitable social media campaign for the business goals.

Syllabus:

Hours

Module No. 1: Social Media Introduction

12

Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

Module No. 2: Search Engine Optimization

10

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media v/s Social Media, Recent trends and challenges in Social Media marketing.

Module No.3: Facebook -Instagram Marketing

10

Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.

Module No.4: YouTube Marketing

10

YouTube marketing, creating a YouTube channel, posting content, YouTube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool - Adding Asset.

Skill Developments Activities:

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization (SEO) dashboard.

Books for References:

BBA - Regular

- Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
- Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
- Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
- **Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.**
- Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 3.5b (OEC) NAME OF THE COURSE: ENTREPRENEURSHIP SKILLS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classrooms lecture, Case studies, Group discussion, Roleplays, Seminar etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> Discover their strengths and weaknesses in developing the entrepreneurial mind-set. Familiarize themselves with the mechanism of setting up, monitoring and maintaining an Enterprise. Understand the various procedures for setting up the Startups in India. Understand the role of Government in supporting entrepreneurship 		
Syllabus:		Hours
Module No. 1: Introduction		14
Introduction to Entrepreneurship- Need of becoming entrepreneur- Traits of successful entrepreneur, enabling environment available to become an entrepreneur; Business Development Process; Self-discovery, Idea Generation-Idea Evaluation-Feasibility analysis- Finding team.		
Module No. 2: Enterprise Set-up		10
Procedure for setting up an enterprise; Different aspects involved in setting up an enterprise: Legal Aspects, Marketing Aspects, Managerial Aspects and Financial Aspects.		
Module No. 3: Monitoring and Maintaining an Enterprise		10
Importance of Monitoring and Maintaining and enterprise; Monitoring mechanism for maintaining an enterprise- Introduction to different government schemes supporting entrepreneurship.		
Module No. 4: Startups in India		08
Meaning – Establishment of Startups – Procedure for Startups – Benefits of growing startups to the Indian Economy, Emerging trends in startups-Domains that are ruling in the startup space in India.		
Skill Development Activities: <ol style="list-style-type: none"> Prepare a budget for a new business with imaginary figures. Identify the traits required for an entrepreneur. List out practical challenges in setting-up a business enterprise. 		

4. List out the various Government schemes for promoting entrepreneurs

Books for Reference:

1. Entrepreneurship - Starting, Developing, and Management a new Enterprise – Hisrich and –Peters-Irwin
2. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
3. Hougard S. (2005) The business idea. Berlin, Springer
4. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann

Bengaluru City University

Course Title: Financial Education and Investment Awareness	Course Credits: 2
Total Contact Hours: 30 Hours of Theory and 15 Hours of Practical Sessions	Duration of ESA: 90 Minutes
Formative Assessment Marks: 20	Summative Assessment Marks: 30
Model Syllabus Authors: NSE Academy and Karnataka State Higher Education Council (through Model Curriculum Committee for Commerce and Management)	

Module 1: Foundations for Finance

10 hours

Introduction to Basic Concepts of Finance: Money and its need, Meaning and need for Financial Planning; Life goals and financial goals of an individual; Format of a sample financial plan for a young adult.

Time value of Money: Meaning, need, Concepts of Compounding – Simple and compound interest and Discounting- Present value of single cash inflow, series of cash inflow, annuity, perpetuity- *problems*.

Valuation Of Securities: Meaning, need for valuation of securities, Valuation of fixed income securities- debentures and preference shares, valuation of equity shares, dividend capitalization approach, earnings capitalization approach-*problems*.

Module 2: Investment Avenues

15 hours

Introduction to Investment: Meaning, Need, Essentials of investment, Investment and speculation, Basic investment objectives, Diversification- Need for diversification,

Investment Avenues for a Common Investor: Bank deposits; Corporate Securities-Equity shares, Preference shares, debentures, bonds, company deposits; Post Office savings schemes, Government securities, Real Estate, Gold and Bullion, Chit and Nidhi Companies, Life Insurance, Retirement and Pension Plans - National Pension System, Atal Pension Yojana etc. (Features if all Investment Avenues with Income Tax benefits); Risk and return relationship (*Theory only*).

