

Website: www.dvsdegreecollege.org.

Off: 08182-278455

Email: principal.dvscollege@gmail.com

Fax: 08182-401592



D.V.S.College of Arts & Science, Shimoga

(Permanently Affiliated to Kuvempu University)

(Accredited from National Assessment & Accreditation Council at the B+ Level)

Sir M.V.Road, Post Box No.81, SHIVAMOGGA-577201,Karnataka State

DVV Clarification for 1.2.1 Percentage of Programmes in which Choice Based Credit System (CBCS)/ elective courses system has been implemented

1.2.1.1. Number of Programmes in which CBCS/Elective system implemented.

HEI Input:2

- DVV had sought clarification for the structure of program clearly indicating courses, credits/Electives as approved by the competent board. Provide circular of programs in which CBCS/Elective course system implemented in the last completed academic year certified by the Registrar of the affiliating university for the year 2020-21.
- Herewith the HEI is attaching the document regarding the same


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This is to certify that the following mentioned papers are offered as open electives in BA and BCom courses as approved by the affiliating university for the academic year 2020-21.

Course	SEMESTER	OPEN ELECTIVES	ELECTIVE ALLOTTED	STUDENTS STRENGTH
BA (Economics)	5 th SEM	1.International Business Environment 2.Karnataka Economy 3.Rural Development and Cooperation 4.Tourism Economics	1.International Business Environment 2.Karnataka Economy	27 30
	6 th SEM	1.Indian Economic Environment 2.Public Economics 3.Research Methodology	1.Indian Economic Environment 2.Public Economics	27 30
BCom	5 th SEM	1. Advanced financial management 2. Product and sales management 3. Advanced bank management 4. E-Commerce-I 5. Quantitative Techniques-I	1. Product and sales management 2. Quantitative Techniques-I	34 31
	6 th SEM	1. Security analysis and portfolio management 2. Retail management 3. Life and general insurance 4. E-Commerce-II 5. Quantitative Techniques-II	1. Retail management 2. Quantitative techniques-II	34 31


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CBCS , UG Economics Syllabus – 2016

KUVEMPU UNIVERSITY

SEMESTER	SUBJECT	Hours allotted
I	Managerial Economics	90 Hours
II	Economics of Markets	90 Hours
III	Macro Economics	90 Hours
IV	Money and Financial Markets	90 Hours
V	compulsory Economics of Growth and Development Paper-v	80 Hours
	optional International Business Environment Paper-vi	80 Hours
	optional Rural Development and Co-operation Paper-vi	80 Hours
	optional Karnataka Economy Paper-vi	80 Hours
	optional Tourism Economics Paper -vi	80 Hours
VI	Compulsory Human Resource Development Paper- vii	80 Hours
	optional Indian Economic Environment Paper-viii	80 Hours
	optional Public Economics Paper-viii	80 Hours
	optional Research Methodology Paper -viii	80 Hours

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Proceedings of the UG BOS Meeting

Proceedings of the meeting of the BOS (UG) in Economics, met on 27-12-2016 at 11.30 AM in the Chairman's Chamber, Department of Studies in Economics, Kuvempu University, Jnanasahyadri, Shankaraghatta.

At the outset, the Chairman welcomed all the members of the Board for the meeting.

The Board approved the B.A Syllabus (Ist ,IInd and IIIrd year) for the academic year 2017-18.

At the end, the chairman thanked all the members for their active involvement in the deliberations and for their co-operation in conducting the meeting

Members Present

1. Dr. S.Mahendra Kumar
2. Dr. Devaraj.P
3. Dr. Shashirekha. K.R

[Signature] 27/12/16

[Signature] 27/12/16

[Signature] 27/12/16

Members Absent

1. Dr. M. Chowdegowda

Date:27-12-2016

[Signature]
Principal

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[Signature]
Chairman
BOS in Economics (UG)
Dept. of Economics
Kuvempu University

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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

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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. ಎಚ್.ಆರ್. (2012), ಕರ್ನಾಟಕ ಆರ್ಥಿಕತೆ, ಸಬ್ ಬುಕ್ ಹೌಸ್, ಬೆಂಗಳೂರು
4. ಕೃಷ್ಣಯ್ಯನಾಡ, ಪಿ.ಆರ್. (2014),ಕರ್ನಾಟಕ ಆರ್ಥಿಕತೆ, ಸ್ವಂವನ ಪ್ರಕಾಶನ, 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 IBE
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

