

CLASS ATTENDANCE

Name of the Lecturer Naksha J
 Subject Product and Sales manag

Sl. No.	Roll No.	Name of the Student	→ Hc	→ Dc
		1	ABDUL AZIZ M	
		2	ADITHYA J	
		3	AKHILA S B	
		4	AMTUL MUNEEB TEHMEENA	
		5	ANKITHA A	
		6	ASGAR ALI	
		7	ASHWINI D G	
		8	ASIYA BANU	
		9	BHARATH M M	
		10	BHAVANA C S	
		11	BHAVANA H G	
		12	BHERU P JAIN	
		13	CHANDANA S	
		14	DARSHAN CHAVAN R	
		15	DEEKSHA G	
		16	GANAVI MALLYA	
		17	GOVINDARAJ T	
		18	HARISH T S	
		19	HIBZAN KHAN	
		20	JASWENDER KOUR	
		21	JAYASHREE S T	
		22	KAVYA S J	
		23	KOUSALYA M	
		24	LEELABAI H	
		25	LIKITH M	

Lectur

M M												
24	26	31	2	7	12	15	16	19	21	23		
12	12	12	01	01	01	01	01	01	01	01		
A	A	A	A	1	2	A	A	3	4	5		
1	2	A	3	4	A	A	A	5	6	7		
1	2	3	4	A	A	A	A	5	6	7		
1	2	A	3	4	A	5	A	6	7	8		
1	2	3	A	A	4	5	A	A	6	A		
1	2	3	4	5	A	6	7	8	9	10		
1	2	A	3	4	5	A	6	A	7	8		
1	2	3	4	5	6	A	7	8	9	10		
1	2	3	4	5	6	7	8	9	10	11		
1	2	A	A	A	3	4	5	6	7	8		
1	2	A	A	3	A	4	5	6	7	8		

REGISTER (SUBJECT WISE)

28	29	30	04	16	23	25	26	27	28	29	30		
01	01	01	02	02	02	02	02	02	02	02	02		
A	A	6	7	8	9	10	A	11	12	A			
A	A	8	A	A	A	A	A	9	A	A			
8	A	9	10	11	A	12	A	13	A	A			
A	A	9	10	A	A	11	12	13	A	A			
7	8	9	A	10	11	12	13	14	15	16			
11	12	A	13	14	A	15	16	17	18	A			
9	10	11	12	13	14	15	16	17	18	19			
11	12	13	14	15	16	A	A	17	18	19			
A	A	12	13	14	15	16	17	18	19	20			
9	10	11	12	13	A	A	14	15	A	16			
9	10	11	12	13	A	14	15	16	17	18			

Name of the Lecturer Naksha J

Subject Product and Sales Management

Sl. No.	Roll No.	Name of the Student	→ H → D
		26	MAHASWAMY M P ✓
		27	MEGHA N A
		28	MEGHA R S
		29	MOHAMMED REEHAN ✓
	3 1/2	30	MOHAMMED ADNAN ✓
	4	31	MOHAMMED NAWAZ
	5	32	MOHAN B S
		33	MOMINA BEGUM
		34	NANDINI J
		35	NIRANJAN S ✓
	5 1/2	36	POOJA H L
		37	PRADEEP K B
	6 1/2	38	PRADYUMNA NADIG H M
		39	PRAJWAL B G ✓
	7 1/2	40	PRAVEEN KUMAR D S
	8	41	RAKSHA N
	4 1/2	42	RAMYA N ✓
		43	ROHITH R
	6 1/2	44	SAHANA Y
		45	SANJAY S
		46	SANDHYA K
	4	47	SHAFEEQ AHMAD
	3 1/2	48	SHARATH KUMAR G K
		49	SHARATH KUMAR J D
		50	SHASHIKANTH VASHISHTA

Initials
Lecturer

CLASS ATTENDANCE

M 31

	24/12	26/12	31/12	2/01	7/01	12/01	15/01	16/01	19/01	21/01	23/01
1	2	A	3	4	5	6	7	8	9	A	A
1	2	A	3	4	5	6	7	8	A	A	A
1	2	3	A	A	A	4	5	6	A	A	A
1	2	A	3	A	4	A	5	6	A	A	A
1	2	A	3	A	4	5	6	7	8	9	A
1	2	A	3	4	A	A	5	6	7	8	A
1	2	3	A	A	4	5	6	7	8	9	A
1	2	A	3	4	A	5	6	7	8	A	A
1	2	A	A	3	4	5	6	A	7	A	A
1	2	3	4	5	A	6	7	8	9	10	A
1	2	3	A	A	4	5	6	7	8	9	A
1	2	3	4	5	6	7	A	8	9	10	A
1	2	3	A	4	5	6	7	8	A	A	A
1	2	3	A	4	A	5	A	6	7	8	A
1	2	A	3	4	A	5	A	6	A	A	A

Initials
Lecturer

Name of the Lecturer Maksha S

Subject P&M

CLASS ATTENDANCE

M.M

Sl. No.	Roll No.	Name of the Student
	4/2	51 SHREE LAKSHMI T D
	5/2	52 SNEHA K
	10	53 SPOORTHIB
	8	54 SRINIVAS T
	4	55 SUMANTH JOIS
	6/2	56 SURAJ S D
		57 SYEDA MAHEEDA
		58 TASKEEN KHANUM
		59 VANISHREE C P
		60 VINUTHA G
		61 ZAINAB
		62 KISHOR CHANDRA G
	4	63 LUQMAN HAREES KHAN
		64 ROHITH N S
	3/2	65 MANISH H G

04/12	26/12	31/12	2/01	7/01	12/01	15/01	16/01	19/01	21/01	23/01
1	2	3	A	4	A	A	5	6	7	8
1	2	3	4	5	6	7	8	A	9	10
1	2	A	3	4	A	A	5	A	6	7
1	2	A	A	A	3	4	5	6	7	A
1	2	3	A	A	4	5	6	7	8	A
1	2	A	3	A	4	A	5	6	7	A
1	2	3	4	5	6	7	8	A	A	A

REGISTER (SUBJECT WISE)

28/01	29/01	30/01	04/02	16/02	23/02	27/02	26/02	27/02	28/02	04/03
9	10	11	12	13	14	15	16	17	18	19
11	12	A	13	14	15	16	17	18	A	19
8	9	10	11	12	A	13	14	15	A	16
8	9	10	11	12	A	B	14	15	16	17
9	10	A	A	11	12	13	14	15	A	A
8	9	10	11	A	A	12	13	14	A	15
9	10	11	A	12	A	A	13	14	A	A

Initial Lectu

Career Counseling, and Resume Preparation.

Skill Development Activities:

- (1) Conduct a mock meeting and draft minutes of the meeting
- (2) Draft a letter of enquiry to purchase a laptop
- (3) Draft your bio-data

Recommended Books for Reference:

- (1) Soft Skills of Personality Development: C.G.G Krishnamacharyulu and Lalitha
- (2) Lesikar, R.V. and Flatley, M.E. Basic Business Communication Skills for Empowering the Internet Generation, TMH, New Delhi.
- (3) Rai and Rai: Business Communication Himalaya Publishing House
- (4) Ludlow, R. and Panton, F. (1998). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd
- (5) M.S. Rao : Soft Skills – Enhancing Employability I.K. International
- (6) Rao and Das: Communication Skills
- (7) Adair, J. (2003). Effective Communication. Pan McMillan.
- (8) Thill, J.V. and Bovee, G. L, Excellence in Business Communication, TMH, New York.
- (9) Bowman, J.P. and Branchaw, P.P, Business Communications: From Process to Product. Dryden Press, Chicago.
- (10) Sharma S.P and Others, Business Communication
- (11) Rajkumar, Basic of Business Communication
- (12) Banerjee: Soft Skills Business and Professional Communication, I.K. International

Specialization Stream – A: Finance Stream

B.Com, Semester – V

Course – 507A: Advanced Financial Management

Course Objective: To acquaint students with the ways of mobilizing and using of financial resources by industrial enterprises

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours:4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Investment Decisions and Risk Analysis** (14 hours): Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk Adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis and Problems,
- II. **Sources of Capital** (12 hours): Long Term Sources – Meaning – Equity Shares – Preference Shares – Debentures – Differences between Shares and Debentures – Retained Earnings – Long Term Loans and Loans From Financial Institutions.
- III. **Capital Structure Theories** (10 hours): Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach and Problems.
- IV. **Dividend Theories** (12 hours): Introduction – Irrelevance Theory – MM Model; Relevance Theories - Walter Model - Gordon Model and Problems on Dividend Theories.
- V. **Planning and Forecasting of Working Capital** (14 hours): Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management

Techniques – Preparation of Cash Budget, Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio; Inventory Management Techniques and Problems on EOQ.