Stock Markets: Primary Market and Secondary Market, StockExchanges, Stock Exchange Operations – Trading and Settlement, DEMAT Account, Depository and Depository Participants; Investor Protection.

Module 3: Mutual Funds

5 Hours

Mutual Funds: Meaning and Features of Mutual Funds, History of Mutual Funds in India, Benefits, and

drawbacks of investment in mutual fund; Major Fund Houses in India and Types of Mutual Fund Schemes and plans; SIP, STP, SWP of mutual fund; Net Asset Value- *simple problems*.

Practical Lab Hours: 15 hours

Module 1: Foundations for Finance

Lab exercises 5 Hours

- **Spreadsheet Modelling:**
 - IF Function
 - SUM Function
 - AVERAGE Function
 - INDEX, MATCH and VLOOKUP Function
 - RANK Function
 - SUM PRODUCT Function
 - MAX & MIN Function
 - PRESENT VALUE Functions
 - FUTURE VALUE Functions
 - ANNUITY Functions
 - PERPETUITY Functions
 - Statistical Functions in Excel- through data analysis
- **Preparation of Financial Plan**

Module 2: Investment Avenues

Lab exercises 5 Hours

- Group Presentations on Investment Avenues- (Advantages, Suitability and Limitations)
- Demonstration of Stock Trading
- Demonstration of Technical Analysis and Exercises (NSE –TAME)
- Spreadsheet Modelling for calculating Stock Returns and risk.

Module 3: Mutual Funds

Lab exercises 5 Hours

- Identification of Fund Houses in India, Schemes and Plans of each Mutual Fund House (www.amfiindia.in , www.valueresearchonline.com)
- Exercises on Calculation of Net Asset Value
- Demonstration of Mutual Fund Fact Sheet

Question Paper Pattern

- 1. Internal Assessment – 20 marks (practical lab-based assignments with Lab records)**
- 2. End Semester Exam – 30 marks**

Originally given by HEC and NSE

Section A: 4 out of 5 questions (2 marks each) 4 X 2 = 8 Marks

Section B: 2 out of 3 questions (6 marks each) 2 X 6 = 12 Marks

Section C: (Compulsory): Analysis of One Case (or) Two Case-lets 1 X 10 = 10 Marks

Modified pattern by BCU- BOS

Section A: 4 out of 5 questions (2 marks each) 4 X 2 = 8 Marks

Section B: 2 out of 3 questions (6 marks each) 2 X 6 = 12 Marks

Section C: (Compulsory): Descriptive question or problem 1 X 10 = 10 Marks

References:

1. RBI Financial Education Handbook
2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI
3. NSE Academy Certification in Financial Markets (NCFM) Modules:
 - a. Macroeconomics for Financial Markets
 - b. Financial Markets (Beginners Module)
 - c. Mutual Funds (Beginners Module)
 - d. Technical Analysis

Reference Books:

S. No	Author/s	Title of the Book	Publisher
1	Prasanna Chandra	Financial Management	McGraw Hill Education
2	Aswath Damodaran	Corporate Finance	John Wiley & Sons Inc
3	Pitabas Mohanty	Spreadsheet Skills for Finance Professionals	Taxmann Publications
4	Fischer & Jordan	Security Analysis & Portfolio Management	Prentice Hall

Websites:

1. www.sebi.gov.in
2. www.nseindia.com
3. www.amfiindia.com

BANKING AND FINANCE

V Semester - B.A., B.Sc, B.Sc. (FAD), BCA / 5 year Integrated Course in Biological Science

Under Mrudhu Kousalya

Objectives:

- Objective of the course is to give in-depth knowledge of Banking and Finance to the students with practical inputs
- To prepare the students for career in Banks & other Financial Institutions

12 hrs

Module 1: Banking in India : Evolution, meaning, importance, Indigenous bankers – Functions, drawbacks, Modern banking, Commercial Banks – Functions, structure RBI – Monetary policy, meaning, instruments of monetary policy – bank rate, CRR, SLR, Repo rate, reverse repo rate.