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Module 4: International Monetary Institutions and Economic Environment

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

15 Hours

Module 5: Economic Reforms

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 Bhalariao (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. ಎಚ್ಚಾರ್ (2015), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ತ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
12. ಎಚ್ಚಾರ್ (2015), ಅಂತರರಾಷ್ಟ್ರೀಯ ಮತ್ತು ಸಾರ್ವಜನಿಕ ಅರ್ಥಶಾಸ್ತ್ರ, ಸಪ್ತ ಬುಕ್ ಹೌಸ, ಬೆಂಗಳೂರು
13. ಕೃಷ್ಣಯ್ಯಗೌಡ, ಪಿ.ಆರ್ (2014), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಎಡ್ವಾನ್ಸಿಡ್ ಪ್ರಕಾಶನ, ಗದಗ
14. ವೀರಯ್ಯ ಕೆ ಎಮ್ (2001), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಅಕ್ಷತ ಪ್ರಕಾಶನ, ಮೈಸೂರು
15. ಡಾ. ಶ್ಯಾಮಸುಂದರ (2011), ಅಂತರರಾಷ್ಟ್ರೀಯ ಅರ್ಥಶಾಸ್ತ್ರ, ಬಸವಾ ಪ್ರಕಾಶನ, ಉಪಮೋಗ

H L K K
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Kuvempu University

Department of Post-Graduate Studies and Research in Commerce

Jnana Sahyadri, Shankaraghatta 577 451 (Shivamogga District, Karnataka)

e-mail: commerce@kuvempu.ac.in

Minutes of the Meeting of Board of Studies in Commerce (UG) held on Friday, 29 December 2017 at 11 am in the DoS in Commerce, Kuvempu University, Juana Sahyadri

Members:

- | | |
|-----------------------|----------------------------|
| (1) Sri Umaphathi K G | (4) Smt V Shalini |
| (2) Sri Poornesh K | (5) Sri B Malleshi Naik |
| (3) Sri B R Dayananda | (6) J. Madegowda: Chairman |

After the formal welcome by the chairman, the Board took up the subjects listed in the Agenda for discussion and after discussion resolved appropriately as presented below.

(1) Review of Question Papers set for April/November 2017 examinations

The Board reviewed the question papers set for April/November 2017 examinations of B.Com (both regular and distance mode) and found them in order.

(2) Preparation and approval of Panels of Examiners for April/November 2018 examinations of B.Com (both regular and DDE)

The Board prepared and approved the Panels of Examiners for B.Com examinations, 2018 (both regular and distance mode), and authorized the Chairman to send the same to the Registrar (Eval) separately (**Appendix – 1**).

(3) Revision and approval of curricula of B.Com (regular) programme

The Board prepared and approved the thoroughly revised and comprehensive course curricula B.Com programme (Regular). Further, the Board resolved to recommend to the Faculty of Commerce for its consideration and approval (**Appendix – 2**).

(4) Any other subject with the permission of the Chairman: Question Papers

Members of the Board discussed the issue of translating the question papers of quantitative courses from English to Kannada from the points of view of its utility to the students, time and cost factors, and resolved to have the question papers of quantitative courses only in English.

Signature of Members:

- | | |
|-----------------------|-------------------------|
| (1) Sri Umaphathi K G | (3) Sri B R Dayananda |
| (2) Sri Poornesh K | (4) Sri B Malleshi Naik |

(J. Madegowda)

Chairman

/

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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-Sales Call; Customer Psychology-Buying Motives of four Customer, Effective Speaking, Consumer Products Vs Industrial Products Selling - Trade Relations - Sales Personnel Recruitment, Selection, Training, and Remuneration.


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- V. **Sales and Marketing System** (14 hours): Meaning, Definition, Objectives of Sales, Promotion Schemes and Situations in which they are Launched. 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) Chunarwalla S. A. Product management.
- (5) Aswathappa, Product management
- (6) Verma and Agarwal, Sales management


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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


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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's operations
- (3) List out the major functions of a store manager diagrammatically
- (4) List out the current trends in retailing
- (5) List out the factors influencing 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 Berman 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

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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

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, Determinant 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

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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)


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**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.


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- 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 measure to particular assigned task
- (3) Find the least root 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 gives 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


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