Skill Development Activities:

- (1) Preparation of a small project report of a small business concern covering all components - Finance, Marketing, Production, Human Resources, General administration (any one component can be selected as the title of the report)
- (2) Designing a capital structure for a trading concern
- (3) Preparing a blue print on working capital of a small concern
- (4) Prepare a chart on modes of cash budget
- (5) List out different modes of Dividend Policy
- (6) List out the companies which have declared dividends recently along with the rate of dividend

Recommended Books for Reference:

- (1) Narendra Singh, Advanced Financial Management
- (2) K. Venkataramana, Advanced Financial Management, SHBP.
- (3) Ghousia Khatoon, Mahanada B. C., Advanced Financial Management, VBH
- (4) S N Maheshwari, Financial Management Principles and Practice, Sultan Chand
- (5) Khan and Jain, Financial Management, Tata McGraw Hill
- (6) Sudhindra Bhat, Financial Management, Prentice Hall of India
- (7) Sharma and Sashi Gupta, Financial Management, Kalyani Publication
- (8) I M Pandey, Financial Management, Vikas Publication
- (9) Prasanna Chandra, Financial Management, Tata McGraw Hill
- (10) R.M Srivastava, Financial Management & Policy, Sterling publishers

Specialization Stream – A: Finance Stream

B.Com, Semester - VI

Course – 607A: Security Analysis and Portfolio Management

Course Objective: To acquaint students with investment decisions and portfolio management

Pedagogy: Combination of lectures, assignments and group discussions

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Introduction to Investment Management** (15 hours): Meaning of Investment – Selection of Investment – Classification of Securities – Risk and Uncertainty – Types of Risks – Risk and Expected Return – Measurement of Portfolio Risk – Benefits of Diversification – Investment Strategies – Types of Companies and Stocks – Matrix Approach in Investment Decision and Investment Avenues
- II. **Security Analysis** (15 hours): Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis; Technical Analysis – Dow Theory – Advanced Declined Theory and Chartism Assumptions of Technical Analysis.
- III. **Modern Portfolio Theory** (14 hours): Introduction – Mean – Variance Model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient and Arbitrage Pricing Model.
- IV. **Portfolio Management** (10 hours): Markowitz Model – Sharpe Model – Jensen and Treynor Model.
- V. **Global Markets** (10 hours): Global Investment Benefits - Introduction to ADRs, GDRs, FCCBs, Foreign Bonds, Global Mutual Funds – Relationship between Trends

in Global Markets and Domestic Markets.

Skill Development Activities:

- (1) Prepare an imaginary investment portfolio for salaried man whose income is ₹ 10 lakhs per annum and estimate savings is ₹ 2 lakhs per annum
- (2) Make a list of 30 companies which have gone for IPO very recently
- (3) Prepare a statement showing the ups and downs in the BSE index for the last one year

Recommended Books for Reference:

- (1) Avadhani, Investment Analysis and Portfolio Management, HPH
- (2) Preeti Singh - Security Analysis and Portfolio Management, HPH
- (3) K. Venkataramana, Security Analysis and Portfolio Management, SBHP
- (4) Kevin, Investment and Portfolio Management
- (5) Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw-Hill
- (6) Sudhindra Bhat, Security Analysis and Portfolio Management - Fischer and Jordan, Security Analysis and Portfolio Management, Prentice Hall
- (7) A.P. Dash, Security Analysis and Portfolio Management, I.K. Intl
- (8) Rohini Singh, Security Analysis and Portfolio Management
- (9) Punithvathy Pandian, Security analysis & portfolio Management

Specialization Stream – B: Marketing Stream

B.Com, Semester – V

Course – 507B: Product and Sales Management

Course Objective: To acquaint students with adequate knowledge of product and sales management

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Introduction to Product Management** (12 hours): Meaning, Definition of Product, Market - Market focused Organization; Functionally focused Organization; Product Management – Facts Vs Fiction; Changes affecting Product Management; and Product Strategy.
- II. **Product Planning and Management** (12 hours): Meaning, Definition and Objectives of Product Planning; Frequent mistakes in Planning; Planning Process; Components of a good Plan; Product Life Cycle; Market Growth; Product Attractiveness - Factors influencing a Product; Threat of New Entrants, Product Differentiation; Bargaining Power of Buyers and Suppliers; Pressure from Substitutes; Environment Analysis; and Product Line Management.
- III. **New Product Development** (12 hours): Meaning, Definition and Organization for New Product Development; Idea Generation and Screening; Concept of Development and Evaluation; New Product Development and Evaluation; Product Modification; Product Variants; Brand Extension; Test Marketing, Evaluation for Market Acceptance; Commercialization and Product Failure.
- IV. **Salesman** (14 hours): Meaning, Definition and Qualities of a good Salesman, Recruitment of Salesmen in the Organization, Product, Knowledge, Planned Selling, Approach - Pre-Approach-Meeting, Objectives, Closing the Sale-Scales Call; Customer Psychology - Buying Motives of our Customer, Effective Speaking, Consumer Products Vs Industrial Products Selling - Trade Relations – Sales Personnel Recruitment, Selection, Training, and Remuneration.

- V. **Sales and Marketing System** (14 hours): Meaning, Definition, Objectives of Sales, Promotion Schemes and Situations in which they Launched. 42 Direct Premiums (Branded Packs, Price Rebates, Quantity Deals, Sampling, *etc*), Criteria for Judging the Success or Failure of Sales Promotion Schemes, What Sales Promotion can achieve and its Limitations; Consumer Contests, Interim Action Premiums (Coupon, Offers, *etc*), Self-Liquidating Premium; Survey of Gift Scheme Window Display, Types of Dealer Promotion Schemes, Wholesale and Retail Trade (Discount and Bonus Incentives for the Trade Sales Promotion and Industrial Products - Merchandising and Display - Sales Aids and Dealers Aids. Marketing System - Marketing Channels Behavioral Process in Marketing Channels, Designing Channels, Channels of Distribution and Promotion, Physical Distribution; and Factors affecting Channel Choice.

Skill Development Activities:

- (1) Select any product and examine the features of channels selected for distribution
- (2) Visit any organization and understand about remuneration and incentives to salesman
- (3) Chart out product planning process
- (4) Chart Sales Promotion schemes of two consumer durable products and two non-consumer durable products
- (5) Identify a product and position it in the market – chart it out

Recommended Books for Reference:

- (1) Lehmann R. Donald & Winer. S. Russell; Product Management; Tata McGraw-Hill Edition; 3rd Edition
- (2) Still R. Richard, Cundiff W. Edward and Govoni A P Norman, Sales Management Decisions, Strategies and Cases; Prentice Hall of India (P) Ltd; New Delhi
- (3) Ramanujam and Majumdar, Product management
- (4) Chunawalla S.A, Product management.
- (5) Aswathappa, Product management
- (6) Verma and Agarwal, Sales management

Specialization Stream – B: Marketing Stream

B.Com, Semester – VI

Course – 607B: Retail Management

Course Objective: To acquaint students about the consumer behavior in retail management

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours: 4

Maximum Marks: 100

Examination Duration: 3 hours

Unit

Course Inputs

- I. **Introduction to Retail Business** (12 hours): Definition – Functions of Retailing - Types of Retailing – Forms of Retail Business Ownership; Retail Theories – Wheel of Retailing – Retail Life Cycle; Retail Business in India: Influencing Factors – Present Indian Retail Scenario and International Perspective in Retail Business.
- II. **Consumer Behavior in Retail Business** (14 hours): Buying Decision Process and its Implications on Retailing – Influence of Group and Individual Factors, Customer Shopping Behaviour, Customer Service and Customer Satisfaction; Retail Planning Process: Factors to consider in preparing a Business Plan – Implementation and Risk Analysis.
- III. **Retail Operations** (12 hours): Factors influencing Location of Store - Market Area Analysis – Trade Area Analysis – Rating Plan Method - Site Evaluation; Retail Operations: Stores Layout and Visual Merchandising, Stores Designing, Space

Planning, Inventory Management, Merchandise Management, and Category Management.