15 hrs

Module 2: Banking Operations:

- Deposits : Banker-Customer relations – Know your Customer (KYC) guidelines – Different Deposit Products – services rendered by Banks – Mandate and Power of attorney ; Banker's lien – right of set off – garnishee order – Income tax attachment order etc.
- Loans and advances : utility of loans and advance, Type of loans – Secured loans, unsecured loans, Demand loan, term loan, cash credit, overdraft, Student loans, Auto loans, Personal loans, Business loans, Consolidated loans.

15 hrs

Module 3: Finance : meaning of finance, functions of finance, role, importance of financial planning, shares, types of shares, debentures, types of dentures, Bonds, types of Bonds, Venture Capital, Angel investors, IPOs, Lease.

Books Recommended –

1. Principles & Practices of Banking – By Indian Institute of Banking & Finance – Macmillan Publication.
2. Khan M Y., Indian Financial System, Tata Mc Graw Hill, Delhi
3. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
4. Dekock : Central Banking : Crosby Lockwood Staples, London.
5. Srinivasan N P and Saravanavel, P., "Development Banking in India and Abroad" Kalyani Publications
6. Banking Technology – Indian Institute of Bankers Publication
7. Kaptan S S & Choubey N S., " E-Indian Banking in Electronic Era", Sarup & Sons, New Delhi
8. Vasudeva, "E- Banking ", Common Wealth Publishers, New Delhi.
9. Practice of Law of Banking by H.R. Suneja
10. Banking Law and Practice by P.N. Varshney
11. Practice of Banking Advances by Bedi and Hardikar

BANGALORE UNIVERSITY

ENTREPRENEURSHIP AND INNOVATION

BA, B.Sc, B.Sc. (FAD), BCA/5 years Integrated Course in Biological Science for VI Semester
under Mrudukousalya.

Max Marks: 100

Max time: 42 hrs.

Objective

To give a glimpse of Entrepreneurship to students as well as to develop basic understanding of Innovation in Entrepreneurship.

Module 1: Overview of Entrepreneurship

19 Hours

Concept of Entrepreneurship and Entrepreneur-Nature and Importance-Benefits and potential risks of Entrepreneurship – Traits, qualities and competencies of an Entrepreneur – Types of Entrepreneurs – Role of technology in contemporary business environment – Ethics and Entrepreneurship. Govt. of India initiatives like Make in India, Start – up India, Mudra Bank etc.

Module 2 : Overview of Innovation

14 Hours

Meaning and Importance – Difference with Creativity, Invention and Discovery-Process- Typology – Innovation in Action like lateral thinking, out of box thinking, Disruptive ideas – Case Studies on Innovative business ideas like Red bus, Flip kart, Ola, Big Basket etc

Module 3 : New venture creation

9 Hours

New ideas and opportunities: Developing business ideas, evaluating the opportunity – Feasibility analysis – Developing business model.

Business plan-Meaning, significance and contents – Formulation and Presentation – Common errors – Preparation of project report.

Sources of finance: Traditional and Non-traditional sources – Venture capitalists, Angel Investors, Private equity cash.

Pedagogy

The syllabus has to be taught through following methods

- Exercises
- Case studies
- Interaction with Entrepreneurs and Innovators
- Presentations by students

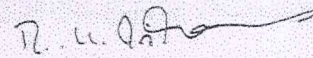
References

Books

- Dr.S.S.Khanka. "Entrepreneurial Development", S.Chand Publications.
- Dr.C.B.Gupta and Dr.N.P.Srinivasan. "Entrepreneurship Development in India", S.Chand Publications.
- Vinnie Jauhari& Sudhanshu Bhushan, "Innovation Management". Oxford University Press,2014
- SholmoMaital, DVR Seshadri, "Innovation Management". Response Books 2007

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- startupindia.gov.in
- www.makeinindia.com
- www.pradhanmantrivojana.in
- Browse Wikipedia as and when necessary



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