- IV. **Retail Marketing Mix** (16 hours): Introduction; Product: Decisions related to selection of Goods (Merchandise Management Revisited) – Decisions related to Delivery of Service; Pricing: Influencing Factors – Approaches to Pricing – Price Sensitivity - Value Pricing – Markdown Pricing; Place: Supply Channel – SCM Principles – Retail Logistics – Computerized Replenishment System – Corporate Replenishment Policies; Promotion: Setting Objectives – Communication Effects - Promotional Mix; Human Resource Management in Retailing – Manpower Planning – Recruitment and Training – Compensation and Performance Appraisal Methods.
- V. **Impact of Information Technology in Retailing** (10 hours): Non Store Retailing (E-Retailing) - Impact of Information Technology in Retailing - Integrated Systems and Networking – EDI – Bar Coding – Electronic Article Surveillance – Electronic Shelf Labels – Customer Database Management System; Legal aspects in Retailing, Social Issues in Retailing, and Ethical Issues in Retailing.

Skill Development Activities:

- (1) Draw a retail life cycle chart and list the stages
- (2) Draw a chart showing a store operations
- (3) List out the major functions of a store manager diagrammatically
- (4) List out the current trends in e-retailing
- (5) List out the factors influencing in the location of a New Retail outlet

Recommended Books for Reference:

- (1) Suja Nair; Retail Management, HPH
- (2) Karthic – Retail Management, HPH
- (3) S.K. Poddar & others – Retail Management, VBH
- (4) R.S Tiwari ; Retail Management, HPH
- (5) Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition, PHI
- (6) A.J. Lamba, The Art of Retailing, 1st edition, Tata McGraw-Hill, New Delhi
- (7) Swapna Pradhan, Retailing Management, TMH
- (8) K. Venkataramana, Retail Management, SHBP
- (9) James R. Ogden and Denise T., Integrated Retail Management
- (10) A Sivakumar Retail Marketing , Excel Books

Specialization Stream – C: Banking and Insurance Stream

B.Com, Semester – V

Course – 507C: Advanced Bank Management

Course Objective: To acquaint students about the advanced aspects of banking system

Pedagogy: Combination of lectures, assignments and group discussions

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Branch Operation and Core Banking** (14 hours): Introduction and Evolution of Bank Management – Technological Impact on Banking Operation – Total Branch Computerization – Concept of Opportunities – Centralized Banking – Concept, Opportunities, Challenges and Implementation.
- II. **Delivery Channels** (14 hours): Delivery Channels – Automated Teller Machine (ATM) – Phone Banking – Call Centers – Internet Banking – Mobile Banking – Payment Gateways – Card Technologies and MICR Electronic Clearing.

- III. **Back Office Operations** (12 hours): Bank Back Office Management – Inter Branch Reconciliation – Treasury Management – Forex Operations – Risk Management – Data Center Management – Network Management – Knowledge Management (MIS/DSS/EIS) and Customer Relationship Management (CRM).
- IV. **Inter Bank Payment System** (12 hours): Interface with Payment System Network – Structured Financial Messaging System – Electronic Fund Transfer – RTGSS – Negotiated Dealing Systems and Securities Settlement Systems – Electronic Money and E- Cheques.
- V. **Contemporary Issues in Banking Techniques** (12 hours): Analysis of Rangarajan Committee Reports – E Banking Budgeting and Banking Software.

Skill Development Activities:

- (1) Filling of application for opening a Bank Account
- (2) Preparations of Bank Reconciliation Statement
- (3) Identify and compare the banking delivery channels of nationalized banks and private banks
- (4) List out the boons and the banes of computerization of banks operations
- (5) Current issues in banking technology to be discussed in class

Recommended Books for Reference:

- (1) Kaptan S S and Choubey N S, E-Indian Banking in Electronic Era, Sarup & Sons, New Delhi
- (2) Vasudeva, E-Banking, Common Wealth Publishers, New Delhi
- (3) Chandramohan: Fundamental of Computer Network I.K. International Publishers
- (4) Effraim Turban, Rainer R. Kelly, Richard E. Potter, Information Technology, John Wiley & Sons Inc
- (5) Andrew S. Tanenbaum, Computer Networks, Tata McGraw Hill,
- (6) Padwal & Godse : Transformation of Indian Banks with Information Technology

Specialization Stream – C: Banking and Insurance Stream

B.Com, Semester – VI

Course – 607C: Life and General Insurance

Course Objective: To acquaint students about the principles of managing and administration of insurance business

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Introduction to Life Insurance** (14 hours): Introduction to Life Insurance - Principles of Life Insurance - Life Insurance Products, Pensions and Annuities - Life Insurance Underwriting - Need for Selection - Factors affecting Rate of Mortality - Sources of Data - Concept of Extra Mortality - Numerical Methods of Undertaking and Occupational Hazards.
- II. **Legal Aspects of Life Insurance** (14 hours): Legal Aspects of Insurance - Indian Contract Act, Special Features of Insurance Contract; Insurance Laws, Insurance Act, LIC Act, and IRDA Act.
- III. **Claim Management and Re-Insurance** (12 hours): Claim Management - Claim Settlement - Legal Framework - Third Party Administration, Insurance Ombudsman - Consumer Protection Act - Re-Insurance in Life Insurance - Retention Limits - Methods of Re-Insurance.
- IV. **Introduction to General Insurance** (12 hours): Introduction to General Insurance;

Principles of General Insurance, Types of General Insurance - Personal General Insurance Products (Fire, Personal Liability, Motors, Miscellaneous Insurance); Terminology, Clauses and Covers, Risk Assessment, Underwriting and Ratemaking, Product Design, Development and Evaluation and Loss of Provincial Control.

- V. **Insurance Industry** (12 hours): Insurance Industry - Brief History - Pre Nationalization and Post Nationalization - Current Scenario, and Re-Insurance – Functions.

Skill Development Activities:

- (1) Calculation of policy premium with imaginary figures
- (2) Calculation of fair claims with imaginary figures
- (3) Preparation of list occupational hazards under life insurance
- (4) List out top 10 private life insurance companies
- (5) Write a note on the current developments under IRDA Act

Recommended Books for Reference:

- (1) Annie Stephen L, HPH
- (2) P. Perya Swamy, Principles and Practice of Life Insurance
- (3) Raman B, Your Life Insurance, Hand Book
- (4) William C. Arthur, Risk Management and Insurance
- (5) G. Krishna Swamy, A Text book on Principles and Practices of Life Insurance
- (6) Gopal Krishnan, Liability Insurance
- (7) Aramvalarthan, Risk Management I.K. Intl
- (8) Mishra M.N, Insurance Principles and Practice
- (9) Bose A.K, Engineering Insurance
- (10) Fire Insurance Claim, Insurance institute of India
- (11) P. K Gupta, Insurance and Risk Management

Specialization Stream – D: E-commerce Stream

B.Com, Semester – V

Course – 507D: E-Commerce – I

Course Objective: To acquaint students about programming language ‘C’

Pedagogy: Combination of lectures, assignments and group discussions

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **E-Commerce** (8 hours): E-Commerce Vs E-Business, Advantages of E-Commerce, Internet Banking - Advantages of Online Banking, Facilities, Internet Banking in India, ATM, Credit Card/Debit Card, Smart Card; Advantages of Internet Marketing, and Advertising over Internet.
- II. **Introduction to HTML** (10 hours): HTML Documentation, Structure and Tags, Defining Web Page Appearance, Text Formatting, Writing simple HTML Documents, Front Page, Advantages and Options.
- III. **Introduction To ‘C’** (3 hours): History of ‘C’, Features and Merits of ‘C’, Basic Structure of a ‘C’ Program, Character Set, Key Words, Identifiers, Data Types, Constants and Variables, Data Type Declaration Statement, Assigning Values to a Variable, Operators, Expressions, Loading, Editing, Saving and Executing C Programs, and Turbo ‘C’ Hot Keys
- IV. **Input/Output Statements** (15 hours): Input/Output Statements - Unformatted (Getchar; Puchar; Gets; Puts; Getch; Gerche) and Formatted I/O Functions (Scanf; Printf); Program Flow Control Statements, Branching Statements, Looping Statements,

Jumping Statements, If Statement, If-else Statement, Switch Statement, While Statement, Do-While Statement, For Statement, and Nested for Loop Statement.

- V. **Arrays** (8 hours): One Dimensional Array, Two Dimensional Array, and Library Functions (Abs, Sqrt, Pow).
- VI. **Writing Simple Programmes Using ‘C’** (20 hours): Language involving Arithmetical Operations on Numbers, Number Generations of Various Types - Natural Numbers, Even and Odd Numbers, Multiplication Table, Fibonacci Series, Factorial of A Number, Array Addition, Inverse of Matrix, Use of Formulas - Simple Interest, Compound Interest, Area Calculations, etc.

Skill Development Activities:

- (1) Write a C Program to find the area and circumference of the circle
- (2) Write a C Program to show the use of Char and String used
- (3) Write a C Program to the use of Do and While statement
- (4) Write a C Program to show the use of mul and pow functions
- (5) Write a Program to display the growth of a fixed deposit in a bank
- (5) Write a C Program for finding Biggest and Smallest among many numbers using array
- (5) Write a C Program to show the use of Switch Case
- (5) Write a C Program for calculation of salesman's commission
- (5) Write a C Program for preparation of marks statement
- (5) Write a C Program to show arithmetical operations on numbers
- (5) Write a C Program to calculate simple interest and compound interest
- (5) Write a C program to find whether the number is a perfect square or not
- (5) Write a HTML document for display of an Advertisement message with suitable tags
- (5) Write a HTML document to show a moving message on the screen

Recommended Books for Reference:

- (1) Rajaraman, Computer Programming in ‘C’ (Prentice Hall of India).
- (2) Yashwanth, P. Kanetkar, Let Us C (BPB Publications).
- (3) Byron S Gottrifried, Programming with C (Tata McGraw Hill Publishing Co. Ltd)

Specialization Stream – D: E-commerce Stream

B.Com, Semester – VI

Course – 607D: E-Commerce – II

Course Objective: To acquaint students with knowledge about internet and visual basics

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Introduction to Internet** (6 hours): Meanings of Internet and Intranet, Modem, LAN, WAN, MAN, WWW; Advantages and Disadvantages of Internet.
- II. **Email** (6 hours): Meaning, Advantages, Steps in Creating E-Mail ID, Internet Browsing, Information through Web-Sites, Search Engines, and Browser (Internet Explorer).
- III. **Power Point** (16 hours): Start, End, Open, Format, Edit, Print and Save a Presentation; Insert, Format and Modify Text, Select a Design Template, Create a Title Slide, Create a Multi-Level Bulleted List Slide, Display and Print in Black and White, Describe Speech Recognition Capabilities of Power Point, Add Slides to and Delete Slides from a Presentation; Create a Presentation from an Outline and Use Outline Features, Change the Slide Layout, Insert and Edit Clip Art, Add a Header and Footer, Add

- Animation and Slide Transition Effect, Create Presentation using Embedded Visuals, Create a Slide Background using a Picture, Customize Graphical Bullets, Create and Embed an Organizational Chart, Insert and Format a Table into a Slide, Add an Animation Scheme to selected Slides, Print Handouts, and Rearrange Slides.
- IV. **Introduction to Visual Basic Programming** (12 hours): Introduction to Visual Basic, Terminologies, Creating an Application, Modular Environment; Building an Application, Setting Properties of Objects, Forms; Introduction to Controls; Event-Driven Programming.
- V. **B Coding: Examining Code** (12 hours): Using Object Browser, Statements and Functions, Conditional Statements and Looping Statements in Visual Basic; Native Code Compiler; Debugging, Overview of Debugging, Forms, Using Forms, Multiple Forms, Events; Start Up and End of Application Variables, Data Types, Scope and Life Time of Variables, Constants, Arrays and User-Defined Types.
- VI. **Procedure** (12 hours): Introduction to Procedure, Arguments and Parameters; Named Arguments and Optional Arguments; Controls – Using Controls, and Standard Controls (Custom Controls).

Skill Development Activities:

- (1) Write the steps for addition of any two numbers in Visual Basic
- (2) Write the steps for Swapping two numbers in Visual Basic
- (3) Write the steps for finding Simple Interest/Compound Interest in Visual Basic
- (4) Write the steps for creating Presentation having atleast five slides related to a new product launching
- (5) Write the steps for creating Presentation having atleast four or five slides related to motivating the salesmen

Recommended Books for Reference:

- (1) U. S. Pandey, Rahul Srivastava and Others, E-Commerce and Its Applications (S. Chand & Co)
- (2) Kamlesh N. Agarwal and Deeksha Agarwal, Business on the Net (McMillan India Ltd)
- (3) Jerke, Visual Basic
- (4) White, Visual Basic Programming

Specialization Stream – E: Quantitative Techniques Stream

B.Com, Semester – V

Course – 507E: Quantitative Techniques – I

Course Objective: To acquaint students about the application of mathematical and statistical techniques to practical business problems

Pedagogy: Combination of lectures, assignments and group discussions.

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Arithmetic and Geometric Progression** (8 hours): Arithmetic Progression, Geometric Progression, Some of n^{th} Term of Arithmetic Progression and Geometric Progression, Arithmetic Mean and Geometric Mean.
- II. **Matrices and Determinants** (13 hours): Matrices, Types of Matrices; Operation of Addition, Subtraction and Multiplication of Matrix with Special Application to Business; Transpose of Matrix, Determinants of Square Matrix, Cramer's Rule with Two and Three Unknown Properties, Adjoint of a Square Matrix, and Inverse of a Square Matrix (excluding Matrix Method).
- III. **Differential Calculus** (13 hours): Variables and Constant, Function, Real/Valued

Function, Limits of Function, Methods of Evaluating Limits, Differentiation of Linear Function, Finding Maxima and Minima of a Function, Application of Differential to Commerce, (excluding Derivations).

IV. **Linear Programming** (14 hours): Linear Inequalities, Linear Programming, Formation of Linear Programming Problems, Mode/Solutions to Linear Programming Problems by Graphic and Simplex Method (problems to be restricted to two variables).

V. **Theory of Probability** (10 hours): Introduction, Random Experiments, Sample Space and Probability, Theory of Expectations, Random Variables, Problems related to Probability based on Combination, Law of Probability, Events, and Compound Events.

VI **Theoretical Distribution** (6 hours): Introduction, Binomial Distribution, Poisson Distribution, Normal Distribution, and Problems

Skill Development Activities:

- (1) Apply Arithmetic Progression and Geometric Progression methods to find the growth rate of food grains and population
- (2) Use Matrix Principles to implement food requirement and protein for two families. Show the way in which price and demand situations will help to purchase goods and services by the use of matrices
- (3) Select different ways to go to Bengaluru from your native place through permutation techniques
- (4) Use different techniques to show price, supply and demand position for a particular product, and also show maximum and minima
- (5) Visit a nearest Industry or Computer Centre and draw Linear Programming Problem model regarding different problems. Find a solution to the problem

Recommended Books for Reference:

- (1) Business Mathematics, Sanchethi Kapoor
- (2) Business Mathematics, S. P. Gupta
- (3) Mathematics for Cost Accountants, R. Gupta
- (4) Business Mathematics: Madappa and Sridhara Rao
- (5) Business Mathematics: Dorairaj, S. N
- (6) Business Mathematics: B. H. Suresh
- (7) Business Mathematics: Sanchethi Aggarwal
- (8) Business Mathematics: Aggarwal
- (9) Business Mathematics: Oak and other (Himalaya Publishing House)

Specialization Stream – E: Quantitative Techniques Stream

B.Com, Semester – VI

Course – 607E: Quantitative Techniques – II

Course Objective: To acquaint students with the application of mathematical techniques to business situations

Pedagogy: Combination of lectures, assignments and group discussions

Weekly Teaching Hours: 4 Maximum Marks: 100 Examination Duration: 3 hours

Unit

Course Inputs

- I. **Games and Strategies** (10 hours): Introduction to Games, Two-Person Zero-Sum Games, Some Basic Terms, the Maxi-min– Mini-max Principle, Games without Saddle Points - Mixed.
- II. **Assignment Problems** (10 hours): Introduction, Mathematical Function of the Problems, Assignment Cases in Assignment Problems, Typical Assignment Problem, and Travelling Salesman Problem.

- III. **Transportation Problems** (12 hours): Introduction, General Transportation Problem, Transportation Table, Duality in Transportation Problem, Loops in Transportation Problem, LP Formulation of the Transportation Problem, Solution of a Transportation Problem, Finding an Initial Basic Feasible Solution, and Test for Optimality
- IV. **Decision Analysis** (10 hours): Introduction, Decision Making Problem, Decision Making Process, Decision Making Environment, Decision under Uncertainty, Decisions under Risk, and Decision Tree Analysis.
- V. **Simulation** (12 hours): Introduction, Why Simulation, Methodology of Simulation, Simulation Models, Event-Type Simulation; Generation of Random Numbers; Monte-Carlo Simulation, Simulation of Inventory Problems, Simulation of Queuing System, Simulation of Maintenance Problems, Simulation of Investment and Budgeting, Simulation of Job Sequencing, Advantages and Limitations of Simulation.
- VI. **Project Management** (10 hours): Introduction, Basic Concepts of Network Analysis, Time Estimates in Vertical Path Analysis, PERT and CPM, Simple Problems on PERT and CPM.

Skill Development Activities:

- (1) Play game for competing with the rival trader, find Games Strategies to withstand in the game
- (2) Give an assignment to a particular person who is capable to find suitable measures to particular assigned task
- (3) Find the least route to go to the places when a travelling agent is supposed to visit more than two places simultaneously
- (4) Find strategies for assigning a particular task to various persons
- (5) How simulation can be derived and give suitable examples
- (6) Experiment different events for finding solution for probable events

Recommended Books for Reference:

- (1) Business Mathematics, Sanchethi Kapoor
- (2) Business Mathematics, S. P. Gupta
- (3) Mathematics for Cost Accountants, R. Gupta
- (4) Business Mathematics: Madappa Sridhara Rao
- (5) Business Mathematics: Dorairaj, S. N
- (6) Business Mathematics: B. H. Suresh
- (7) Business Mathematics: Sanchethi Aggarwal
- (8) Business Mathematics: Aggarwal
- (9) Business Mathematics: Oak and other (Himalaya Publishing House)
- (10) Kanti Swarup, P. K Gupta Man Mohan, Operations Research
- (11) V. K. Kapoor, Quantitative Techniques

Question Paper Pattern for Semester-end Examinations

[Each Question Paper shall be divided into three Sections *viz.*, Section – A (Conceptual), Section – B (Analytical) and Section – C (Application)]

Section – A:

Maximum Marks: 15,

Three Questions shall be answered out five Questions (including three Problems in the case of Quantitative Courses),

Each question carries five marks, and

Answer to each theory question shall be in not more than two pages.

Section – B:

Maximum Marks: 20,

Two Questions shall be answered out four Questions (including three Problems in the case of Quantitative Courses),

Each Question carries ten marks, and

Answer to each theory Question shall be in not more than five pages.

Section – C:

Maximum Marks: 45,

Three Questions shall be answered out five Questions (including four Problems in the case of Quantitative Courses),

Each Question carries 15 marks, and

Answer to each theory Question shall be in not more than eight pages.

Note: Calculators, Mathematical Tables and Present Value Tables are allowed.

**Question Paper Pattern for Course – 508: Logical and Analytical Reasoning
(B.Com, Semester – V)**

Duration: 90 minutes,

Maximum Marks: 40,

40 multiple answer questions and all are compulsory, and

Each question carries 1 mark.

**Question Paper Pattern for Course – 608: Soft Skills
(B.Com, Semester – VI)**

Duration: 90 minutes,

Maximum Marks: 40,

Students shall answer 8 questions out of 10 questions, and

Each question carries 5 marks.

**Question Paper Pattern
for**

**Course – 307: Environmental Science (B.Com, Semester - III) and
Course – 407: Indian Constitution (B.Com, Semester - IV)**

Duration: 3 hours,

Maximum Marks: 80,

80 multiple answer questions and all are compulsory, and
Each question carries 1 mark.

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D.V.S. COLLEGE OF ARTS & SCIENCE

Sir. M. V. Road, SHIMOGA - 577201

ಡಿ.ವಿ.ಎಸ್. ಕಲಾ ಮತ್ತು ವಿಜ್ಞಾನ ಕಾಲೇಜು

(ಉಪಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

ಶೈಕ್ಷಣಿಕ ವರ್ಷ 2018 - 2019

ವಿಭಾಗ V KAR Karnataka Economy

VI ENV Environmental Economy

ಶ್ರೀ ಅಂಭಾಭವಾನಿ ಪ್ರಿಂಟರ್ಸ್

ಶಿವಮೊಗ್ಗ. ಮೊ. : 9901039159, ಫೋನ್ : 228904



D.V.S. COLLEGE OF ARTS & SCIENCE

Sir. M. V. Road, SHIMOGA - 577201

ಡಿ.ವಿ.ಎಸ್. ಕಲಾ ಮತ್ತು ವಿಜ್ಞಾನ ಕಾಲೇಜು

(ಉನ್ನತ ಶಿಕ್ಷಣ ಮತ್ತು ಅಭಿವೃದ್ಧಿ ನಿಲಯದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

ಶೈಕ್ಷಣಿಕ ವರ್ಷ 2018 - 2019

ವಿಭಾಗ VI E.I. Economics I Semesters

VI P.E. Public Economics

ಶ್ರೀ ಅಂಭಾಭವಾನಿ ಪ್ರಿಂಟರ್ಸ್

ಶಿವಮೊಗ್ಗ. ಮೊ. : 9901039159, ಫೋನ್ : 228904

Name of the Lecturer

DVS ARTS & SCIENCE CLASS ATTENDANCE

Subject

Sl. No.	Roll No.	Name of the Student	Hour No.	Date	04	05	06	07	08	09	10	11	12	13	14	15
					06	06	06	06	06	06	06	06	06	06	06	06
	1	Abhishek M	1	18	1	1	2	2	2	3	3	4	4	4		
	2	Allwyn	1	18	1	1										
	3	Amulya B.R	1	18	1	2	3	4	5	6	7	8	9	10		
	4	Ayisha														
	5	Farhima Kausar	1	18	1	1	2	3	4	4	5	5	6			
	6	Ferozhan Saqib	1	18	1	2	3	4	4	5	6	6	7			
	7	Jawesiyah	1	18	1	2	3	3	4	4	5	6	7			
	8	Kausya KH	1	18	1	2	3	4	5	6	7	8	9	10		
	9	Mangaj Kumar T.R	1	18	1	1	2	3	3	4	4	5	5	6		
	10	Mubamed TBrahim														
	11	Muskan Rubinaag	1	18	1	1	1	2	3	3	4	4	5	6		
	12	Prachi Kausik Naik	1	18	1	2	2	3	3	4	5	6	7	8		
	13	Priyadarshini S. Pujari	1	18	1	2	2	3	3	4	4	5	5	6		
	14	Priyanka H.R														
	15	Rakeeb Brahamanda	1	18	1	1	1	1	1							
	16	Sakshith D.M	1	18	1	2	2	3	3	4	5	6	7	8		
	17	Shilpa R														
	18	Tanuja Wisapalle														
	19	Tasmiya Yasmeen R	1	18	1	2	3	4	5	6	7	8	9	10		
	20	Pradeep R.V	1	18	1	2	3	4	4	5	6	7	7	8		
	21	Raghavendra D.S	1	18	1	2	3	4	5	6	7	8	9	10		
	22	Tasmiya Anjum	1	18	1	2	2	3	3	4	4	5	5	6		
	23	Madhura K	1	18	1	2	2	3	3	4	4	5	5	6		
	24	Gardham K.L	1	18	1	2	2	3	3	4	4	5	5	6		
	25	Kishan Komle	1	18	1	1	2	2	3	3	3	4	4	4		

Initials of the Lecturer

REGISTER (SUBJECT WISE)

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Name of the Lecturer _____

Subject _____

CLASS ATTENDANCE

Sl. No.	Roll No.	Name of the Student
26		Paiyadoashini M
27		Bansubethama B
28		Rachana K.C
29		Rakshitba H.10
30		Rashmi K.H
31		Rohankumara A
32		Sarjay N
33		Saathbaskumar S
34		Shoenth K.S
35		Shoenth M.G
36		Shoenth N.G
37		ShashankSindhya
38		Shivakumar S
39		Shivanika H
40		Shubhashree C
41		Siachana S
42		Somasbekasall L
43		Sirayakumara S
44		Sayashree H.S
45		Yashwanth H. Kar

9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
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COLLEGE, SHIMOGA REGISTER (SUBJECT WISE)

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Subject

Sl. No.	Roll No.	Name of the Student
46		APARVA . V
47		B JYOTHI . L
48		BARATHI . C . N
49		KAVYA . H . G
50		KERAN . N
51		LAKSHMI . G
52		MAHESH . G . C
53		MALATHISH . I
54		MANOJKUMARA
55		MEGHANA . S
56		NAGMA BANU
57		NEKHITI . D . K
58		PAVAN . B
59		R . Y . SUMA
60		RADHA . G . R
61		RAKSHITHA . K
62		SANATHN
63		SHARMISTA . K
64		ZAKIYA BEGUM
65		SWARAJKY

15/12	16/12	17/12	18/12	19/12	20/12	21/12	22/12	23/12	24/12	25/12
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2019

27/12	28/12	29/12	30/12	01/01	01	02	03	04	05	06	07	08
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Initials
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D.V.S. COLLEGE OF ARTS & SCIENCE

Sir M.V. Road, Shivmaogga - 577201

ಡಿ.ವಿ.ಎಸ್. ಕಲಾ ಮತ್ತು ವಿಜ್ಞಾನ ಕಾಲೇಜು

(ಉನ್ನತ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

ಶೈಕ್ಷಣಿಕ ವರ್ಷ 20 -20

ವಿಭಾಗ Economics - 5th Sem

ಪ್ರಿಂಟಿಂಗ್ ಮತ್ತು ಬಿಡುಗಡೆ: 9343312158

Paper - 06

International Economics

Public Economics

Name of the Lecturer _____

Subject _____

Sl. No.	Roll No.	Name of the Student	→ Hour
			→ Date
01		Abhishek G.S	
02		Ajay .N	
03		Akash .B.M	
04		Akibikesh .B.T	
05		Aushna .A	
06		Ayesha siddika	
07		Ayesha Trammam	
08		D.P. Shantha	
09		Deepika .G.D	
10		Dharmraj .S	
11		Ganesh .S	
12		Jayashree .A	
13		Mamatha .M.K.G	
14		Neelika .S	
15		Nema .Jahan	
16		Pallavi	
17		Pavan .Kumar .R	
18		Poojanka .K	
19		Rajankantha .M	
20		Rumana .S	
21		Sachin .K.J	
22		Shabaram	
23		Shabha .G.V	
24		Shwetha .S	
25		Sprazithi .Hemant	

Initial of Lecturer

CLASS ATTENDANCE

Sl. No.	1	2	3	4	5	6	7	8	9	10	11
01	-	1	2	3	4	5	6	7	8	8	9
02	1	2	3	3	5	6	7	8	9	10	11
03	1	2	3	4	5	6	7	8	9	10	10
04	1	2	3	4	5	6	6	7	8	9	10
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13	1	1	2	3	4	5	6	7	7	8	8
14	-	1	2	3	4	4	5	6	7	8	9
15	1	2	3	4	5	6	7	8	9	10	11
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REGISTER (SUBJECT WISE)

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03	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
04	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
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13	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
14	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
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III - Kar. Eco
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D.V.S. COLLEGE OF ARTS & SCIENCE

Sir M.V. Road, Shivmoogga - 577201

ಡಿ.ವಿ.ಎಸ್. ಕಲಾ ಮತ್ತು ವಿಜ್ಞಾನ ಕಾಲೇಜು

(ಉನ್ನತ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

ಶೈಕ್ಷಣಿಕ ವರ್ಷ 20 - 20

ವಿಭಾಗ Economics 5th Sem

~~International Economics~~

ಪುಸ್ತಕ ಕ್ರಯ, ಶಿವಮೊಗ್ಗ, ಫೋನ್: 9343312158

(Paper - 06)

Karnataka Economics
Indian Economic Environment

D.V.S. ARTS & SCIENCE CLASS ATTENDANCE

Name of the Lecturer														
Sl. No.	Roll No.	Name of the Student	→ Hour No.	Date										
			→ Date	18/11	19/11	20/11	21/11	22/11	23/11	24/11	25/11	26/11	27/11	28/11
1		Abhishek, P.P		1	2	3	4	5	6	7	8	9	10	
2		Abhishek, T		1	1	1	2	2	4	5	6	6	7	
3		Aishwarya, D		1	2	3	3	3	3	3	4	4	4	
4		Akilesh, B.S		1	2	2	3	3	4	4	5	6	6	
5		Ambika, M.L		1	2	3	4	4	5	6	7	8	9	
6		Annapurna, M		1	2	3	4	4	6	7	8	9	10	
7		Anurag, C.K		1	2	3	3	4	5	6	7	8	9	
8		Bhargavi, H.B.		1	2	3	4	5	6	7	8	9		
9		Bhuvanesh, A.M		1	2	3	4	5	6	7	8	9		
10		Channaka, H.W		1	2	3	4	4	5	6	7	8	8	
11		Deepa, M.K		1	2	3	4	5	6	7	7	8	9	
12		Divyanshu, A		1	2	3	4	5	6	7	8	8	9	
13		Hemanta, Kumar, V		1	2	3	4	5	6	7	8	8		
14		Jahnu, A. Bhavani		1	2	3	4	5	6	7	8	9	10	
15		Manu, S		1	2	3	4	5	6	7	7	8		
16		Minna, Meena, M.R		1	2	3	4	4	5	6	7	8	9	
17		Nandini, H.		1	2	3	4	5	6	7	8	8		
18		Nalini, H.S		1	2	3	3	4	5	5	6	7	7	
19		Narain, G.		1	2	3	3	4	5	6	7	8		
20		Niranjana, Kumari, M.S		1	2	3	4	4	5	6	7	7	8	
21		Pooja, D.S		1	2	3	4	5	6	7	8	9		
22		Rajesh, K.L		1	2	3	4	5	6	7	8	8		
23		Romya, E		1	2	3	4	5	6	7	8	9	9	
24		Rupa, L		1	2	3	4	4	5	6	7	7	8	
25		Sandeepa, H		1	2	3	4	4	5	6	7	8	8	

Initial of the Lecturer

REGISTER (SUBJECT WISE)

Sl. No.	Date									
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III B.A. - VI Semester

Indian Economic Environment- paper VIII -
(Optional Paper)

KAM
+JEP

AF-241 -

Objectives:

The main objective of this paper is to introduce the student to understanding of the Economic sphere of Indian Economic Environment, planning policies and Budgeting aspects of the Govt. of India.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module - 1: Structure of Indian Economy - ACU

What is a developing economy? - Features of Indian economy- Growth and trends in national income - Regional inequalities - Causes - remedies. Meaning of Poverty, poverty line- extent- measures- poverty alleviation programmes.

15 Hours

Module - 2: Demographic Profile MV

Understand the population growth- density, age, sex, size, composition, population policy of 2000-2010, changes in occupation structure- Unemployment- extent- measure- rural urban migration.

15 Hours

Module -3: Agriculture in India - MV

Understand trends in agricultural production- causes for low production and productivity- Organic farming for food security and self sufficiency - New agricultural Strategy - National Agricultural Policy - Agricultural finance - Institutional and non institutional- Agricultural marketing problems - Irrigation defects- Water conservation- Rain water harvesting- Water shed Development

20 Hours

Module- 4: Indian Industry - A.W
Importance Industries - Industrial Policy since 1991- Problems of public sector enterprise, - Iron, sugar and cotton industries - Role and problem of small scale industry- Disinvestment policy Issues- Education- Tourism - The role of IIT Industry in Indian economy. 15 Hours

Module- 5: Planning Budget and Taxation
Concept of planning- policy commission and national development council of India- decentralized planning -latest five year plans (NITI Aayog) - meaning and types of budget - revenue, expenditure and capital budget - deficit budget - tax reforms in India- GST. 15 Hours

References:

1. Gaurav Datt & Ashwani Mahajan (2012), Indian Economy, New Age International Publisher, New Delhi
2. Datta & Sundaram (2012), Indian Economy, S Chand Publisher, New Delhi
3. Puri. V. K & Misra. S.K (2012), Indian Economy, Himalaya Publisher, Mumbai
4. Ramesh Singh (2009), Indian Economy for Civil Service Examination, Tata McGraw Hill Publisher, New Delhi
5. Agrawal, A. N (2010), Indian Economy Problems of Development & Planning, New Age International Publisher, New Delhi
6. Deepashree (2011), Indian Economy Performance and Policies, Ane Books Pvt, Ltd, New Delhi
7. Basava. K .D (2010), Indian Economy, Vidyavahini Publisher, Hubli
8. Sankaran. S (2007), Indian Economy, Marghami Publication Publisher, Chennai
9. ಎಚ್.ಕೆ.ಎಸ್. (2014). ಭಾರತದ ಆರ್ಥಿಕತೆ. ಸಪ್ತ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
10. ಕೃಷ್ಣಯ್ಯೂಗಲ ಪಬ್ ಆರ್ (2014). ಭಾರತದ ಆರ್ಥಿಕತೆ. ಸ್ಪಂದನ ಪ್ರಕಾಶನ. ಬೆಂಗಳೂರು
11. ಬಸವಾ. ಕೆ.ಡಿ (2010). ಭಾರತದ ಆರ್ಥಿಕಾಭಿವೃದ್ಧಿ ಅರ್ಥಶಾಸ್ತ್ರ. ವಿದ್ಯಾವಾಹಿನಿ ಪ್ರಕಾಶನ. ಹುಬ್ಬಳ್ಳಿ

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III B.A. - VI Semester

SAF-241 -

PUBLIC ECONOMICS- PAPER VIII
(Optional Paper)

- Eng
H/EE

Objectives:

1. To enable a student to have an overview of the working of the public economics.
2. To enable a student to understand the changing trends in the public finance.
3. To enable student to understand the role of government under liberalized environment.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module - 1 Principles of Public Economics - A V

Meaning-nature - scope-importance-failures of market economy-externalities-public goods vs private goods-merit goods V/s non-merit goods-Role of government in a mixed economy and in the changing economic environment-principle of maximum social advantage.

15 Hours

Module - 2 Public Revenue = M V

Sources of public revenue (Centre, State & Local); Taxation and non taxation, direct and indirect taxes: - Merits and demerits - Canons of taxation - incidence of taxation - taxable capacity - optimal taxation (Laffer curve) recent tax reforms (VAT & GST - Kelker Committee recommendation)

20 hours

Module - 3 Public Expenditure = M V

Meaning-Classification of public expenditure plan and non-plan development-development and non-development-Wagner law. Role and effects of public expenditure in economic development-causes for increasing public expenditure in recent years in India-recent reforms to control public expenditure.

15 Hours

Module - 4 Public Debts - A W

Meaning - need for public debt - sources of public borrowing - classification of public debt - effects of growth of public debt - causes for growth of public debt - debt burden and future generation - methods of redemption of debt - debt controversy.

20 Hours

Module-5 Budget and Public Policy

Budget - meaning - kinds - classification of budget - zero based budgeting - the concept of fiscal deficit - deficit financing - Fiscal policy in India. Present central and state budget

10 Hours

Reference:

1. Anderson John E: Public Finance: Principles and Policy, Houghton Mifflin Company, Boston.
2. Bagchi. A : Reading in Public Finance, Cambridge University Press, new Delhi
3. Hugh Dalton: Principles of Public Finance, Allied Publishers Pvt. Ltd.
4. Lekhi .R.K. Public Finance, Kalyani Publishers, New Delhi
5. Om Prakash: Public Economics: Theory a Practice, Vishal Publishing Co, Ludhiana
6. Hinderick, John and Myles Gareth: Intermediate Public Economics, PHI, New Delhi

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KAM

B.A - V SEMESTER

SAE-261

KARNATAKA ECONOMY- PAPER-VI (OPTIONAL PAPER)

Objectives:

1. To enable a student to have an overview of the working of the Karnataka economy.
2. To enable a student to understand the changes in the Karnataka economy
3. To enable a student to understand the leading issues in the Karnataka economic development

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module 1:- Karnataka Economy an overview:-

Geographical feature: - features of Karnataka Economy growth of PCI, HDI, PQLI, Demographic profile of Karnataka: trend in population growth-growth rate: density-Age-sex and size composition -Recent population policy - Rural-Urban migration:

15 Hours

Module 2:- Poverty and unemployment in Karnataka:-

Poverty rural and urban poverty-causes- incidence-un-employment: Types, causes, employment generation & poverty alleviation programs- Self-employment programs-wage Employment programs-Habitat development program initiated by Government of Karnataka-regional imbalances in Karnataka: causes and effects, Dr.M. Nanjundappa committee report- women empowerment NGo's-self-help group.

15 Hours

Module 3: Agriculture Development in Karnataka:-

Trends in agricultural production- Land reforms in Karnataka - Features and causes-low agricultural productivity -dry land forming, water shed development in Karnataka. Agriculture finance: institutional and Non-Institutional sources. Irrigation - Interstate water dispute sources- interstate water disputes-land Reforms-Agricultural marketing problems-Agriculture prices: price policy-PDS.

15 Hours

Module 4: Industry & Tertiary Sector:-

Recent industrial policy of Government of Karnataka-small & medium scale industries-Importance, growth and problems-Industrial finance-Transport and communication: Growth and development of road and railways-Information Technology-Karnataka's Recent Trade policy.

15 Hours

Module 5: Karnataka State Financial Management:-

Sources of Revenue-Tax and Non-Tax VAT, GST -Public borrowing-Karnataka tax system-problems- Growth of public expenditure-Karnataka Budget-karnataka state finance commission-debt management in Karnataka-E- Governance in Karnataka.

15 Hours

Reference Books:-

1. Prasanna. T & Rajanna. K .A (2012),Karnataka Economy. College Book House, Bangalore
2. Govt. of India(2010),Karnataka development Report, Govt, of India
3. ಎಬ್ಬಾರ್ಕೆ (2012), ಕರ್ನಾಟಕ ಆರ್ಥಿಕತೆ. ಸಬ್ಬು ಬುಕ್ ಹೌಸ್. ಬೆಂಗಳೂರು
4. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಪಿ.ಆರ್. (2014),ಕರ್ನಾಟಕ ಆರ್ಥಿಕತೆ. ಸ್ವಂದನ ಪ್ರಕಾಶನ. ಬೆಂಗಳೂರು

14 (2) Eng
III. B.A. - V SEMESTER

SAE-240 INTERNATIONAL BUSINESS ENVIRONMENT- PAPER-V
(OPTIONAL PAPER)

Objectives:

1. To enable the students to have an understanding of Various Concepts of IBÉ
2. To create an opportunity to understand the working of various International Financial Organisations and financial system
3. To develop skills in students to be able to apply theory by understanding various theories.
4. To enable the student to apply the knowledge gained from the study of micro and macro economics in the field of international economics.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%).

Module 1: International Trade Business Environment

Meaning and definitions- internal and international trade - Significance and nature of business environment - elements of environment - Global environment - Merits and demerits-

15 Hours

Module 2: Economic Environment of Business in India

Economic Environment of Business. Significance and elements of economic environment - economic systems and business environment - economics planning (NITI Aayog) in India - Government policies - Industrial policies - Monetary and Fiscal Policies, Public Sector and economic development

20 Hours

Module 3: Balance of Payments and Exchange Rate:

Meaning - balance of trade and balance of payments - structure of balance of payments - causes for disequilibrium in the balance of payments - measures for correcting disequilibrium - foreign exchange: meaning - determination of exchange rate - fixed and flexible exchange rate - merits and demerits - purchasing power parity theory - Demand and supply theory.

20 Hours

Module 4: International Monetary Institutions and Economic Environment

International and Technological environment, multinational corporations - Foreign Collaboration in Indian Business - Foreign direct investment - Merits and Demerits with special reference to India, FII's - International economic institutions, IMF, IRRD WTO, TRIPS, TRIMS, Dispute settlement in WTO regime, WTO and its impact on Indian Economy.

Module 5: Economic Reforms

15 Hours

Economic Reforms - Need for Economic Reforms - Main features of reforms - structural changes - privatization, globalization and liberalization

10 Hours

References:

1. Gupta. K.R (2009), International Economics Vol 1&2, Atlantic Publisher, New Delhi
2. Rajkumar (2008), International Economics, Excel Books Publisher, New Delhi
3. Francies Cherunilam (2010), International Economics, Tata Mcgraw Hill Publisher, New Delhi
4. Desai. S S M & Nirmala Bhalerao (2008), International Economics, Himalaya Publisher, Mumbai
5. Malhotra. V.K (2012), International Economics, Anmol Publisher, New Delhi,
6. Mithani. D. M (2005), The Essence of International Economics, Himalaya Publisher, Mumbai
7. Mithani. D. M (2010), International Economics, Himalaya Publisher, Mumbai
8. Bhatia. H. L (2009), International Economics, Vikas Publication pvt.Ltd, New Delhi
9. Peter H Lindert (2004), International Economics, Richard D Irn in Publisher, Delhi
10. Dr. Shymasundar (2011), International Economics, Basava Prakashan, Shimoga
11. ಎಚ್.ಕೆ.ಎಸ್ (2015), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ತ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
12. ಎಚ್.ಕೆ.ಎಸ್ (2015), ಅಂತರರಾಷ್ಟ್ರೀಯ ಮತ್ತು ಸಾರ್ವಜನಿಕ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ತ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
13. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಪಿ.ಆರ್.ಆರ್ (2014), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ವಿದ್ಯಾನಿಧಿ ಪ್ರಕಾಶನ, ಗದಗ
14. ವೀರಯ್ಯ ಕೆ ಎಮ್ (2001), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಅಕ್ಷತ ಪ್ರಕಾಶನ, ಮೈಸೂರು
15. ಡಾ. ಶ್ಯಾಮಸುಂದರ (2011), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಬಸವಾ ಪ್ರಕಾಶನ, ವಿವಿಮೊಗ

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KAM

B.A - V SEMESTER

SAE-261

KARNATAKA ECONOMY- PAPER-VI (OPTIONAL PAPER)

Objectives:

1. To enable a student to have an overview of the working of the Karnataka economy.
2. To enable a student to understand the changes in the Karnataka economy
3. To enable a student to understand the leading issues in the Karnataka economic development

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%)

Module 1:- Karnataka Economy an overview:-

Geographical feature: - features of Karnataka Economy growth of PCI, HDI, PQLI, Demographic profile of Karnataka: trend in population growth-growth rate: density-Age-sex and size composition -Recent population policy - Rural-Urban migration:

15 Hours

Module 2:- Poverty and unemployment in Karnataka:-

Poverty rural and urban poverty-causes- incidence-un-employment: Types, causes, employment generation & poverty alleviation programs- Self-employment programs-wage Employment programs-Habitat development program initiated by Government of Karnataka-regional imbalances in Karnataka: causes and effects, Dr.M. Nanjundappa committee report- women empowerment NGo's-self-help group.

15 Hours

Module 3: Agriculture Development in Karnataka:-

Trends in agricultural production- Land reforms in Karnataka - Features and causes-low agricultural productivity -dry land forming, water shed development in Karnataka. Agriculture finance: institutional and Non-Institutional sources. Irrigation - Interstate water dispute sources- interstate water disputes-land Reforms-Agricultural marketing problems-Agriculture prices: price policy-PDS.

15 Hours

Module 4: Industry & Tertiary Sector:-

Recent industrial policy of Government of Karnataka-small & medium scale industries-Importance, growth and problems-Industrial finance-Transport and communication: Growth and development of road and railways-Information Technology-Karnataka's Recent Trade policy.

15 Hours

Module 5: Karnataka State Financial Management:-

Sources of Revenue-Tax and Non-Tax VAT, GST -Public borrowing-Karnataka tax system-problems- Growth of public expenditure-Karnataka Budget-karnataka state finance commission-debt management in Karnataka-E- Governance in Karnataka.

15 Hours

Reference Books:-

1. Prasanna. T & Rajanna. K .A (2012),Karnataka Economy. College Book House, Bangalore
2. Govt. of India(2010),Karnataka development Report, Govt, of India
3. ಎಬ್ಬಾರ್ಕೆ (2012), ಕರ್ನಾಟಕ ಆರ್ಥಿಕತೆ. ಸಬ್ಬು ಬುಕ್ ಹೌಸ್. ಬೆಂಗಳೂರು
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III. B.A. - V SEMESTER

SAE-240 INTERNATIONAL BUSINESS ENVIRONMENT- PAPER-V
(OPTIONAL PAPER)

Objectives:

1. To enable the students to have an understanding of Various Concepts of IBÉ
2. To create an opportunity to understand the working of various International Financial Organisations and financial system
3. To develop skills in students to be able to apply theory by understanding various theories.
4. To enable the student to apply the knowledge gained from the study of micro and macro economics in the field of international economics.

Note: The award of Internal Assessment (IA) is based on the performance of one internal test and skill development activity (weightage: 50% + 50%).

Module 1: International Trade Business Environment

Meaning and definitions- internal and international trade - Significance and nature of business environment - elements of environment - Global environment - Merits and demerits-

15 Hours

Module 2: Economic Environment of Business in India

Economic Environment of Business. Significance and elements of economic environment - economic systems and business environment - economics planning (NITI Aayog) in India - Government policies - Industrial policies - Monetary and Fiscal Policies, Public Sector and economic development

20 Hours

Module 3: Balance of Payments and Exchange Rate:

Meaning - balance of trade and balance of payments - structure of balance of payments - causes for disequilibrium in the balance of payments - measures for correcting disequilibrium - foreign exchange: meaning - determination of exchange rate - fixed and flexible exchange rate - merits and demerits - purchasing power parity theory - Demand and supply theory.

20 Hours

Module 4: International Monetary Institutions and Economic Environment

International and Technological environment, multinational corporations - Foreign Collaboration in Indian Business - Foreign direct investment - Merits and Demerits with special reference to India, FII's - International economic institutions, IMF, IIRD WTO, TRIPS, TRIMS, Dispute settlement in WTO regime, WTO and its impact on Indian Economy.

Module 5: Economic Reforms

15 Hours

Economic Reforms - Need for Economic Reforms - Main features of reforms - structural changes - privatization, globalization and liberalization

10 Hours

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